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Retail

General Data Protection Regulation: How Oracle Retail Can Help

The desire of today's retail shoppers to receive personalized experiences has never been greater, yet it is matched by an intense concern for protecting the privacy and security of their personal data. In the context of what some view as seemingly contradictory marketplace dynamics, the EU General Data Protection Regulation (GDPR) is raising questions for and placing new requirements on retailers globally.

Compliance efforts demand insight into your data processing activities and the ability to enforce security controls wherever this data resides. **Oracle Retail is here to help.**

A GDPR PRIMER

Rapid technological developments and globalization over the past 20 years have brought new challenges for the protection of personal data. To address this situation, the GDPR is an updated data protection regulation with comprehensive privacy and security requirements intended to strengthen and standardize data protection across the EU.

GDPR – effective May 25, 2018 – broadly affects all organizations, government agencies and companies throughout the world that collect or use the personal data of EU residents.

Under the GDPR, there are stronger responsibilities for both "data controllers" and "data processors." Retail vendors who collect and process personal data from their shoppers are data controllers. Providers of IT and data-processing services, such as Oracle, typically function in the role of a "data processor" who processes personal data on *behalf* of the data controller.

WHO DOES THE GDPR APPLY TO?	
Who does the GDPR apply to?	The GDPR applies to all organizations that process personal data of EU residents regardless of geographical location (i.e., it can apply to organizations outside EU).
What data needs to be protected?	Organizations need to protect the "personal data" of EU residents. Personal data is broadly defined as any information relating to an identified or identifiable individual.
How to achieve compliance?	Organizations need to meet their applicable obligations and responsibilities as controllers and/or processors.
Why you need to be compliant?	Non-compliant organizations are subject to administrative fines of up to €20 million or 4% of a company's global turnover (gross revenue), whichever is greater.

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TRUSTING ORACLE RETAIL

Oracle Retail is committed to helping you meet your GDPR obligations, and has more than 40 years of experience in the design and development of secure database management, data protection, and security solutions.

Oracle Cloud Applications customers can take advantage of Oracle's vast experience in the cloud. Over the years, Oracle has invested the resources and designed controls and processes to expertly develop and manage its applications, databases, servers and infrastructure across the entire cloud technology stack. Oracle gives its customers a SaaS advantage by offering the most complete suite of cloud applications – designed to be secure at every layer – for the entire business. Oracle Cloud Applications can help reduce risk and offer simplicity, with one set of policies and standards for your business processes. In a constantly changing regulatory landscape, Oracle Cloud Applications can help your organization address regulatory compliance more efficiently and easily.

PREPARING FOR GDPR – UPDATED DATA PROCESSING CLOUD AGREEMENT

For our cloud customers, we have updated the Oracle Cloud Data Processing Agreement (DPA) in anticipation of answering customer questions and requirements that are likely to surface from the regulation. The updated agreement describes in greater detail how we handle customer personal data when we provide our broad range of cloud services to our customers. Download a copy of the revised DPA on the Oracle Cloud Contracts resources page available here. Also available is a Statement of Changes identifying where we describe the changes to the updated DPA and map them to specific GDPR information requirements for data processing agreements.

IMPORTANCE OF GDPR COMPLIANCE

Non-compliance with GDPR can result in heavy fines and increased regulatory actions. More importantly, significant breaches can damage a retailer's brand, value, and reputation. Protecting your brand requires collecting personal data by demonstrating compliance consistently – and adhering reliably to the GDPR principles of privacy and security. The path towards GDPR compliance involves a coordinated strategy that engages different organizational entities (including security, IT, legal, human resources, marketing and others).

To provide additional assistance, Oracle also has an online library with various resources designed to help our customers leverage Oracle security solutions when developing their GDPR compliance program. Please visit the Oracle GDPR Resource Center here
https://www.oracle.com/uk/corporate/features/gdpr.html

Products in Scope

Based on our experience and technological capabilities, Oracle is committed to providing customers expert guidance regarding its Retail solutions, in order to help retailers achieve GDPR compliance.

As is consistent with many other Oracle Products, privacy and security documentation is being created for may products in the Oracle Retail portfolio. In some cases, new features have been created, while in others, version and product-specific solutions may include a combination of leveraging existing functionality, processes, and software updates. There may be some version and product-specific exceptions. **This documentation will be posted in MyOracleSupport as they become available.**

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