

SOLUTIONS BRIEF: GDPR COMPLIANCE SERVICES

PROTECTING YOUR ORGANISATION THROUGH NEW REGULATION

Time and time again, we've discovered General Data Protection Regulation (GDPR) failures in apps, despite games companies working through the GDPR in great detail and believing that they are compliant with global privacy laws. These failures, which can include Software Developer Kits (SDKs) and Application Programming Interfaces (APIs), have the potential to disclose personal information and player metrics that might identify a player without their consent. They are embedded in the code and may be missed unless a thorough detection process has been conducted. They can in turn create serious consequences for organisations.

Financial penalties are severe for non-compliance with GDPR and fines of up to **€20m or 4%** of annual turnover (whichever is greater), can be incurred. Any data processor risks facing these fines if they are in breach of GDPR regulations and penalties of **€12m or 2%** of annual turnover may be served. Furthermore, Board Directors are held **personally** liable.

Are your games and company compliant?

To help ensure compliance with the new global privacy requirements and regulations, Keywords Studios can provide you with a wide range of GDPR Compliance Services. These offerings are adapted to both game creators and business leaders and can be tailored to your requirements.

What is General Data Protection Regulation (GDPR)?

GDPR has recently been introduced in Europe and, along with other new data privacy regulations in America, Asia and beyond, there is a clear strengthening of data protection and privacy laws globally. It applies to all organisations, wherever they are based in the world, which hold any personal data about any European citizen. These regulations have reshaped the way groups and companies approach data privacy and data management and have influenced other jurisdictions to review their own data privacy laws.

All games companies now have the obligation to provide:

- A clear privacy policy that follows specified guidelines.
- Specific terms and conditions with the player which detail the data processors' and the data controller's liability to that player.
- An easy-to-use process that players can follow to give or withdraw their own data from the organisation's use.
- A consent form or process that the player completes, as well as a receipt that they can keep and demand copies of, demonstrating that the studio is compliant.
- An accountable responsible individual who acts independently from senior management in the role of Data Protection Officer and whose remit is to monitor and maintain compliance with GDPR.

Keywords Studios GDPR Compliance Services

Our GDPR Compliance Services are offered through Ventures and alliance partnerships with AppSecTest and The Trust Bridge™. Both organisations help promote an understanding of GDPR, as well as the structure, test rules and requirements to help ensure that your organisation and games are aligned with data privacy regulations. These services are delivered by a multi-skilled team with global experience and include:



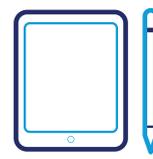
**AUTOMATED
APP SCANNING**



**APP TESTING
AND REPORTING**



**GDPR
TRAINING**



**GDPR
CONSULTING**



ASAnalyzer Automated App Scanning

ASAnalyzer is a cloud-based technology developed by AppSecTest, a Keywords Ventures company. It is designed to help mobile game developers and quality assurance testers detect GDPR alignment coding problems in mobile games, before they are published to the app stores.

ASAnalyzer uses detectors to flag GDPR problems in the mobile game code. Detectors are rules that can help your game development teams detect and identify GDPR concerns. This provides valuable early warning intelligence to gaming developers and compliance professionals, especially where gaming publishers target children.

Compliance App Testing and Reporting

Keywords Studios has extensive experience with Microsoft, Sony, Nintendo, iOS App Store and Google Play platform submissions, as well as a dedicated team of Compliance QA specialists. Our Compliance department is in constant contact with firmware and hardware manufacturers to ensure that the team is always working with the latest protocols and terminology.

We have strongly invested in testers' certification training and mentoring, as well as in the creation of a solid testing methodology. This includes building and maintaining detailed checklists derived, and recording decisions made at submission, in order to be aware of precedents.

The objective of the team is to find and report every QA verifiable guideline related issue within the title. Teams are tailored to the project's stage and requirements and can include embedded continuous support teams and standalone/pre-submission round teams.

The Trust Bridge™ GDPR Compliance Training & Consulting

Keywords Studios, in partnership with The Trust Bridge™, offers a unique combination of expertise and advice as well as independently accredited training from Cepas Bureau Veritas. Our consultation services are designed to help ensure the delivery of trusted, compliant, secure services to gaming customers, following the introduction of new GDPR and Data Privacy regulations, PECR and e-privacy laws.

Studios and games that are designed in alignment with the new Data Privacy laws will engender greater trust with their gamers. Risk of data breach will be minimised as game developers, QA staff and games marketers have greater awareness of the data management and the data ecosystem. In addition, ensuring cyber security measures are in place may help reduce the likelihood of breach and loss.

Together with The Trust Bridge™, Keywords Studios provides a number of services which will help you ensure your organisation and games have data protection measures in place, and that you are aligned with the GDPR and other data protection regulations.

ABOUT KEYWORDS STUDIOS

Keywords Studios is a leading technical services provider for global video games and beyond. With locations in Asia, the Americas and Europe, Keywords Studios has a breadth and depth in multiple industry-leading service lines including Art, Engineering, Audio, Functionality QA, Localization, Localization QA and Player Support. Working across all major platforms and in over 50 different languages, Keywords Studios provides support and expertise for its clients across the globe.

Visit [Keywords Studios](https://www.keywordsstudios.com) to learn more.

