

Lei Geral de Proteção de Dados

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Escopo da LGPD

A que atividades se aplica?



for YOUR DAILY MONEY MANAGEMENT

DATE	ITEM / 内容	INCOME / 収入	EXPENSE / 支出	BALANCE / 残高	NOTE
15/2	Salary	15,000			
19/2			4,200	15,000	
			570	14,230	
			1,000	10,230	
27/2	Interest	850		9,230	
				<u>10,080</u>	

A black pen with a gold-colored tip and clip is resting on the notebook. The notebook is open, showing the ledger on the top page and a blank lined page on the bottom.



A quem se aplica a LGPD?

Tratamento no Brasil

Tratamento para oferta de bens ou serviços no Brasil

Tratamento de indivíduos localizados no Brasil

Tratamento de dados coletados no Brasil



Quais os objetivos da Lei Geral de Proteção de Dados (LGPD)?

- Garantia do **direito à privacidade**
- Garantia à **autodeterminação informativa**
- Garantia dos **direitos humanos, livre desenvolvimento da personalidade, dignidade e exercício da cidadania**

A low-angle, upward-looking photograph of a grand classical building facade. The image is dominated by several tall, fluted columns with Corinthian capitals. Above the columns is a wide entablature, and at the top is a pediment filled with a row of statues. The sky is overcast and grey. In the upper right corner, the text 'E o Poder Público?' is written in a clean, black, sans-serif font.

E o Poder Público?

Princípios

- Finalidade
- Adequação
- Necessidade
- Livre acesso
- Qualidade dos dados
- Transparência
- Segurança
- Prevenção
- Não discriminação
- Responsabilização e Prestação de Contas

- Consentimento
- Cumprimento de obrigação legal ou regulatória
- Execução de políticas públicas
- Estudo por órgão de pesquisa
- Contrato ou diligência pré-contratual
- Exercício regular do direito
- Proteção da vida ou da incolumidade física
- Tutela da saúde
- Interesses legítimos
- Proteção do crédito

Dado sensível: dado pessoal sobre origem racial ou étnica, convicção religiosa, opinião política, filiação a sindicato ou a organização de caráter religioso, filosófico ou político, dado referente à saúde ou à vida sexual, dado genético ou biométrico, quando vinculado a uma pessoa natural.

