

**The General Data Protection Regulation (GDPR) (EU) 2016/679** is a regulation in EU law on data protection and privacy for all individuals within the European Union and the European Economic Area. It also addresses the export of personal data outside the EU and EEA. The GDPR aims primarily to give control to citizens and residents over their personal data and to simplify the regulatory environment for international business by unifying the regulation within the EU.

The new regulation states that companies processing, storing or using data related to an EU citizen are subject to citations and accompanying fines for noncompliance – please note that this applies if even one EU citizen is involved.