



Protecting Your Privacy

GDPR & Virgin Pulse

Better transparency and security for member data and GDPR compliance.

What Is GDPR?

The EU General Data Protection Regulation (GDPR) is a new data privacy regulation that goes into effect on May 25, 2018. The comprehensive law replaces the EU Data Protection Directive (Directive 95/46/EC) and is designed to strengthen and standardize data privacy laws across Europe, protect and give EU citizens greater control over their personal data and regulate how organizations collect and process this personal data.

What is Virgin Pulse doing?

As a global organization with clients, members and operations in the EU, Virgin Pulse has been focused since early 2017 on ensuring that our organization is compliant with the GDPR by May 25, 2018. We place our client and member data as the highest strategic priority and therefore welcome the GDPR as an opportunity to further strengthen our data privacy foundation and increase our investment in protecting our members. Based on a thorough review of our internal data privacy processes, procedures, data systems and documentation, we are implementing the requirements as set out in the GDPR across the entire organization, so that all of our clients and members around the globe benefit from the same strong privacy rights and best practices.



What does it mean for you and your employees?

Our investment in increased transparency and data security, together with our GDPR readiness, is a win-win for you and your employees:

1. Greater transparency into how personal data is collected and processed:

- We have updated and improved the Virgin Pulse Membership Agreement and Privacy Policy to provide transparent and accessible membership and privacy language. All members will be prompted to view and accept these new terms and conditions before using our programs.
- We will only collect personal data where members have explicitly consented. At any time, members can request that all of their data be deleted, transported or corrected on all Virgin Pulse products, or made accessible to them.

2. Strengthening an existing foundation of data privacy and information security:

- We are already certified against the ISO/IEC 27001:2013, a robust and comprehensive global information security standard, and the EU-U.S. and Swiss-U.S. Privacy Shield Frameworks.
- We will continue to invest in our infrastructure to ensure we are ahead of the curve in data privacy and security.

3. Data privacy by design:

- We want to ensure that members understand how their data is used by Virgin Pulse and by 3rd parties they interact with as a result of using our platforms. Following data privacy best practices, members will explicitly give consent to Virgin Pulse to use this data and have the ability to withdraw this consent at any time
- We have embedded a “privacy first” philosophy into our product design, software development cycle and implementation processes. Privacy will be the default setting for all members.

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International
Offices

1200+

Clients with multi-
national workforces

2.1M

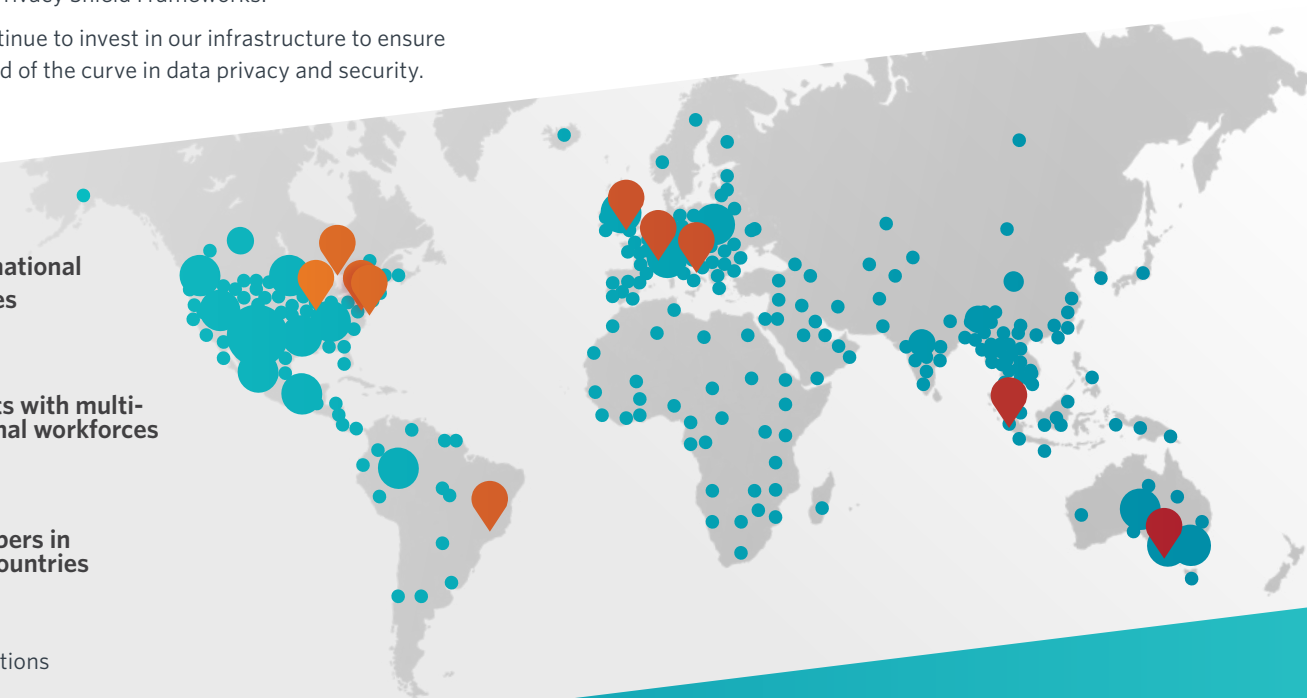
Members in
190 countries



Office locations



Members



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