



GDPHuh?: A GDPR Guide for the KickFire Customer

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Have you heard of this thing called GDPR? Whether your answer is “GDPHuh?” or you’re just not sure how to make your business compliant — have no fear, KickFire is here!

Rather than putting you to sleep by simply regurgitating the lengthy 88-page regulation with 173 recitals (yikes!), we have summarized a few key points of the General Data Protection Regulation (GDPR) that are meaningful to our KickFire users and their path to compliance. GDPR will replace the existing data protection laws, aiming to regulate how companies protect and process personal data for residents of the European Union (EU) and European Economic Area (EEA).

Think of GDPR as an opportunity for your business to understand your overall data management practices and implement new and improved procedures. Ensuring that your business is clear about the protection of personal data will help create an overall “culture of privacy” within your organization and establish trust with your customers and overall marketing audience.

Disclaimer: The GDPR is broad in scope and compliance will vary greatly between organizations. This guide should not be considered legal advice, it is informational only and aims to help you understand how KickFire is addressing GDPR compliance by reporting account-level data, not personal data. If you are looking for legal advice after reading this guide, please consult legal counsel with your specific questions regarding GDPR.

What Is The Main Objective of GDPR?
Designed to strengthen and unify existing EU data protection laws

Who Is Impacted?
Any company worldwide that handles EU resident data

Why Should Businesses Care?
Fiscal liability and to help create a culture of privacy

What Are The Effects On Businesses?
The impact reaches beyond the IT department and requires new awareness, strategies, and processes throughout an organization

What Are The Penalties?
Fines up to €20 million or 4% of annual global revenue, whichever is greater

GDPR Personal Data Principles

Creating awareness is a very important first step for any organization enhancing personal data protection and GDPR compliance. This is not a one-off project and requires an understanding of the main principles of GDPR to prepare your data protection and governance roadmap. To help you create and expand awareness in your organization, we have visualized and summarized seven main aspects of GDPR.

