

# Data protection in the digital age

The aim is to improve the protection of personal data. How?

- Requesting **prior consent** for the collection and processing of data
- Providing more, and clearer, information on **data processing**
- Setting **limits on the use** of automated data processing for decision-making
- Having the right to **receive a notification** if the data have been revealed



- Having the right to **transfer data** from one service provider to another
- **Making it easy** for anyone to **access** their own personal data

- Having the right to **rectify and delete data**, including the right to be forgotten
- Implementing **more coherent legislation** and more effective enforcement



Source: European Council.