**wednesday
relations**

GDPR-anpassa din webbsida - så gör du

Ⓞ Siteimprove

Morgonens program

08.00   Introduktion av Wednesday Relations

08.05

➢ Vad är GDPR och dess påverkan på din webbsida?

➢ Vad gjorde Siteimprove för att bli GDPR-kompatibla och hur använder de denna kunskap för att hjälpa kunder i deras GDPR-process?

➢ Hur kan Siteimproves egna GDPR-verktyg hjälpa dig att identifiera vilka personuppgifter som döljer din webbsida? (Demo)

08.55   Avslut & summering

wednesday relations

Några av företagen på plats här idag...

Synsam | Sveriges Ingenjörer | KTH

SEB | LINK Mobility | HSB Affärsstöd

Stockholmsmässan | Arbetsförmedlingen

Handelsbanken | Acando AB

Siteimprove

We want
to make
the web
a better
place.

○ Siteimprove

○ Siteimprove

Digital Certainty Index
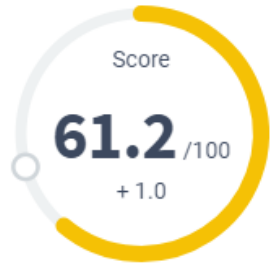
Score
61.2 /100
+ 1.0

Fix this issue and reach 68.3 points: [Pages at level 3 and above with multiple Level A/AA errors](#)
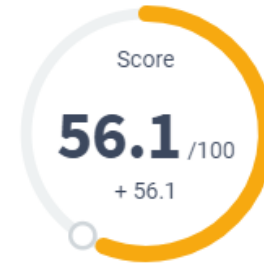
DCI overview

Quality Assurance

Score
55.8 /100
- 41.2

Fix this issue and reach 72.1 points: [Pages at level 3 and above with broken links](#)
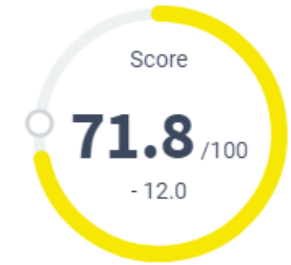
Improve score

Accessibility

Score
56.1 /100
+ 56.1

Fix this issue and reach 77.1 points: [Pages at level 3 and above with multiple Level A/AA errors](#)

Improve score

SEO

Score
71.8 /100
- 12.0
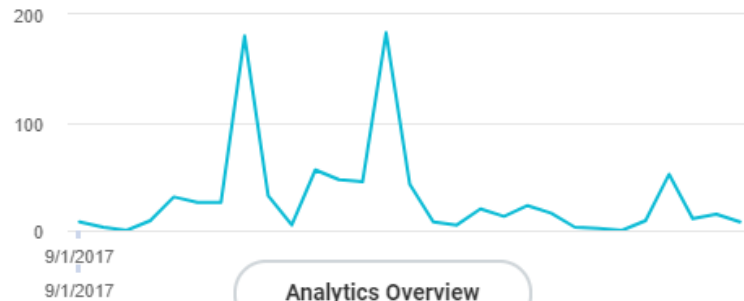
Fix this issue and reach 76.3 points: [Pages missing SSL](#)

Improve score

Analytics

Visits (Last 30 days)
879 ▲ 10,887.50%

200

100

0
9/1/2017
9/1/2017

Analytics Overview

Response

Response not configured

No data to show, as Response has not been configured for the selected site/group.

Learn more

Policy

Active policies
45

Policies help you enforce consistency and best practices on your site. Browse the Policy Library for more.

Add Policies

Siteimprove

www.siteimprove.com/product/gdpr/quiz/

Good to know

Stringent **Privacy** Rules

Deadline **25. Mai 2018**

Kickstart your **GDPR** Process now!

Data of **EU citizen**

Fines up to 20 Mio. €

Siteimprove

How does GDPR affect organizations in general?

Organization needs to spend massive resources in a cross departmental effort to develop and implement new internal processes to **map and control** personal data in the organization.

This includes:

- Mapping of personal data in the organization
- Execution PIA and risk assessments
- Decide on new IT information security initiatives
- Join data processing agreements with suppliers and customers
- Educate employees within data processing
- Implement new data processing policies and procedures
- … and so forth (!)

Siteimprove

How does GDPR affect websites?

Websites also need to be GDPR compliant!

