

The Daily Mirror article appeared on page 8 of the edition on Wed 8th May 2018. The article reads as follows:

#### Comment by Conor O'Kane - New Media Expert

"The GDPR does not go far enough to protect our personal data. The rules were drawn up before we knew our data could be taken and used to influence major political events.

We need tech firms to go beyond the bare minimum standards and to take steps to regain our trust.

The problem with big Tech is that we have no way of separating which firms protect our personal data from those who sell it for profit.

When buying online, many people choose the seller with the lowest price without considering what they do with data. But when we stay in a hotel, we don't just trust the owner to have put in the required fire exits. Similarly, when we buy a car we don't just trust the manufacturer to have installed safe seat belts.

We have standards and independent bodies who make sure they are met. The GDPR calls for wider use of privacy seals, but does not require them. This involves an independent body checking that the way firms deal with our data meets standards. If it does, a privacy seal is awarded.

This would be an important step in rebuilding our trust. It's time for tech to put people before profits.