



Livecare**support**



GDPR

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1. WHAT IS THE GDPR?

The European Commission has adopted the General Data Protection Regulation (GDPR - EU Regulation 2016/679) that comes into force on 25 May 2018.

The Regulation was introduced for the following main reasons, among others:

- To require companies to operate in a more transparent manner with regard to the collection and use of data;
- To improve data protection and prevent breaches;
- To put enhanced controls in place and improve reactivity to prevent data leaks.



2. WHO DOES THE GDPR APPLY TO?

The GDPR applies to the processing of personal data, where:

- **"personal data"** means any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person;
- **"processing"** means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

The parties/companies that process personal data will be required to demonstrate the security of the data and their compliance with the GDPR.



3. HOW THIS AFFECTS ICONA AND ITS CUSTOMERS

The GDPR identifies three parties:

- the **data subject**, i.e. the party to whom the data relates and who remains the owner of that data at all times (the end customer);
- the **data controller**, i.e. the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data (Icona's customer);
- the **data processor**, i.e. the natural or legal person, public authority, agency or other body which processes personal data on behalf of the controller (Icona).

The processor gets involved when the controller decides to delegate part of the processing activities to an external party, and therefore acts as an agent of the controller: they have no independent power to decide how and why to process the data subjects' data.

As such, in providing the service, Icona is a Data Processor for its customers.

Icona's customers, meanwhile, are Data Controllers, i.e. the only parties that decide the purposes and means of processing the personal data obtained from their end customers (i.e. the data subjects).

The GDPR requires that the party that processes the data uses data processors who guarantee compliance with the Regulation. Icona (as a Data Processor) and the services it offers are compliant with the new GDPR that comes into force on 25 May 2018.



4. LIVECARE SUPPORT AND GDPR

With specific reference to Livecare Support, for example, the programme makes it possible to respond to (and satisfy) end customers' requests, in accordance with those parties' rights as protected under the GDPR.

More specifically, the programme allows the Data Controller (Icona's customer) to independently respond to requests to:

- **KNOW WHAT DATA IS BEING PROCESSED**

This means that the data subject has the right to know and consult their personal data. Livecare Support makes this possible by allowing each individual customer file to be viewed and the support sessions provided to that customer to be exported.
- **RECTIFY AND ERASE DATA**

Livecare Support provides the option to amend the data relating to each individual customer and - if required - erase the customer file and all data relating to the individual support sessions provided.
- **SEND THE DATA TO ANOTHER DATA PROCESSOR**

The customer may, therefore, request their data in a format that allows it to be entered into another system. The option to export data to CSV makes it possible to comply with this request.

Livecare Support also makes it possible (a) to include a direct link to the information notice to be provided to customers regarding privacy in Livelet and (b) to request explicit acceptance of the specific rules from the end customer before beginning each support session.

This satisfies the requirement for explicit rules relating to the handling of customer data and for making these rules intelligible and accessible to the customer.

Furthermore, in accordance with the GDPR, all data processed remains within the EU at all times.

In any case, to guarantee the best possible service,

- i. Icona makes all of the information required to demonstrate compliance with the obligations set by the Data Controller available to its customers;
- ii. it also supports its customers in putting appropriate technical and organisational measures in place, insofar as possible, in order to comply with the Data Controller's obligation to respond to requests from data subjects to exercise their rights.



For more information



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