- Websites are often forgotten in the organizations' internal GDPR compliance process.

- Website owners are often surprised by the amount of personal data found on their websites and amount of owned domains.

- Website owners need to have the right tools in place to ensure knowledge and control of personal data on the registered domains.

- ... What about the cookies?

Siteimprove

Cookies…

GDPR AND ePrivacy ?

The new ePrivacy regulation will not be ready in 2018.

Cookies that involves personal data needs to comply with both **GDPR and the Cookie Directive**.

- IP addresses are also defined in GDPR as personal data.

Specific consent?

Guidance is key in this process. Consent is just one of several legal basis, as legitimate interest. According to GDPR art. 6.1.f), which organization can use as their purpose for collecting data.

Examples

Share Widgets, Third Party Scripts, website adds

Siteimprove

Different department – different challenges…

HR
Compromising personal data on the web, handle data requests

Web team
Data controller or processor, data revision

Marketing
Landing pages, consent, opt-in etc.

IT
Secure devices, map dataflows etc.

How did we attack GDPR?

- Consultants
- Company wide data flow mapping
- PIA and Risk assessments
- Data processing agreements
- Re-confirm consent
- Employee trainings
- Secure devices
- Work in progress…

Siteimprove

How can Siteimprove support you?

It provides companies with the visibility they need to protect personal data on their websites

Audit Assets

Monitor Personal Data

Minimize Risk

Siteimprove

Universal Search

Tracked Search Terms

Universal Search

Search data, files, documents, and pages across your entire site

"Billie Grote"   All sites   Search

13 results for "Billie Grote"   Manage search term   Export

Billie Grote, Chief Investment Officer – Quant11
http://kan.siteimprovedemo.com/de/team/billie-grote-chief-inv
Content examples: ... meta name="viewport" content="width=
class="breadcrumbs__item"><span class="breadcrumbs__item
member-name">Billie Grote ... </p> <p>bille.grote@quant117

Dealing With Technical Support 10 Useful Tips
http://kan.siteimprovedemo.com/blogs/techsupport.pdf
Content examples: ...like the majority of sales people, I visit a
one of them has my business card. I attend business breakfast
also gets a business card. One day a few years ago I realised t
Meta data examples: ...Created by: **Billie Grote**...Author: **Billi**

Free Philippine Real Estate Ads Forums And Cl
http://kan.siteimprovedemo.com/blogs/realestate
Meta data example: ...Created by: **Billie Grote**...Author: **Billi**

Manage term

Track and review appearances of this term on your sites, decide whether further
actions are needed and document when those actions have been taken (e.g. removing
some or all occurrences of a term).

Term   "Billie Grote"

Action needed

Cancel   Add term

Enhance Your Brand Potential With Giant Advertising Blimps
http://kan.siteimprovedemo.com/blogs/brandpotential.docx
Content example: ...adwords Keyword research for beginners by **Billie Grote**... call at **555-1231254** if you want to ... When you embark on your first PPC journey, you need to keep a
small number of keywords at first according to **Billie Grote**...

Harness The Power Of Your Dreams

GDPR

Overview

Universal Search ⌃

Search

Tracked Search Terms

Personal Data ⌄

Domains and IPs

GDPR Policies

Track search term

Title: Billie Grote

Search term: "Billie Grote"

Action needed: Remove Billie Grote, former CIO, from all sites - including e-mail and phone number. Where replacement is needed, use contact information on the new CIO, John Smith.

Added by: Edna Powell

Needs review	Ignored	Removed

Title URL		Located in	Type	Actions
meet-the-team siteimprove.com/meet-the-team.pdf		Content, Meta Data	📕 PDF	⊘ Ignore
meet-the-team siteimprove.com/meet-the-team.jpg		Meta Data	🖺 Picture	⊘ Ignore
blogpost-header siteimprove.com/blog-header.docx		Meta Data	📘 Word	⊘ Ignore
blogpost-image siteimprove.com/blog	CMS	Content	🅣 HTML	⊘ Ignore
blogpost-image siteimprove.com/blog-image.docx		Meta Data	📘 Word	⊘ Ignore
meet-the-team siteimprove.com/meet-the-team.pdf		Content, Meta Data	📕 PDF	⊘ Ignore
meet-the-team siteimprove.com/meet-the-team.jpg		Meta Data	🖺 Picture	⊘ Ignore
blogpost-header siteimprove.com/blog-header.docx		Meta Data	📘 Word	⊘ Ignore
blogpost-image siteimprove.com/blog	CMS	Content	🅣 HTML	⊘ Ignore

Manage terms

Dashboard

< MAIN MENU

GDPR

Overview

Universal Search   ^

    Universal Search

    Manage terms

Personal Data   ⌄

Domains and IPs

GDPR Policies

Action list

All terms that have been marked to be reviewed, modified, or deleted from your sites.
Add a term to the list by searching for it in Universal Search and clicking on "Manage Search Term".

