

GDPR - What it is, your rights, and what organizations must do

Gridinsoft Help Center

What it is

The GDPR is the EU's data privacy law. It sets clear rules for how organizations collect, use, share, and store personal data - and gives people strong rights over their information, no matter where a company is based if it serves EU residents.

Why it matters

For individuals, GDPR means control: you can see what's held about you, fix it, take it with you, or ask for deletion. For organizations, it means accountability: be transparent, get valid consent, secure data, and prove you did.

Key rights at a glance

- Access & portability - get a copy of your data, often in a reusable format
- Rectification & deletion - fix mistakes or request erasure in many cases
- Restriction & objection - limit or stop certain processing, including marketing
- Breach notices - be informed when a serious data breach puts you at risk

What organizations must do

- Have a lawful basis - consent, contract, legitimate interests, and so on
- Minimize data - collect only what's needed and keep it only as long as required
- Secure by design - encryption, access controls, regular testing
- Be transparent - clear privacy notices and easy opt-outs
- Manage vendors - data processing agreements and due diligence
- Document and respond - records of processing, DPIAs for risky activities, breach response within 72 hours

Quick checklists

For individuals

- Review privacy settings and marketing preferences
- Use your access and deletion rights where it helps
- Opt out of tracking you don't want and use strong passwords + MFA

For organizations

- Map personal data flows and set retention schedules
- Update privacy notices and cookie banners for clarity
- Enable DSAR handling - verify identity and respond on time
- Train staff and test incident response regularly