

'GDPR to benefit consumers, Net firms'

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Privacy law a template for US, Singapore: Brightcom CEO

The General Data Protection Regulation (GDPR), enforced by the European Union last month, has cleared the ambiguity on privacy, and would benefit consumers and firms worldwide, said Brightcom Chairman and CEO Suresh Reddy. Besides being a threat to Google, Facebook and Whatsapp, the data privacy law had prompted staff training, change of codes, alteration of information flow and purchase of newer

equipments across IT firms, he said, speaking to *The Hindu* over the phone. "The ambiguity over the usage of information and privacy has gone. We are compliant with the new law and are helping non-compliant clients to suit the new requirements," Mr. Reddy said. Saying that stricter privacy laws were expected to hit the market, he added, "The US, Australia and Singapore are watching the GDPR implementation. It is expected to be a template for them to develop their own versions."