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## Panasonic: “technology can mitigate GDPR compliance risk”

**Panasonic Business has stressed the importance of technology ahead of the introduction of new EU regulations on data protection.**

The General Data Protection Regulation (GDPR) becomes enforceable from 25 May 2018 with the intention of strengthening and unifying data protection for all individuals within the EU. Sanctions for data breaches are as much as €20million or up to 4% of a company’s annual worldwide turnover.

Practically, it strengthens the requirement for consent prior to any marketing contact for instance, and means that personal data cannot be transferred to countries outside the EEA, unless they guarantee the same level of data protection.

“It’s the biggest challenge for marketing in my 26 year career,” said Stephen Yeo, Panasonic Business Marketing Director. “As a result of GDPR, businesses need to consider where and how they process data – that’s everything from names and addresses to security footage.”

“We certainly believe that there are technological ways to mitigate some of the risks. An example is people masking technology for CCTV, which protects a person’s identity and means the actual footage can only be viewed in the event of an incident, such as a theft.

“A further example is automatic data removal from a scanner. Inbuilt functionality that removes data from a machine once it’s transferred to a PC, means that the data is automatically more secure.”

In response to the changes in capturing and storing CCTV footage within public spaces, Panasonic offers security solutions that align with Articles 32 and 35 of GDPR. These prevent data theft and allow the public spaces to stay secured while complying with the data privacy.

The ‘secure communication’ feature, available on all Panasonic i-PRO Extreme cameras, allows IP surveillance communication to stay safe from spoofing, snooping, video tampering and altering.

“Networked devices such as CCTV have been identified as a potential weak spot for data breaches, so it’s vital that organisations look at how this is mitigated as they plan for 25 May,” added Stephen Yeo.

For more information about Panasonic Business technology, please visit:

<https://business.panasonic.co.uk>

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### **About Panasonic System Communications Company Europe (PSCEU)**

Panasonic System Communications Company Europe's (PSCEU) goal is to improve the working lives of business professionals and help their organisations' efficiency and performance through world leading technology. We help organisations capture, compute and communicate all sorts of information: image, voice, and textual data. With around 350 staff, engineering design expertise, global project management capability and a large European partner network, PSCEU offers unrivalled capability in its markets.

#### **PSCEU is made up of six product categories:**

- **Broadcast & ProAV** offers high quality products and solutions to ensure smooth operation and excellent cost-performance to end-users in the areas of remote camera solutions, switchers, studio camera solutions and ENG P2. The VariCam line-up of professional digital video cameras are capable of true 4K and High Dynamic Range (HDR) which makes them the ideal solution for cinema, television, documentary and live event production.
- **Communication Solutions** offer world leading communication solutions including professional scanners, telephony systems and SIP terminal devices.
- **Computer Product Solutions** help mobile workers improve productivity with its range of Toughbook rugged notebooks, Toughpad business tablets and electronic point of sales (EPOS) systems. As European market leaders, Panasonic Toughbook had a 67% revenue share of sales of rugged and durable notebooks and Panasonic Toughpad held a 56% revenue share of sales of rugged business tablets in 2016 (VDC Research, March 2017).
- **Industrial Medical Vision** provides applications for various segments such as medical, life science, ProAV or industrial. The product portfolio includes complete and OEM micro camera solutions. End-users, system integrators or distributors can choose from a range of full product solutions and component vision technology.
- **Security Solutions**, including video surveillance cameras and recorders, video intercom systems and intruder alarms.
- **Visual System Solutions**, including projectors and professional displays. Panasonic offers the widest range of Visual products, and leads the European high brightness projector market with a 37.20% market revenue share (Futuresource >5klm (FY16 April 2015 - March 2016, excl. 4K & digital cinema).

#### **About Panasonic**

Panasonic Corporation is a worldwide leader in the development of diverse electronics technologies and solutions for customers in the consumer electronics, housing, automotive, and B2B businesses. Celebrating its 100th anniversary in 2018, the company has expanded globally and now operates 495 subsidiaries and 91 associated companies worldwide, recording consolidated net sales of Euro 61.711 billion for the year ended March 31, 2017. Committed to pursuing new value through innovation across divisional lines, the company uses its technologies to create a better life and a better world for its customers. To learn more about Panasonic: <http://www.panasonic.com/global>