

Brooks Pierce Attorney Melissa Bailey Discusses GDPR With Web Design and Development Consultant

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Brooks Pierce attorney Melissa Bailey was recently quoted in a blog post by Andrea Ferguson, president of Andi Sites, a website development and hosting company.

The article, entitled “Do I Really Need to Care About GDPR? Maybe,” discusses the importance of the General Data Protection Regulation, a new data protection and privacy law in the European Union, and its relevance to numerous types of business. Specifically, Bailey emphasizes the importance of compliance with GDPR rules for companies and highlights some of the necessary steps to prevent violations.

“Compliance can be really burdensome, but making the first steps towards compliance doesn’t require a whole overhaul of everything you’re doing,” said Bailey. “You can begin by evaluating your current data practices across the organization, revising your privacy policy and website terms of use as needed, updating your breach notification procedure if necessary, and adding an opt-in consent to data retention.”

The full blog post is available online [here](#).