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The Trust Bridge Webinar Update on GDPR and Other Privacy Laws

ATLANTA – One year after GDPR became law in the UK, marketing professionals are still confused about their responsibilities to the customer data they collect and manage. ECIA's recent episode of its webinar series about Data Security co-hosted with The Trust Bridge, focused on the marketing function, with valuable updates about GDPR and the myriad other global regulations that mimic its provisions.

"The laws are changing nearly every day, including at the state level within the United States," cautioned Penney Heyes, The Trust Bridge co-founder and Chief Commercial Officer. "The common theme of all the laws being enacted is that individuals own their data – businesses are merely renting it from them temporarily, but only for a specific purpose. This is a big change, and companies must have a legal basis for using customer data, or they face substantial fines and penalties for misuse," she explained.

Businesses must conduct a three-part test to determine if they have a legal basis for using customer data. They must identify a legitimate interest, then determine a necessity, while balancing the impact of the process on the individual's privacy. The legitimate interest or purpose is the tricky part for marketing.

"This webinar was eye-opening for ECIA members," commented Debbie Conyers, ECIA Vice President of Member Engagement. "If you thought you could get into compliance with GDPR and then be done with it, that isn't the case. Data security legislation is a moving target and as more is revealed about what is being collected, individuals become more and more concerned about privacy. These webinars are very helpful to stay on top of it to mitigate risk."

The entire The Trust Bridge webinar series is recorded and available on demand. The next live presentation will be [Data Privacy by Design on October 18th](#). That presentation will focus on the adoption of an organization-wide approach to data protection. Treating the data subject with respect and adopting policies and embracing data ethics must be the business mantra.

About ECIA

The Electronic Components Industry Association (ECIA) is made up of the leading electronic component manufacturers, their manufacturer representatives and authorized distributors. ECIA members share a common goal of promoting and improving the business environment for the authorized sale of electronic components. Comprised of a broad array of leaders and professionals representing all phases of the electronics components supply chain, ECIA is where business optimization, product authentication and industry advocacy come together. ECIA members develop industry guidelines and technical standards, as well as generate critical business intelligence. For more information, visit www.ecianow.org or call 678-393-9990.