

General Data Protection Regulation (GDPR)

The General Data Protection Regulation (GDPR), which goes into effect May 25, 2018, creates consistent data protection rules across Europe. It applies to all companies that process personal data about individuals in the EU, regardless of where the company is based. Processing is defined broadly and refers to anything related to personal data, including how a company handles and manages data, such as collecting, storing, using and destroying data.

While many of the principles of this regulation build on current EU data protection rules, the GDPR has a wider scope, more prescriptive standards and substantial fines. For example, it requires a higher standard of consent for using some types of data, and broadens the rights individuals have for accessing and transferring their data.

IAmMsPrissy®, Inc's Commitment

We comply with current EU data protection law, and will comply with the GDPR.

IAmMsPrissy®, Inc. is committed to the following:

Our Data Policy defines how we process people's personal data. We'll continue to provide people with control over how their data is used. We have [Privacy Principles](#) that explain how we think about privacy and data protection.