



GDPR Compliance in Commerce Search & Browse

The new General Data Protection Regulation (GDPR) comes into effect on **25th May 2018** to create one single EU data protection law to safeguard the rights and freedom of people with regards to the *processing, free movement and protection of personal data*.

It affects any organization with an establishment in the EU or offering goods or services to EU citizens. GDPR penalises non-compliant businesses with fines calculated as 4% of annual revenue and has a critical brand perception cost.

HOW DOES THIS AFFECT SEARCH & BROWSE?

Within the context of Commerce and Product Search & Browse; User Interfaces, APIs and Reports do not necessarily depend on Personal Data to function. However, some new features and advancements such as one-to-one **Personalisation** may be affected.

WHAT WILL NEED TO CHANGE?

The GDPR Directive will inevitably require the introduction of new **Consent forms**.



Sample consent form to activate advanced search functionality when personal data may be required.

Consumers will have to explicitly select and **ACCEPT** to share their Personal Data for the purpose and to the trusted partners the online store states with openness, transparency and clarity. Nothing can be hidden.

Consumers must also be given the right to Access, Update, Delete, Restrict, Port, Object and Be Informed about the handling of all their personal data.

When a User **declines or does not explicitly consent** to share Personal Data this does not necessarily impact on the standard functionality of the Search & Browse components or multi-services such as User Interfacing, Search APIs, or Reports. However, some features may be impacted.

HOW DOES GDPR AFFECT PERSONALISATION FEATURES IN SEARCH

Today, online stores use many complex data automation processes thanks to developments and **Artificial Intelligence to improve the customer experience** and make it more relevant.

These are based on heavy User Profiling, Geo-location data such as IPs and the like, which **may be affected** by the absence of User Consent. **GDPR defines profiling** as the automated processing that is intended to evaluate personal aspects of the user. These include:



Economic Situation:

By tracking User purchases, price percentiles and related calculations.



Personal Preferences:

Whether captured explicitly or implicitly through tagging.



Behaviour:

Same as above as affinities for products, brands or categories.



Location / Movements:

IP addresses.

When a Search & Browse function uses **identifiers** that may be linked, whether to pseudonymised data or a natural person, these are recognised and categorised as **Personal Data**.

**ONLINE
RETAILERS AND
PRODUCT
PROFESSIONALS
MUST ENSURE,
WHEN PROFILING
THAT...**

- Processing is fair and transparent.
- Appropriate mathematical or statistical procedures are employed.
- Correct measures enable inaccuracies to be corrected and the risk of errors to be minimised.
- Personal data is secured and any discriminatory effects are prevented.



GDPR: An opportunity

GDPR is a critical turning point, it re-discovers and re-awakens today's forgotten concepts of ethics and fair play. Concepts which are becoming ever more important for consumers when choosing products. Brands can build trust through projecting transparency, openness, and honesty.

Overcoming online shoppers' personal data security concerns and empowering users with a sense of control and confidence, which not only demonstrates that the brand is looking after its customers best interests but it also strengthens relationships, trust and engagement.



About EmpathyBroker

EmpathyBroker has always believed in Privacy by Design for Architectures and Transparency by Design for Experiences and UIs, embracing these principles to ensure that all our products, components and micro-services only use Personal Data for the purposes described at consent.

Not only are all our products compliant but we're supporting our customers with solutions that embrace and enhance the new regulation. For more information, visit the GDPR section of our website, read the articles in our News section, sign up to one of our GDPR workshops or contact us at **info@empathybroker.com**