Privacy is a fundamental right. Article 8, Charter of Fundamental Rights of the European Union: Protection of personal data.

In a practical sense: what is privacy and data protection? What are the key concepts that I should be aware of?

**PERSONAL DATA?**

‘Personal data’ means any information relating to an identified or identifiable natural person (‘data subject’).

**LAWFULNESS OF PROCESSING**

Processing of personal data is lawful if the data subject has given consent to the processing of his or her personal data for one or more specific purposes.

**INFORMED CONSENT**

Consent should be given by a clear affirmative act establishing a freely given, specific, informed and unambiguous indication of the data subject’s agreement to the processing of personal data relating to him or her, such as by a written statement, including by electronic means, or an oral statement.

It is often not possible to fully identify the purpose of personal data processing for scientific research purposes at the time of data collection. Therefore, data subjects should be allowed to give their consent to certain areas of scientific research when in keeping with recognised ethical standards for scientific research.

**DATA MINIMISATION**

Personal data shall be adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed.

**PSEUDONYMISATION**

Pseudonymisation of personal data is one of the measures that can reduce the risks to the data subjects concerned, and help controllers and processors to meet their data-protection obligations.