

Is GDPR Regulation Imperative for Online Shops?

What Should Retail Business Owners Do?

Small business owners are always busy with orders, SEO, website design promotions, etc. Sorry for distracting you but we know your struggle and GDPR is essential for you to consider right now.

This great and innovative data protection regulation enters force in May 2018, and all businesses doing eCommerce in Europe are expected to comply with it.

Thus, let's check what is GDPR, what's its purpose and how to take advantage of its approval.

What Does GDPR Mean?

GDPR or General Data Protection Regulation states that data protection within the EU (European Union) is to be unified and it concerns all individuals, small and large businesses, including online shops.

The document was adopted on the 27th of April, 2016, describing the way all EU residents' personal data are to be processed.

Currently, the regulation is only a statement that is designed to harmonize all existing EU data protection rules.

In fact, it aims to make it easier for foreign companies that sell various goods to European customers to comply with the EU legislation. At the same time, it offers to extend the EU data protection law for the concerned foreign companies, and international online shop owners are to be aware of the advanced developments.

GDPR Scope

Thus, regardless of the fact that your company is based in the USA, India, Germany, or in China, if you sell and deliver goods to the European countries, GDPR applies to you. If you offer website development, documents translation, delivery or other services internationally - your company is no exception.

Therefore, an SEO expert of ePrivacy authority states that it doesn't matter where the company is registered and located. If services of goods are offered to EU customers, they are to comply with the law.

The regulation covers all interactions with European customers that are performed since 2018. Therefore, all international businesses and large corporations such as Facebook, Shopify, Google, or Microsoft will have to revise their activities taking into account the GDPR requirements. Let's see how exactly that's going to happen.

GDPR approach to Small Businesses

The regulation is imperative for all business - small and large ones but treats them in different ways. If an online shop commonly engages with one to several dozens of employees, for example, approach to them is generally much subtler. For example, some record-keeping rules apply only to the companies that employ more than 250 people.

The regulations sound like recommendations advising the “key people” in any organization to take some essential steps planning the appropriate approach to the personal data processing. The “key people” are obviously the business owners and you just have to be aware of the GDPR requirements for the moment.

However, there are certain rules that are imperative for all international businesses. Let's study them.

What Should Retailers Do for GDPR Compliance?

The most important parts of the regulation state that pre-ticketed boxes should not contain the personal customer's information, name, and address. Additionally, you are demanded to collect only the necessary data (avoiding the customer's phone numbers to protect them from SMS advertising);

- make the delivery process transparent;
- implement only fair practices.

Does it mean that selling to Europe is forbidden since 2018? Not at all. You are free to sell. Additionally, you will get great opportunities such as an ability to use data protection compliance as a selling point. French, German, and Dutch companies quote GDP compliance rules in any e-mail or on the websites. Why don't you do the same?

Your marketing tools are to be GDPR compliant. That is, Google, Facebook, MailChimp, Shopify and multiple other companies are to get ready for the new requirements.

Thus, GDPR compliance is essential for all companies that interact with US customers. So, be ready to state your terms and conditions clearly, avoid pre-ticketed boxes and take advantage of the regulation.