Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management

Diploma Thesis

The Impact of General Data Protection Regulation on the Management, Human Resource and Marketing philosophy of an organization

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DIPLOMA THESIS ASSIGNMENT

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Economics and Management

Thesis title

The impact of General Data Protection Regulaton on the Management, Human resource and marketing philosophy of an organization

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Objectives of thesis

This thesis will provide a comprehensive analysis of General Data Protection Regulation, and the changes will bring to Management, Marketing, Human Resource philosophy of an organization. Also confirm its influence on the development of the company. collecting and analyzing data at the same time, verifying that GDPR will have a great impact on the internal enterprise. Define GDPR with management, marketing, and human resource management. Although it is known that GDPR is bound to has a profound impact on existing framework for enterprises, it has not been clearly verified, as well as the specific aspects.

Methodology

Analyzing the regulation in particular ways and make definition, specific introduction about it. GDPR does has its' advantage and disadvantage. The thesis shall has analysis of various aspects for pros and cons.

Brief introduce the Management, Human Resource, Marketing philosophy before the "GDPR" published in EU, and make a comparison after GDPR implemented. which parts will be changed and harmonized these philosophies of the organization from this regulation.

Comparing balance sheets between two different period: last 5 years before GDPR went in effect, and the first half year after GDPR implemented.predict if there are some more potential costs or profits in the future by read through the notes from balance sheet.

Case study of a Chinese IT company "Tencent", which has been developing services and building servers in EU for 8 years but has to quit the Market due to the GDPR.

Making interviews of intermediary company of recruitment "Good call", by comparing the balance sheet from last 5 years and the 1st year after GDPR in force.

Identification and future prospects for the regulation, and make a brief conclusion

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The proposed extent of the thesis

Approx 60-70 pages

Keywords

general data,management,human resource management,marketing, General Data Protection Regulation, European Union, big data, data security, data analysis, consultation, DPO, database, Tencent, data subject, data controller, forfeiter of GDPR, data authorization, data transmit, data share

Recommended information sources

REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 27 April 2016
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Declaration

I declare that i have worked on my diploma thesis titled "The Impact of General Data Protection Regulation on the Management, Human Resource and Marketing philosophy of an organization" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that the thesis does not break copyrights of any other person.

In Prague, March 23, 2019 _____

Jiang ZhengYang

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The Impact of General Data Protection Regulation on the Management, Human Resource and Marketing philosophy of an organization

Abstract

GDPR has been implemented for one year. with strict protection for private data and strict restrictions on data usage, it is bound to have a great impact on companies in the big data era of Internet. To achieve the valuable analysis results, This thesis comprehensively analyzes the terms of GDPR; interviewed and investigated: Tencent, the Chinese IT giant that withdrew from the EU market due to GDPR; "goodcall", a recruitment agency in the Czech Republic; Kiwi, a budget airline in the European Union. For analyze the practical reforms that GDPR has brought to the EU enterprises in management, human resource management, and marketing. Through theory to the reality, it confirms how the enterprises have been affected and how they have changed in the process of following GDPR to keep business operating; ensure whether the reason for the reforms are directly impacted by GDPR; ensure more expenditures from budget of the enterprises at EU is inevitable, by analyzing the researches and investigations of database issued from: statistics of the Statistics Portal; Oliver Smith team; Ponemon Institute LLC team, that during the buffer time before implementation of the GDPR. Concludes that for the EU enterprises there will be more costs. Besides, if a violation has been caught during the data operating period, it will bring risks and huge losses to the enterprise.

Keyword: general data,management,human resource management,marketing, General Data Protection Regulation, European Union, big data, data security, data analysis, consultation, DPO, database, Tencent, data subject, data controller, forfeiter of GDPR, data authorization, data transmit, data share.

Dopad nařízení o obecné ochraně údajů na filozofii řízení, lidských zdrojů a marketingu

