

Steve,

Recently, our team at TRIPBAM has been hard at work to make sure we're prepared well in advance of the May 25th General Data Protection Regulation (GDPR) compliance deadline. We've always taken data privacy and security seriously, and are proud to announce that:



- We are GDPR ready
- We continue to be EU-US Privacy Shield compliant

Furthermore, as a step beyond GDPR compliance, we are excited to announce that **the next release of TRIPBAM will give us the ability to scrub ALL personally identifiable information (PII) data upon request.**

If you haven't heard about the European Union's new GDPR, you can expect to increasingly over the coming weeks. Billed as the most significant change in data privacy regulation in 20 years, the GDPR (Regulation 2016/679) aims to protect "all EU citizens from privacy and data breaches in an increasingly data-driven world."

The deadline for compliance is rapidly approaching on May 25th of this year. Unlike earlier EU data privacy regulations, the GDPR carries severe consequences when a company is found to be in non-compliance. The maximum fine is 4% of annual global turnover or €20 million (whichever is greater) for serious infringements.

Again, TRIPBAM has been, and continues to be, committed to protecting our clients' data privacy and security. If you have questions about utilizing our latest release to scrub your data of PII, please [click here](#) or the button below and a member of our team will be in contact with you shortly.

Warm regards,
Steve

Steve Reynolds
Founder & CEO
TRIPBAM, Inc.

