Privacy is a fundamental right. Article 8, Charter of Fundamental Rights of the European Union: Protection of personal data.

In a practical sense: what is privacy and data protection? What are the key concepts that I should be aware of?

**PERSONAL DATA?**
‘Personal data’ means any information relating to an identified or identifiable natural person (‘data subject’).

**LAWFULNESS OF PROCESSING**
Processing of personal data is lawful if the data subject has given consent to the processing of his or her personal data for one or more specific purposes.

**INFORMED CONSENT**
Consent should be given by a clear affirmative act establishing a freely given, specific, informed and unambiguous indication of the data subject’s agreement to the processing of personal data relating to him or her, such as by a written statement, including by electronic means, or an oral statement.

**DATA PROTECTION IMPACT ASSESSMENT**
A data protection impact assessment is performed to evaluate, in particular, the origin, nature, particularity and severity of the risk to the rights and freedoms of natural persons. The outcome of the assessment should be taken into account when determining the appropriate measures to be taken in order to process the personal data.

**STORAGE LIMITATION**
Personal data shall be kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed; personal data may be stored for longer periods insofar as the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes.

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