Influence of GDPR in the Caribbean region

CANTO 2018

Kieran Meskell
Head of Regulatory Affairs
Digicel Group
• Caribbean, Central America & South Pacific
• 14m+ customers in 32 markets
• Mobile, Fixed, TV, Content
• Wide range of privacy regimes
Privacy Baseline

• Wide range of data protection and privacy regimes
  – Full EU regime in FWI
  – Partial regimes in Bermuda, Cayman and Dutch Antilles
  – No framework in many countries

• Low societal sensitization to privacy and data protection as an individual right

• Large proportion of population is “unbanked” – little direct financial gain from identity theft so low security awareness

• Limited erosion of traditional advertising base by on-line – media outlets still use traditional channels
GDPR’s regional influence

- GDPR fully effective in FWI
- Another 9 Digicel Caribbean markets are EU Overseas Countries and Territories (OCT) and will be aligned with GDPR
- Cross border transfers will require further alignment beyond this footprint
- Many regional companies process payments and transactions from diaspora in EU

The GDPR net will spread even if companies don’t realise it yet
Data Protection and Privacy evolution

- Regional Governments are bringing forward Data Protection and Privacy legislation
- No clear framework data protection and privacy framework in US to copy
- GDPR very visible
- European privacy experts are available for consulting
- Strong EU influence in draft Data Protection Legislation across the region