Cuidados adicionais com crianças e adolescentes





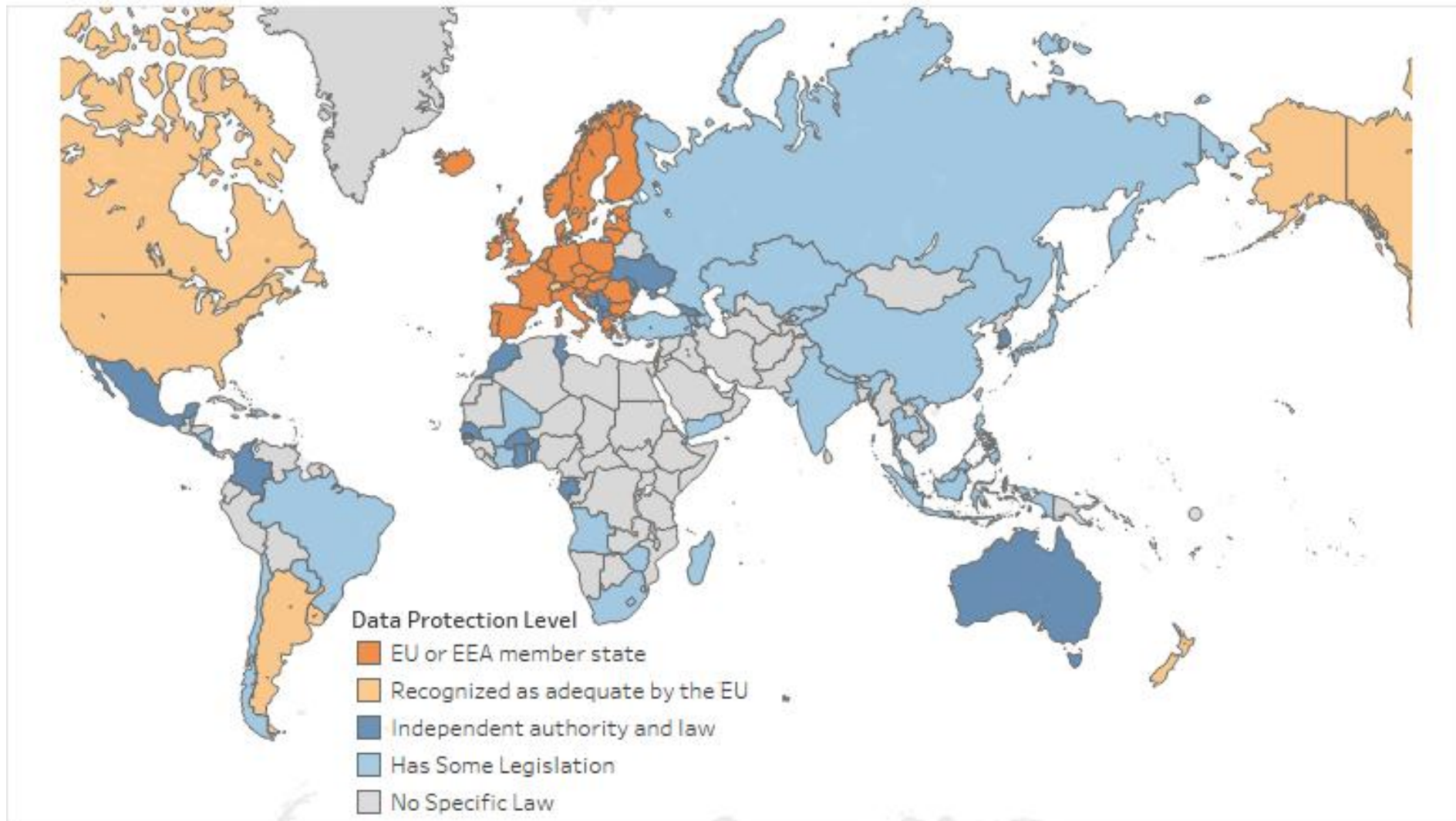
An aerial night photograph of a city, likely New York City, showing a dense grid of streets and buildings illuminated by lights. The lights create a complex pattern of orange and yellow against the dark background of the city and surrounding areas. The text "O desafio dos dados públicos" is overlaid in the top right corner.

O desafio dos dados públicos

Compartilhamento de banco de dados do Poder Público com agentes privados



Data Protection Laws Around the World





Direitos dos titulares

- **Confirmação**
- **Acesso**
- **Correção**
- **Limitação**
- **Portabilidade**
- **Eliminação**
- **Informação sobre não consentimento**
- **Revogação do consentimento**
- **Revisão de decisão exclusivamente automatizada**

Peculiaridades
brasileiras na sinergia
LGPD + CDC





Diagnóstico da jornada do dado (ciclo de vida)



Redesenhar processos, serviços e produtos:

Privacy by design

Privacy by default

Business Chart - Visual

Business Chart



Space Usage (750 MB)



Why is your audience and what are their needs? This can help you better articulate the benefits of doing business with you and deliver a superior product or service.

