



The following information is provided by Advantage Performance Group regarding our special, limited-time offer for free access to **GDPR Core Awareness for Business**, an outstanding online course from Me Learning to help businesses understand sweeping new data protection laws that went into effect May 25, 2018. For more information, please visit <https://apg1.us/gdpr> or contact us via phone at [\(415\) 925-6832](tel:4159256832) or by email at [contact@advantageperformance.com](mailto:contact@advantageperformance.com). A detailed course flyer follows.

## GDPR and Me Learning - An Overview

### Who is Me Learning?

Me Learning is an established, UK based, e-learning solutions provider. For a number of years, it's provided engaging, informative and clearly explained materials in a flexible format for learners.

In 2015, 2016 and 2017 Me Learning was awarded recognition in the annual Deloitte Technology Fast 500 - an accolade that recognises the fastest growing technology companies in Europe and the Middle East region.

### What is GDPR?

On Friday 25 May 2018 the new General Data Protection Regulation (GDPR) came into force across the EU.

GDPR is a vastly updated, new regulation for data and cyber security. It is designed to strengthen data protection for everyone and create a single data protection regime for businesses and consumers to rely on across EU. Any business or organisation handling data of EU citizens is also obliged to comply.

Implications for non-compliance are high; fines by the ICO of up to 4% of group annual global turnover or €20 million, whichever is higher. That's not to mention reputational damage of a poorly managed data breach.

Many companies are not yet prepared for how their organisation should be managing offline / online data of EU citizens in this new environment.

GDPR training for employees is part of a company demonstrating compliance. E-learning is an efficient and cost-effective solution to help ensure a wider, companywide understanding of this new legislation, immediately.

### What is the Me Learning GDPR Solution?

Me Learning has partnered with data protection legal specialists in the UK, to develop a comprehensive range of GDPR e-learning courses. They provide an entirely scalable GDPR training solution, with highly credible endorsement.

- Co-written and endorsed by UK data protection legal experts at Clayden Law
- Accredited by GCHQ (Government Communications Headquarters in the UK)
- Approved by CPD (Continuing Professional Development in the UK)
- Written in association with Chartered Institute for Marketing (CIM) - the national body for marketers in the UK (GDPR for the Marketer)
- Co-written by employment legal firm Hine Legal and the Chartered Institute of Professional Development (CIPD) - the national body for HR in the UK (GDPR for the HR Professional)
- Available in easy, bite sized modules

**GDPR for the HR Professional** provides expert guidance of the GDPR on HR. The content examines the new legislation and is intended for anyone who handles or processes personal data / HR data of EU citizens. It covers the key concepts that HR need to understand and changes that now need to be in place to achieve GDPR compliance.

**Me Learning GDPR e-learning clients include:** Lloyds Bank, Church of England, Bentley, Chartered Banker, YMCA, British Accreditation Council, Manchester City Council



# GDPR Core Awareness for Business

## Introduction

This course contains five modules providing expert guidance on the GDPR, and includes three modules specifically for the HR and marketing professional.

This course provides the starting point for any data protection training and is intended for anyone who handles personal data within an organisation.

The course provides the new Data Protection Act and the GDPR which will be incorporated within this Act.

It talks about why the new legislation is being introduced; the similarities and differences between the old regime and the new one; and the enhanced rights we all have in relation to the processing of our personal data.



## Audience

This course is intended for all staff, including HR and marketing professionals, in all organisations who handle (or process) personal data.

## Objectives

In this course, you will learn:

- Why the new data protection law is being introduced
- The key differences between the current data protection regime and the new one
- The primary aim of the new data protection legislation
- Who the legislation applies to
- What rights people have over the processing of their data
- The grounds for the exercising of these rights
- What information needs to be provided to a data subject
- How to respond to subject access requests and other requests from individuals

## Modules

This course contains the following modules:

### Module name

- Data Protection Law Definitions and Principles
- GDPR Individual Rights
- GDPR Guidance for the HR Professional — Part 1
- GDPR Guidance for the HR Professional — Part 2
- GDPR Guidance for the Marketer

## Content

This course contains the following 5 modules:

1. Data Protection
2. Individual Rights
3. Guidance for the HR Professional- Part 1
4. Guidance for the HR Professional- Part 2
5. Guidance for the Marketer