Needs review   Ignored/Removed

↕ Term	↕ Action needed	↕ Added	↕ Added by	↕ Results	⚙
"Billie Grote"	Billie Grote should be removed from all pages and documents.	1/3/2017 9:28 AM	Edna Powell	9	•••
"Ophelia Smith"	Modification: Changing last name from Smith to Jensen	1/3/2017 9:28 AM	Lester Maxwell	2	•••
"Ophelia Roberts"	Removal	1/3/2017 9:28 AM	Polly Summers	2	•••
"Blake Gregory"	Removal	1/3/2017 9:28 AM	Max Lindsey	1	•••

Showing all 4 items   Show [200 items ⌄] per page

GDPR User Actions Log

Cookie report

SSIP

Cookie details

Cookie name	SSIP
Domain	go.siteimprove.com
Path	/
Value	a+cm9sZToxIHByb2R1Y2VyOjEyIHByb3ZpbmFuY2U6NiB0aW1lc3RhbXA6MTUyMDMzOTc1ODM1NjAwMCBzYXRsbmd7bGF ... **+8 more values** ⌄
Party	1st
Expires after	3 months
First detected by Siteimprove	26-01-2018
Last detection by Siteimprove	15-03-2018
Pages with occurences	781

Pages with occurrences

Export

⌄ Title of page with occurrence	⇕ URL of page with occurrence	⇕ Page last crawled	Re-check
Borger	https://www.frederiksberg.dk CMS	15-03-2018 / 11:33:00	↻ Recrawl
Årets Frederiksberg kunstner	https://www.frederiksberg.dk/aaretsfrederiksbergkunstner CMS	15-03-2018 / 12:06:57	↻ Recrawl
Årets Frederiksberg talent	https://www.frederiksberg.dk/aaretsfrederiksbergtalent CMS	15-03-2018 / 12:07:22	↻ Recrawl
Ægteskab og vielser	https://www.frederiksberg.dk/aegteskab-og-vielser-0 CMS	15-03-2018 / 11:20:51	↻ Recrawl
Ældrerådet	https://www.frederiksberg.dk/aeldreradet-0 CMS	15-03-2018 / 11:32:07	↻ Recrawl

Showing 5 of 781 items

Show 5 items per page

Search in menu

🏠 Dashboard

‹ MAIN MENU

GDPR

Overview

Personal Data ⌄

Domains and IPs

Cookies

GDPR Policies

Questions

Tak!

Siteimprove

Other features

Siteimprove

Siteimprove

Domains and IP Addresses

🔲 Dashboard *New*

< MAIN MENU

GDPR

Overview *New*

Personal Data

Domains and IP Addresses

Universal Search

GDPR Policies

Map of Domains and IP Addresses

All domains and IP addresses that have been confirmed as belonging to your organization, as well as domains for which the ownership has not yet been confirmed.

| Domains by country | IP addresses by country |

Click on data point and start typing to filter results

🇺🇸 **US**

siteimprove.hk

siteimprove.ie

siteimprove.org

● Domains
US: 3 Domains

+

−

Index of Domains

| Confirmed Domains | Unconfirmed Domains | Rejected Domains |

See all domains that have been confirmed as belonging to your organization. You can also see domains for which the ownership has not been confirmed, and domains which have been rejected. Click on a domain name to get more information.