Abstract

GDPR byl realizován po dobu jednoho roku. s přísnou ochranou soukromých dat a přísným omezením používání dat, bude mít velký dopad na společnosti ve velkém datovém období internetu. K dosažení hodnotných výsledků analýzy tato práce komplexně analyzuje pojmy GDPR; dotazovaný a vyšetřovaný: Tencent, čínský IT gigant, který se stáhl z trhu EU kvůli GDPR; „Goodcall", personální agentura v České republice; Kiwi, nízkonákladová letecká společnost v Evropské unii. Pro analýzu praktických reforem, které GDPR přinesl podnikům EU v oblasti řízení, řízení lidských zdrojů a marketingu. Skrze teorii k realitě potvrzuje, jak byly podniky ovlivněny a jak se změnily v procesu následování GDPR k udržení provozu podniku; zajistit, aby byl důvod reforem přímo ovlivněn GDPR; zajistit, aby více výdajů z rozpočtu podniků v EU bylo nevyhnutelné, a to analýzou výzkumů a výzkumů databází vydávaných z: statistik Statistického portálu; Tým Olivera Smitha; Ponemon Institute LLC tým, že v době bufferu před implementací GDPR. Dospívá k závěru, že pro podniky EU budou náklady vyšší. Kromě toho, pokud dojde k porušení během provozu dat, přinese to podniku riziko a obrovské ztráty.

Klíčové slovo: správa, velká dat, řízení lidských zdrojů, obecná ochrana údajů, správa dat, obecná ochrana údajů, ochrana údajů, analýza dat, databáze, data, správce údajů, přenos dat, sdílení dat.

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Content

1.Introduction

The General Data Protection Regulation(GDPR) was passed in 2016, and formulated by the European Union aimed to address the collection and use of user data on the Internet. After the approval of the GDPR in 2016,the EU set a buffer time for the technology companies,just for make sure all of them got times to analyze and constantly alter before it effected. GDPR has already been implemented on May 25th, 2018, they almost spent two years for reform most of the companies from top to the bottom. It is obviously that The EU wants to use this regulation to get prepared for the upcoming information and digital epoch.

GDPR was also called the most strict protection regulation, which is mandatory to all the members of European Union, for protecting all the data of internet users.As a new regulations to protect the privacy, GDPR has a high-level attention to supervise not only the corporate organization,but also management mode, managing method. due to the internet is developing so fast in last 10 years, but a forceful data protection was still blank missing in the market. It stipulates that all member states of the European Union have to establish domestic regulatory agencies, and as the supervisor it has the absolute right to investigate the possible violations of the products or services from all the technology companies, and impose corresponding fine by determining the data-using scope, including responsibilities and obligations of all the technology companies that could collect users' data.

It is mentioned that all the products or services in Europe,no matter where and when which deal business with EU companies or organizations, once it has the action of collected user data, and companies involved that will store, process, exchange any EU citizen data, then all of those action would supervised and controlled by GDPR. which means third-country companies and institutions associated with the European Union has the same legal effect too. GDPR also

innovate the management of personal information administrative law enforcement agencies, as for protecting natural people in EU civilization with processing and movement of personal data, EU is striving to balance the relationship between personal information protection and enterprise operations needs, and it is also significant that for an organization to figure out some other creative ways to face the GDPR.

Since 1995, there is a protection guideline called the Data Protection Guidelines (Guideline 95/46/EC) have confirmed in the EU that how personal data is protected. However, with the explore of social media, the resulting cloud computing and GPS services, complexity and scale of data creation and collection makes the protection becomes more and more difficult.therefore DPG gradually lost the ability to take control of the market. And public strongly need a new regulation come to the stage. Now, companies need to actively ask consumers in a clear and acceptable way. Consumers have the right to ask organizations for delete their data, and also have the right to be informed how their data is collected, processed and analyzed. It is means that General Data Protection Regulations adopted by the European Union has drastic reformed to the 1995 EU Data Protection Guidelines: expanding the scope of applicable subjects to enterprises outside the country; adding general principles of transparency and minimum sufficient use. The principle of protection; pioneering the introduction of the right to be forgotten, the right to carry, etc.; and strict penalties for violations, and comprehensively enhance the protection of personal data. In addition, the EU will set up a complaint service to facilitate cross-border complaints from consumers within the EU.

According to the GDPR regulations, all users' agreements must be written in a proper way that makes ordinary users could easily understand and accept. As a regulation, GDPR divided the people or organization could use or contact personal data into three part: controller, transactor, and receiver. Each of the section has very specific rights and prohibition, for example, the controller have the right to decide

the goal and method of personal data usage. In the meanwhile, "third party" would considered as the organization that authorized by controller or transactor could directly handle the "personal data". "personal data" was defined originally to the subject which is identifiable or identified. And according to signs such as the name and ID number will directly link to all the information of he or she,including physical, mental,even the financial situation and so on, in a word, all the data base of personal identification.

