

What is GDPR?

The General Data Protection Regulation (GDPR) is a regulation by which the European Commission intends to strengthen and unify data protection for individuals within the European Union (EU). It also addresses the export and import of personal data outside the EU.

Simply put, GDPR is a regulation that requires businesses to protect the personal data and privacy of EU citizens for transactions that occur within EU member states. Non-compliance is very serious and could cost companies millions of dollars in fines.

What does this mean to you?

There are 4 main rules our distributors need to comply with.

Rule 1 - Respect and protect personal data. Use and collect personal data fairly. Fairly means only using the information for business purposes, sharing product information, and coaching. Do not use for any other reason such as selling information, spamming, or sending non business related emails. Do not share information others, this includes friends, family, business partners, etc.

Rule 2 - Limit personal data collected. Limit how much personal data you collect. Determine exactly what information you need, and only collect that information. Once you have collected the necessary information, delete it after you are done and no longer need it.

Rule 3 - Respect DO NOT CONTACT requests and DELETE requests. Respect their wishes to be left alone. If you are told to stop contacting someone, you must respect their wishes and discontinue all further contact. There are no exceptions to this. Remove them from all lists, documents, address books, etc. if they request to be removed.

Rule 4 - Keep information confidential and secure. Use password protection on your devices such as cell phones, tablets, computers, laptops, etc. Use antivirus programs and keep them up to date on all devices, be wary of scams such as phishing and spoofing where hackers can gain access to your account.

Data Controllers (influencers) The GDPR gives customers the ability to request access to the data you have and correct the data you have, as well as the ability to object or restrict how their data is used.

Please advise the corporate office if you are receiving complaints or requests regarding personal information or requests for updating or deleting information. Email requests to compliance@bodepro.com. For additional information contact us at 800-373-2624.