Interactive User

1,505

18,321

31.2%

45.1%

28.5%

14.5%

14.5%

14.5%

14.5%

14.5%

14.5%

**Efetividade da LGPD:
Autoridade Nacional de Proteção de Dados**



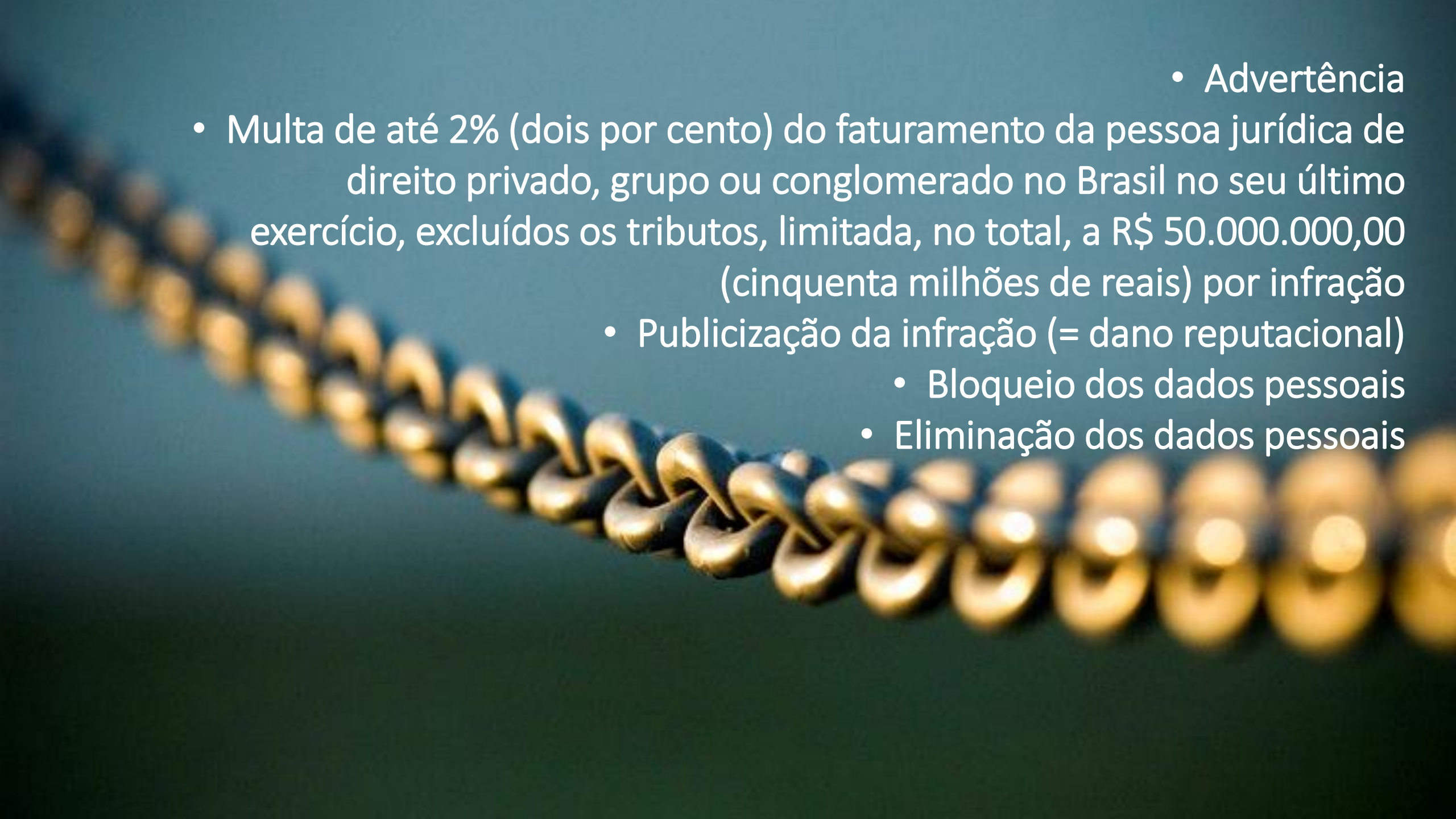
Encarregado pelo tratamento de dados pessoais
Data Protection Officer (DPO)



Violação de dados

- O que é violação de dados?
- Comunicação à Autoridade Nacional:
 - Descrição da natureza dos dados pessoais afetados
 - Informações sobre os titulares envolvidos
 - Indicação de medidas técnicas e de segurança utilizadas
 - Riscos
 - Medidas para reverter ou mitigar os efeitos do prejuízo
- Comunicação aos titulares



