

MANAGING PERSONAL DATA IN CHINA



THE ISSUE

- Businesses who handle personal information will be affected by regulatory changes.
- China's Cyber Security Law has established a new framework for data.
- Protecting citizen's personal information is a key objective.
- Supporting regulations are under development but the direction is becoming clear.
- Control and oversight in relation to collection, storage and transfer of personal data will increase.
- Cross-border data transfer will become more difficult.
- Businesses must adapt to the new requirements.

ROUSE SUPPORT & SOLUTIONS



AWARENESS & TRAINING

- Bespoke guidance
- Reporting on the developing environment
- Education sessions



DATA AUDIT

- Risk rating
- Compliance review (internal & third party agreements)



RISK MANAGEMENT

- Risk Management Plan
- Process improvements identification
- Build market confidence

WHEN COULD PERSONAL INFORMATION REGULATIONS BE AN ISSUE?

- Marketing and advertising activities which collect details of customers and potential customers;
- Collecting customer information to improve products or services
- Service provision relies on collecting personal information in China.

WHAT IS PERSONAL INFORMATION?

- Data that can be used to identify individuals or relates to privacy.
- Includes: ID numbers, bank accounts, financial and transaction information.

WHAT IS CROSS-BORDER DATA TRANSFER?

- No formal definition but the interpretation is broad.
- Even data hosted in China but is accessed from overseas is considered to be cross-border.

ABOUT ROUSE IN CHINA

Rouse has a deep understanding of the market having been present in China since 1993. We combine a consulting approach with our specialist legal and technical knowledge. Rouse Consultancy and Lusheng, Rouse's network law firm, work hand in hand to enable our clients to adapt to their commercial strategy to China's unique political, economic and legal environment.

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