

# GDPR and Privacy Guide



# Table of contents



- 1 GDPR General Overview
- 2 GDPR at LINK Mobility
- 3 Our Security Policies

# GDPR General Overview

The General Data Protection Regulation (“GDPR”) is a legal framework that requires businesses to protect the personal data and privacy of European Union (EU) citizens for transactions that occur within EU member states. The purpose is to update the regulation of data protection. In April 2016, the European Parliament adopted the GDPR, replacing its outdated Data Protection Directive, enacted in 1995.

Today, most companies collect and process personal data to some extent. GDPR regulates the right of personal data collection, processing, storage and supply, as well as the rights and duties companies have to inform data subjects. The same rules apply to all enterprises operating within the EU, regardless of local country regulations. Additionally, most countries have their own local legislations and/or acts which specify and supplement the EU’s General Data Protection Regulation and its local application.



# GDPR General Overview

In short, through the use of consumers' personal data under GDPR, companies have become much more transparent about the management of their personal data. When acting in accordance with GDPR, companies are able to win consumers' trust, boost brand reputation and increase loyalty.

# GDPR at LINK Mobility

All LINK activities take place in a private MPLS-network which is located within the EU. One of our technical measures to ensure that information doesn't end up outside EEA.

Data anonymization and pseudonymization are always available to users, as well as information, data links and separation systems.

Appointment of a Data Protection Officer and conducting internal GDPR training each year. In addition, an external company audits our GDPR compliance and privacy policy.

Messages are available for 90 days in LINK systems. After that, data is anonymized and available for statistics and big data purposes. We also process data safely throughout our operations.

# Our Security Policies

Security practices are part of our strategy to enable our global footprint to actively avoid exposure to unnecessary security risks.

For over 20 years, LINK has been a loyal service provider to numerous companies world-wide and have worked with information security on a business-strategy level.



Because every communication matters



# Our Security Policies

We want to act as a professional service provider, who has and is worth of the trust of its customers by operating in such a way that assures that the information shared with us will always be treated safely.

LINK's position is to guarantee that its operations follow the applicable legislation, abiding by technical and economic considerations, to safely process data. Security is a top agenda item at LINK.

Our operating principles:

- Availability of SMS and OTT services: Services have a high-level of usability and excellent fault tolerance
- Integrity: Reliable operation of services and minimizing the use of invalid data due to human and system errors or external events
- Confidentiality: Confidential handling, transfer or preservation of data. Only available to authorized users.

# Our Security Policies



GDPR will form a legal basis for personal data processing in IT services between the Customer (Controller) and LINK (Data Processor). LINK Mobility's responsibility is to implement the necessary technical and administrative security measures to ensure that personal data is safely processed and sensible.

In order to support the functioning of best standards in the industry, we have integrated ISO 27001 -security management system (ISMS), with a goal to meet the requirements of the ISAE 3000 -report.

ISO 27001

ISAE 3000





We at LINK Mobility are constantly strengthening security practices and standards so we can provide high quality service to our customers, now and in the future.

With over 20 years' of experience in mobile communication services and as a pioneer in CPaaS, LINK Mobility has always prioritized secure information and data in order to provide businesses around the world with the most efficient and reliable mobile communications solutions.

Please contact your local LINK Mobility team for more information about GDPR compatibility, deployment, data protection practices, or efficient mobile communications.



# We are here for you

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