- 
- Advertência
 - Multa de até 2% (dois por cento) do faturamento da pessoa jurídica de direito privado, grupo ou conglomerado no Brasil no seu último exercício, excluídos os tributos, limitada, no total, a R\$ 50.000.000,00 (cinquenta milhões de reais) por infração
 - Publicização da infração (= dano reputacional)
 - Bloqueio dos dados pessoais
 - Eliminação dos dados pessoais

Contract

The objectives will be based on how you gain sales by acquiring and keeping customers. A marketing strategy helps on making good messages with the right kind of marketing approaches in order to have a good outcome of your sales and marketing activities. It is a process to show an organization to focus resources on the greatest opportunities to increase sales and achieve the company's target. Marketing strategy's goal is to increase sales and achieve advantage over other competitors. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to its objectives. Putting your strategy into action is how your marketing plan should work. Marketing budgets will be set, at the same time it will also show you how you're going to work with your targets, it maybe through networking, advertising etc.

Having the perfect timing with your activities is if your customers buying cycles will help you saving money and maximizing sales. The marketing plan should be innovative. It should have the details on how your sales are followed up and the activities your doing to develop your offers. Branding is defined as the process of coming up or making a unique name or design for a certain product having a good brand strategy allows you to have a major advantage in gaining a large increase in your market competitors. You brand tells your customers what they can have or expect from the products and services you offer. Are you innovative or are you the experienced type? or do you offer a high-cost, high-quality product, or a low-cost, high-value product? It's impossible to be both. You should consider on breaking what your customers with your brand is their main foundation of your brand. All the promotional materials should be connected with your brand. Branding is defined as the process of coming up or making a unique name or design for a certain product having a good brand strategy allows you to have a major advantage in gaining a large increase in your market competitors. You brand tells your customers what they can have or expect from the products and services you offer. Are you innovative or are you the experienced type? or do you offer a high-cost, high-quality product, or a low-cost, high-value product? It's impossible to be both. You should consider on breaking what your customers with your brand is their main foundation of your brand. All the promotional materials should be connected with your brand. Branding is defined as the process of coming up or making a unique name or design for a certain product having a good brand strategy allows you to have a major advantage in gaining a large increase in your market competitors. You brand tells your customers what they can have or expect from the products and services you offer. Are you innovative or are you the experienced type? or do you offer a high-cost, high-quality product, or a low-cost, high-value product? It's impossible to be both. You should consider on breaking what your customers with your brand is their main foundation of your brand. All the promotional materials should be connected with your brand.

(A) It is a process to allow an organization to focus resources on the greatest opportunities to increase sales and achieve the company's target of marketing approaches in order to have a good outcome of your sales and marketing activities.

(B) Marketing strategy's goal is to increase sales and achieve advantage over other competitors. It includes short term and long term activities of marketing that has to do with the analysis of a company's situation and contribute to its objectives.

(C) The objectives will be based on how you gain sales by acquiring and keeping customers.

(D) A marketing strategy helps on making good messages with the right kind of marketing approaches in order to have a good outcome of your sales and marketing activities.

(E) Putting your strategy into action is how your marketing plan should work. Marketing budgets will be set, at the same time it will also show you how you're going to work with your targets, it maybe through networking, advertising etc. Having the perfect timing with your activities to fit your customers buying cycles will help you saving money and maximizing sales. The marketing plan should be innovative. It should have the details on how your sales are followed up and the activities your doing to develop your offers.

(F) Improvement should be measured regularly and assessed in order for you to know what's beneficial and what is not. This will help you set new targets.

(G) Brand messages are delivered and planned based on the questions how, what, when, to whom and where your brand strategy is. Advertisement, visual communication and distribution channels are parts of brand strategy.

Signature 1

**Responsabilização Controlador – Operador
(do tratamento de dados)**

Um novo paradigma regulatório para a sociedade de dados



Muito obrigada!

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