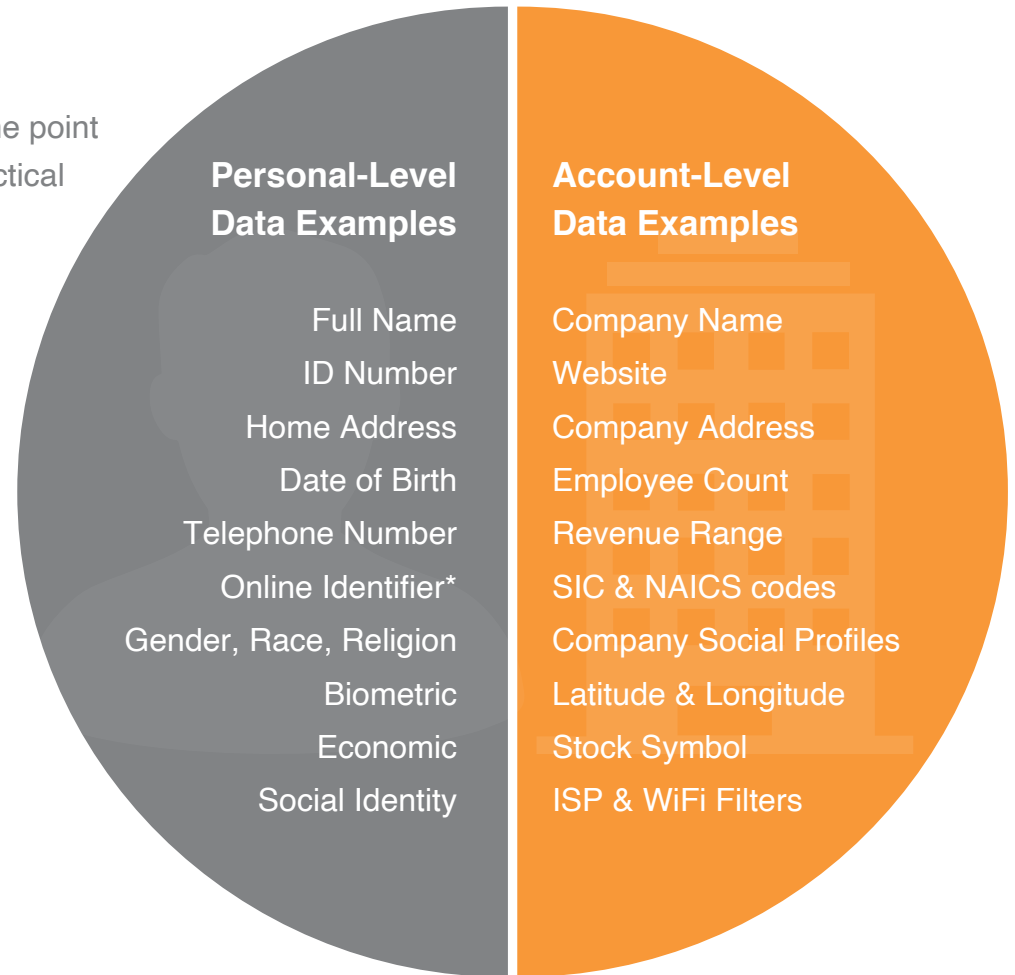


Keep Calm and Use Account-Level Data

Whether you are B2B or B2C, you process personal data at some point for your clients, prospects, users, and employees. The most practical definition of personal data is a piece of data that allows one to identify a specific person. And in the case of GDPR, personal data about an EU/EEA resident.

In helping our customers on their path to compliance, we outlined examples of personal data addressed in the GDPR, compared to the business data provided through KickFire.

KickFire services easily comply with GDPR. We provide company headquarter firmographic information and account-level data, not personal data.



*Recital 30 of the GDPR states online identifiers can be considered personal data if they can be used to single out or identify an individual: "Natural persons may be associated with online identifiers provided by their devices, applications, tools and protocols, such as internet protocol addresses, cookie identifiers or other identifiers such as radio frequency identification tags. This may leave traces which, in particular when combined with unique identifiers and other information received by the servers, may be used to create profiles of the natural persons and identify them."

Helpful Links & GDPR Resources

- [Official EU GDPR Website](#)
- [General Data Protection Regulation](#)
- [ICO's Guide to the General Data Protection Regulation \(GDPR\)](#)

Blazing the Trail to Compliance

KickFire is excited about GDPR and other laws that promote privacy and security principles. Our preparation journey started in the summer of 2016 to review (and update, where necessary) our own internal processes and systems. In addition, we used GDPR as an opportunity to be proactive by making behind-the-scenes product and feature changes to enhance our commitment to achieving compliance well before the May 25th, 2018 deadline. KickFire continues to manage continual compliance and share updates with customers.

To assist customers in complying with privacy regulations, KickFire took the opportunity to do the following:

- 🔥 Released new KickFire data compliance policies
- 🔥 Encrypted and/or removed personal data, where necessary
- 🔥 Not store data used to query KickFire API endpoints
- 🔥 Eliminated any personal data from API responses, by default
- 🔥 Removed all IP addresses, by default, and permanently suppressed all IP addresses in the LIVE Leads platform
- 🔥 Facilitated a series of GDPR focused webinars with experts and vendors

Conclusion

It's important to understand that GDPR may create additional steps in how your company handles EU/EEA data — but don't panic, the sky is not falling. This journey can be seen as a positive, as data protection and privacy is becoming more relevant in the digital age. As a data controller, you should assess how your other third-party vendors (CRM, marketing automation, etc.) are facilitating continual compliance with these new regulations.

KickFire provides account-level data, not personal data, which allows our customers to easily comply with GDPR. We will continue to be at the forefront of new and existing data regulations and provide guidance to our customers as we work together to navigate your path to compliance.



About KickFire

KickFire is the leader in cloud-based B2B automation and IP address intelligence. The KickFire solutions are powered by TWIN Caching, an advanced, proprietary IP-to-company identification technology. TWIN Caching systematically caches and analyzes over 340 undecillion IP addresses, going beyond IP association to uncover last-mile connectivity ownership. KickFire's complete suite of solutions enables companies to tap into their website's invisible pipeline and transform anonymous visitors into actionable sales opportunities.