

Kanguru: Why Non-EU Organizations Can't Afford To Ignore GDPR

Millis, MA, USA – May 31, 2017 - One of the biggest changes in data security regulations is coming out of the European Union that will have a significant impact on organizations around the world. The **General Data Protection Regulation (GDPR)** is intended to give EU citizens better control over their personal information gathered by organizations, and though its grasp is primarily focused on business conducted within the EU, the effects will have far-reaching implications across the globe. Any organization that conducts business with an EU organization pertaining to the collection and processing of personal data of any EU citizen will be influenced by this new regulation, including online and cloud services. The impact of GDPR on organizations around the world cannot be overstated.

Kanguru removes the complication factor associated with compliance, making it easy for today's organizations to securely manage data and comply with regulations. Kanguru is providing free information for anyone interested in learning more about GDPR.



Why Nations Outside of the EU Should Also Comply With GDPR

With today's digital climate making it easier than ever for information to cross continents within seconds, EU parliament approved and adopted this new regulation on April 24, 2016 to protect the personal data of its citizens, and it imposes severe consequences for EU organizations that do not comply. Also written into the language of GDPR are certain rights for EU citizens to seek damages if an organization is found responsible for the mishandling, unauthorized collecting, or being the cause of a breach of their personal data regardless of their location. It adds specific new responsibilities that organizations must now follow in order to ensure that personal data remains inextricably secure even if business necessitates it to transfer from location to location.

As a result, EU organizations could actually begin refusing to do business with outside firms if they feel there might be even the slightest risk, especially if companies are unaware of GDPR, or unwilling to demonstrate compliance. This is why it would be sensible for organizations everywhere to prepare for this new regulation. They simply can't afford to ignore GDPR.

Kanguru is Making Compliance Easy

Kanguru is a U.S. based manufacturer of highly-certified data security devices and data management product solutions, dedicated to helping organizations around the world meet and exceed GDPR and other high-demand data security regulations. For over 25 years, Kanguru has been assisting government, military, enterprise, energy, financial, utilities, healthcare organizations and SMB's around the globe secure sensitive information with robust encryption solutions to meet HIPAA, Sarbanes Oxley, FISMA, GLBA and more. Kanguru is providing a free white paper and an infographic on its website to anyone seeking to learn more on how to meet and exceed the high demands of these regulations.



“Kanguru is making it easy for organizations around the world to secure data and comply with demanding regulations with robust, easy-to-implement, and highly-secure data security solutions,” says Don Brown, President and CEO of Kanguru. “Kanguru’s philosophy is not only to help organizations comply with regulations, but help them build trust among their clients with strong data security.”

Key Areas Where Kanguru Products Are Assisting Organizations in Preparing for GDPR:

- Robust Data Protection and FIPS 140-2 Certified, AES 256 Encryption Products
- Fully-Integrated Remote Secure Device Management Tools
- Cloud-Based Endpoint Security
- Back-Up, Secure Wipe, and Storage Drive Duplication Products
- RSA-2048, Digitally-Signed Secure Firmware Devices
- Real-Time, On-Board Anti-Virus Protection

Organizations can download the free Kanguru White paper, [“Preparing for the General Data Protection Regulation \(GDPR\)”](#) to learn more about GDPR, and prepare their organization to comply with the new regulation. Kanguru has also developed an infographic demonstrating how its products specifically meet GDPR compliance. This free infographic can be downloaded here: [Kanguru GDPR infographic](#).

Meeting the new **General Data Protection Regulation** does not have to be complicated. Kanguru makes it easy to comply with this and other demanding data security regulations. Talk with Kanguru today to learn more about securing data and protect sensitive information. To learn more, please contact Kanguru at **(1) 888-KANGURU**, or visit [“Learn More About GDPR”](#) at kanguru.com.

Kanguru is a global leader in manufacturing highly-certified data storage products, providing the very best in FIPS 140-2 and Common Criteria Certified, hardware encrypted, secure USB drives fully-integrated remote management security applications and Endpoint Security. Kanguru also manufactures duplication equipment for cloning hard drives, SSDs, blu-ray, DVD discs and more. For more information on Kanguru, please visit [kanguru.com](#).

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