

Digicel

Influence of GDPR in the Caribbean region

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- 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

LET'S TALK



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