

HOSPITALITY & LEISURE

NEW RULES FROM 01 JAN 2021

TAKE ACTION NOW

Dear Sharon

Now that the UK has left the EU, time is running out to prepare your business or organisation for the end of the transition period.

With just weeks to go, the EU has yet to make a decision as to whether they accept that the UK's data protection regime is still adequate.

If you receive personal data from the EU/EEA, **prepare now to keep data flowing lawfully from 1 January 2021**, whatever the EU decides.

Visit [GOV.UK/using-personal-data-2021](https://www.gov.uk/using-personal-data-2021) for guidance on the actions your business or organisation needs to take regarding data protection and data flows.

You can also [sign up](#) to the Information Commissioner's Office (ICO) data protection webinar which will take place on **Thursday 3 December 2020**, for expert advice and practical support to help you put in place the right measures to prepare. The ICO is the independent supervisory authority for data protection in the UK.

WHAT IS PERSONAL DATA?

Personal data is any information that can be used to identify a living person, including names, delivery details, IP addresses, or HR data such as payroll details. Most organisations use personal data in their daily operations.

An example of this is a UK company that receives customer information from an EU company, such as names and addresses, to provide goods or services.

Businesses or organisations that receive personal data from a company based in an [EU/EEA country](#) will need to have Standard Contractual Clauses (SCCs) in place with EU counterparts to ensure they can continue to lawfully send you personal data from 1 January 2021.

ARE THERE ADDITIONAL STEPS I NEED TO TAKE TO HELP MY BUSINESS OR ORGANISATION PREPARE?

Find out what actions your business or organisation needs to take now to prepare for 1 January 2021.

If you work in the **tourism sector**, general guidance on the actions you need to take ahead of 1 January 2021 can be found [here](#). If you work in the **sports and recreation sector**, you can find guidance [here](#).

For further guidance tailored to your organisation, visit [GOV.UK/transition](#) to get a personalised summary of the actions you need to take. Getting ready can take longer than you think.

View the [online version](#)

If you don't want to receive these emails from Department of Media, Culture & Sport (DCMS) in the future, you can [unsubscribe](#).

View our full [privacy policy](#).

Please do not reply to this email as we are not able to respond to emails sent to this address.