

PRESS RELEASE

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(No) more reasons to panic? New GDPR whirls up the privacy statements of the online world

May 17th, Kiel. Next Friday, on May 25th 2018, a new framework for a more transparent and improved protection of personal data will enter into force with the EU General Data Protection Regulation (EU-GDPR).

The current general data protection regulation of the European Union has been obligatory for all companies of the member states for about two years and extends the rights of EU citizens with regard to privacy and the protection of personal data. Among other things, it requires companies to maintain adequate data records, disclose data leaks and improve exit options. Failure to comply with the GDPR could result in warnings from competitors and not the imposition of fines by the data protection authorities.

Reason for the newest law adjustment is with priority the protection of the European Union citizens. They are from now on strengthened in their right to inquire with each enterprise, which data one collects and processes there over them personally. In addition, each customer is free to request the immediate deletion of this data.

In the course of this new edition of the GDPR, consumers, including website users, should be given more control over the whereabouts of their personal data. For operators of websites, online shops and other offers on (and of course outside of) the Internet, this means a fundamental revision of their privacy statements and terms. In order for them to meet the required transparency and fulfil all documentation, proof, information and accountability

obligations, some aspects must be re-introduced - and technically implemented, others merely reformulated.

sms77.io, as a telecommunications company registered with the Federal Network Agency, has always attached great importance to the protection, security and integrity of personal data in order to preserve both the secrecy of telecommunications and, of course, the trust of customers.

Part of our corporate responsibility is to ensure that customers and partners receive all the information they need to understand the regulations and how they can impact our services. In order to fulfil these obligations under the EU-GDPR, sms77 has adapted various internal processes, established internal business guidelines and adapted contractual relationships to ensure control over data breaches and business continuity. This includes the expansion of data retention and appropriate improvements in security, encryption and access control..

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