

Collaborative Learning Discussion 3

Case Study: Argos Distributors (Ireland) Limited

What is the specific aspect of GDPR that your case study addresses? The case study of Argos Distributors highlights two of the many boundary conditions that a system encounter while enforcing General Data Protection Regulation (GDPR). In the case study we understand 5 data subjects were facing issues in the process of opting out of marketing communications due to technical issues as per Article 18. They tried to opt by using opting out functionality as well as by manual following up with Argos to exercise their right to object (GDPR Article 21). They received a mail from Argos confirming the amendment of their request under GDPR Article 19. However, the data subjects kept on receiving the marketing mails due to a system glitch.

How was it resolved?

The glitch in the system kept populating opt-out queue for UK's marketing list instead of Irish which was part of the EU's marketing list. Since, there was no sensitive data lost and number of affected parties could not be determined the Navan District Court ordered Argos Distributors to contribute €5,000 to a charity of the Court's choosing.

What steps would you take as an Information Security Manager to mitigate this issue?

Maintaining single opt-out queue for marketing preferences can address this boundary condition. Furthermore, enforcing the collective responsibility across business units (Article 63) and allowing supervisory authorities to have a provision to diagnose and override system (Article 58) can help detect and mitigate such issues in real-time.

References

dataprotection.ie (2020) *Case Studies | Argos Distributors (Ireland) Limited*. Available at: <https://www.dataprotection.ie/en/pre-gdpr/case-studies#201716> (Accessed: 27 June 2021).

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Collaborative Learning Discussion 3

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GDPR.eu (2018) *Art. 63 GDPR - Consistency mechanism* Available at: <https://gdpr.eu/article-63-supervisory-authority-consistency-mechanism> (Accessed: 27 June 2021).