

OLINKO



# GDPR simplified for every professional

26 April 2024



# NICE TO MEET YOU!

- Karolien Van Bel
- Managing Partner OLINKO
- <https://olinko.be/>
- Cybersecurity awareness & training
  
- Since January 2022 with eVri (Uptime Group, Cronos Group)
  
- Certified Data Protection Officer
- Certified Change Manager (ADKAR)
  
- NL – FR – ENG

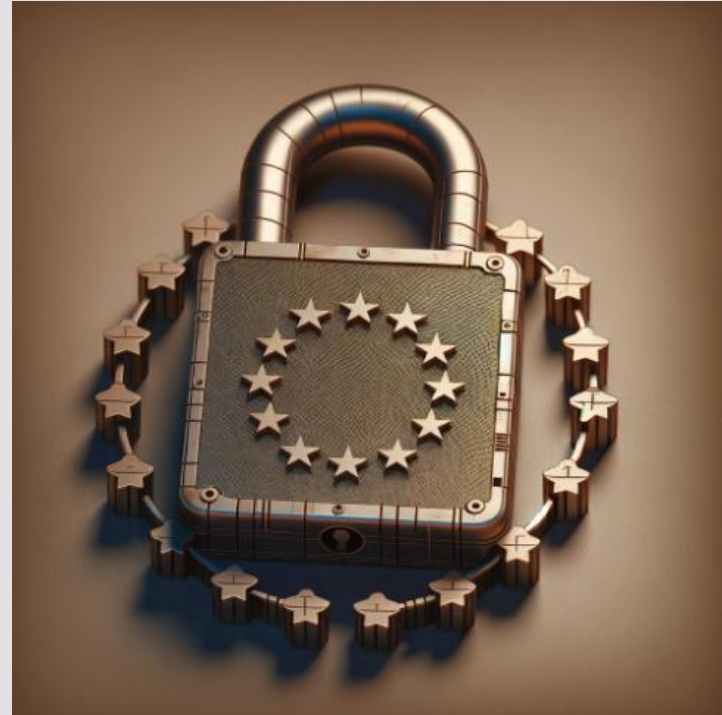
# Why should we bother?

- Legal compliance
- Reputation
- Making that commercial difference



# Almost 6 years of GDPR

- Since May 2018
- European legislation to which European countries need to comply
- Fines up to 20.000.000€ or 4% turnover worldwide
- Every country has its own independent authority/ watchguard to ensure compliance with GDPR





A green-tinted photograph of a dining table. In the center is a white plate with a scalloped edge, containing a large, round, textured object that resembles a piece of bread or a vegetable. To the left of the plate is a silver fork, and to the right is a silver knife. Above the plate is a clear glass. The background shows a white tablecloth and a white napkin. Overlaid on the center of the image is the text "How to eat an elephant?" in a bold, white, sans-serif font.

**How to eat an  
elephant?**

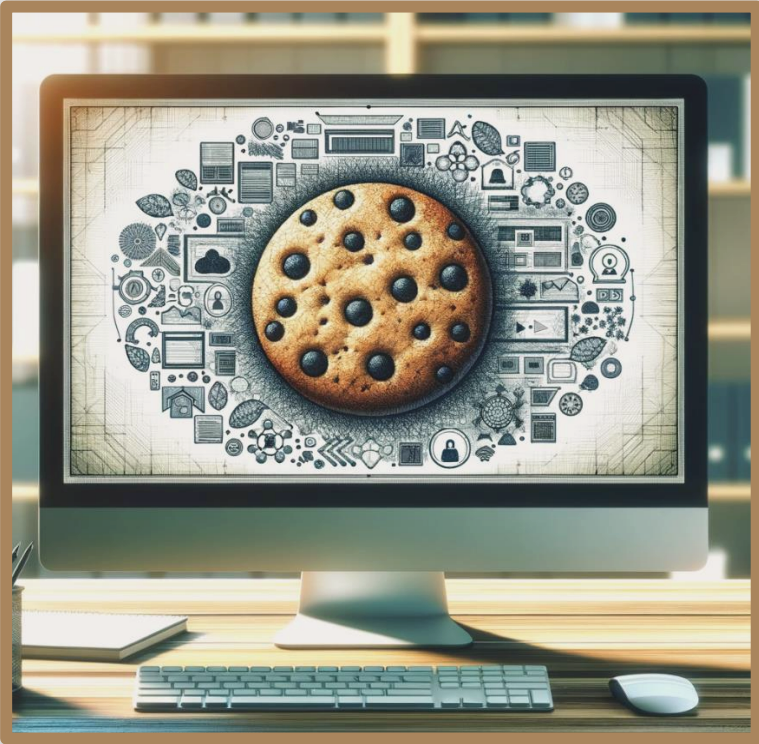


# How to respect privacy while employing effective marketing strategies?

- Consent
- Be careful with legitimate interest
- Privacy policy

# What are cookies?

*Cookies are small text files that can be stored on your computer when visiting websites*





# Examples of cookie banners

## Dankzij cookies kunnen wij je beter helpen

We gebruiken cookies om kruimeltjes te verzamelen. Dankzij die kruimeltjes kunnen we jou op de best mogelijke manier helpen en je aanbod personaliseren.

**Aleen noodzakelijke cookies**

**Alle cookies toestaan**

[Voorkeuren beheren](#)

## Deze website maakt gebruik van cookies

DPG Media Group gebruikt cookies om informatie over je toestel, browser en surfgedrag te verzamelen. Dit laat toe het gebruik van de site te analyseren en personaliseren, de site te verbeteren, sociale media te integreren en je gerichte advertenties te tonen op andere websites en apps. Meer informatie vind je terug in ons [privacy-](#) en [cookiebeleid](#).

Hieronder kan je toestemming geven voor het gebruik van cookies voor alle bovenstaande doeleinden of je voorkeuren instellen. Je kan je keuze op elk moment aanpassen.

**Akkoord**

**Instellen**

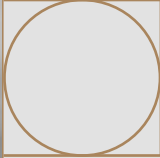


**How AI fits in the  
privacy landscape?**



# TIPS to PROTECT your data

- Visit: <https://haveibeenpwned.com/>
- Always use strong passwords
- Set a different password for each application
- Use a password manager
- Enable two-factor authentication
- Be alert



# Thank you! Questions?

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Managing Partner OLINKO

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