↗ Export

Add domain | 🔄 Re-check domains

All domains ⌄ | All search criteria ⌄ | Sea 🔍

▲ Domain name ❓	⇕ Organization ❓	⇕ Domain name registrant ❓	⇕ IP addresses ❓	⇕ Root domain? ❓	Scanned for personal data? ❓	⚙
siteimprove.com	Siteimprove AS	******** ******** (see Notes section below on how to view unmasked data)	1	Yes	👤	⋯
siteimprove.dk	SITEIMPROVE A/S	SITEIMPROVE A/S	1	Yes	↰	⋯
siteimprove.hk	SITEIMPROVE A/S	SITEIMPROVE A/S	1	Yes	👤	⋯
siteimprove.ie	-	-	1	Yes	↰	⋯

Showing all 4 items

Show 20 items ⌄ per page

Siteimprove

Siteimprove

Help Center ⌄ | Settings ⌄ | Charlotte Olsen ⌄

Search in menu

🔲 Dashboard New

‹ MAIN MENU

GDPR

Overview New

Personal Data ⌃

My Sites

Pages Containing Personal Data

Personal Data Types ⌃

Personal Identification Numbers

Names

Phone Numbers

Email Addresses

Domains and IP Addresses

Universal Search ⌄

GDPR Policies

🌐 **COL SI Demo site**
http://col.siteimprovedemo.com ⌄

Names

Export

All names that have been detected on the selected site. Names that should not be flagged as personal data can be "ignored". You can also filter the list by names that have been auto-detected and names that you have manually added for checking.

Add names

All names ⌄ | Not ignored ⌄ | Search: Name 🔍 | ?

⇕ Name		Pages	⇕ First detected	⚙
Jeannie Cramer	⌄	25	3 days ago	⊘
Phillip Merritt	⌄	25	3 days ago	⊘
Julius Caesar	⌃	7	3 days ago	⊘

Export

⇕ Title | ⇕ URL	Title **URL** Both	Occurrences ▾	Page views ❓ ⇕ 🔀
http://col.siteimprovedemo.com/tag/tax/	↗ CMS	1 ❓	3
http://col.siteimprovedemo.com/blog/page/2/	↗ CMS	1 ❓	3
http://col.siteimprovedemo.com/2014/04/01/	↗ CMS	1 ❓	4
http://col.siteimprovedemo.com/2014/04/why-is-tax-day-april-15th/	↗ CMS	1 ❓	4
http://col.siteimprovedemo.com/category/quant117-financial/page/2/	↗ CMS	1 ❓	4

1 - 5 of 7 items | ‹ —●———— › | 1 / 2 | Show 5 items ▾ per page

Billie Grote		0	-	⊘ 🗑
Brad Pit		0	-	⊘ 🗑
Jim Carry		0	-	⊘ 🗑
John Travolta		0	-	⊘ 🗑

Showing all 7 items | Show 20 items ▾ per page

COL SI Demo site
http://col.siteimprovedemo.com

Search in menu

Dashboard New

MAIN MENU

GDPR

Overview New

Personal Data

Domains and IP Addresses

Universal Search

GDPR Policies

GDPR Policies

Policies that help enforce best practices relating to security and data privacy. You can create your own policy or add an existing one from the Policy Library.

Export

Create policy | Add a policy from the library

Priority | Search: Policy name

Sort by | Priority | Policy name | Matches | Created on

↑	T	HTML forms on HTTP pages		240 matches
↑	T	HTML forms on any page		240 matches
↑	T	Embedded Videos		8 matches
↑	T	Embedded Videos		8 matches

Showing all 4 items

Show 20 items per page

‹ Back to GDPR

🔍 Search in menu

▦ Dashboard New

‹ MAIN MENU

Policy

Summary

Policies

My Sites

Policy Library

Items with policy matches ⌄

🌐 **COL SI Demo site**
http://col.siteimprovedemo.com ⌄

🏛 Policy Library

Creating and implementing policies has never been easier! We have created a number of ready to use policies that will help you manage your site. Simply add the policy and you are ready to go.

[☰ List] [▦ Grid]   [GDPR ⌄] [✕] [Topics ⌄] [Search: Policy name 🔍]

Sort by   [⇕ Already added] [⇕ Matches] [⇕ Popularity] [▾ Created date]

T Embedded Videos ❓	✓ The Policy is active on your site	(8 MATCHES ❓) ➕
T HTML forms on any page ❓	ℹ Add to see matches	➕
T HTML forms on HTTP pages ❓	ℹ Add to see matches	➕
T Publicly exposed credit card numbers ❓	ℹ Add to see matches	➕
T Links to unsafe domains ❓	💬 ✓ The policy is active on all your current and future sites	(330 MATCHES ❓) ➕