# General Data Protection Regulation (GDPR)

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**General Data Protection Regulation (GDPR)** is a legal framework that sets guidelines for the collection and processing of personal information from individuals who live in the European Union (EU). Since the Regulation applies regardless of where websites are based, it must be heeded by all sites that attract European visitors, even if they don't specifically market goods or services to EU residents.

The GDPR mandates that EU visitors be given a number of data disclosures. The site must also take steps to facilitate such EU consumer rights as a timely notification in the event of personal data being breached. Adopted in April 2016, the Regulation came into full effect in May 2018, after a two-year transition period. Source: General Data Protection Regulation (GDPR)

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Last update: **2020/11/13 02:28**