As the GDPR has bring out so many creative ideas and conception. this thesis will explicit introduce it and identified some of the new conception. Meanwhile, The aim of it would be if the GDPR will have a impact for nowadays business management, marketing,and human resource philosophy of an organization, whether all of them would be positive or negative. And make comparisons between the "old and new". investigate the pro and con of this regulation, whether customers would like it, and if it can implemented smoothly, It's a process of positive or passive for enterprise and customers? And what kind of potential costs, profits, risks and etc. might followed.

2. Objective and Methodology

The following chapter will describe objective and methodology of the thesis. the goals and methodology of this thesis will be introduce the General Data Protection Regulation, and describe the system and content of it to the readers, then gradually analyze its impact on the existing business management, marketing, and Human Resource management, and if there will be some possible changes. At the same time analyzes its advantages and disadvantages and potential commercial value through methodology, by comparing with the previous model from business management, marketing, and human resource. Meanwhile, Through social surveys and big data analysis, verified that GDPR is bound to has a great impact on existing models, and even affect the entire EU at the digital and information technology era. After drawing conclusions, it will forecast and define the significance of the GDPR and look at its impact on the subsequent economic development of the philosophy of an organization from or deal business with EU.

2.1 Objective

As previously mentioned, the goal of this thesis will be draw out its potential business value and future impact, while introduce and define the impact of GDPR on existing business management, marketing and Human resource framework. Therefore, the main objective of the thesis will be summarized as follows:

1. Introduce the regulation of "GDPR" specifically, as the GDPR is bound to bring new challenges to existing business framework and enterprises. So the question that will come up is whether this will affect management efficiency and corporate performance.

2.   What kind of influence will take place in different aspect of the management, HR, Marketing by "GDPR", It is means this thesis will comprehensively analyze existing commercial frameworks in an organization of European Union.

3.   After analyzing the existing commercial framework, this thesis will also comparison of the different managing way before and after the "GDPR" in force, and specific the changes going to be involved in management, human resource management, marketing.

4.   Comparison the differences after "GDPR" published, and How it will influence the organizations, As EU can be recognized as a carrier of GDPR, and whether it might has influences to business efficiency and corporate performance in organization. the impact on the organization and customers will also be considered as a important aspect.

5.   Review the literature and knowledge overall in study, which related to this thesis in a comprehensive way, and link these knowledge to pave the way for the extension of the thesis.

6.   Identify variables that will affect the development of an organization from GDPR,and which of it would be the most effective one.

7.   The potential role GDPR could be between company and customer.

8.   Whether it can implemented smoothly for an organization, if it's any of positive or passive impact for organization?

9.   How would the organizations makes strategies for facing GDPR

10.   what kind of potential costs, profits, risks etc. might followed.

11.   How it will influence the existed business management, human resource management, and marketing.

This thesis will provide a comprehensive analysis of GDPR, and the changes will bring to nowadays' management models, marketing. Also confirm its influence

on the development of the company. Taking this as a starting point, collecting and analyzing data at the same time, verifying that GDPR will have a great impact on the internal enterprise. Define GDPR with internal management, marketing, and customer management. Although it is known that GDPR is bound to have a profound impact on existing framework, it has not been clearly verified, as well as the specific aspects. This thesis will proceed from own assumptions of hypothesis, and carry out comprehensive and systematic verification according to alternative hypothesis and methodology.

2.2 Methodology

First of all, Analyzed the regulation in particular ways and make some definition, specific introduction about it.

The "GDPR" does has its' advantage and disadvantage.The thesis shall has analysis various aspects for pros and cons.

It shall brief introduce the Management, Human Resource, Marketing philosophy before the "GDPR" published in EU, and make a comparison after GDPR implemented which parts could actually change and harmonize these philosophies of the organization from this regulation, different aspects will be used in various way,and makes the debate that if it's better or worse, and whether it's positive or negative to customers and corporate performance.

The comparison of differences before and after "GDPR" published plays a pivotal role in this thesis. by comparing balance sheets between two different period: last 5 years before GDPR went in effect, and the first half year after GDPR implemented. to figure out how GDPR will influence the general EU,and existed framework of Business Management, Human Resource, Marketing philosophy, corporate performance. By this way,it can decide the purpose, factors needed to identified and achieve the goal of the project.

By using Corporate finance and database from the first half year after GDPR

implemented to predict if there are some more potential costs or profits in the future by read through the notes from balance sheet.

Case study of a Chinese IT company "Tencent", which has been developing services and building servers in EU for 8 years but has to quit the Market due to the GDPR.

Making interviews and investigation of intermediary company of recruitment "Good call", and budget airline ticket company "Kiwi" to ensure the changes have made to accord GDPR.

By comparing the balance sheet from last 5 years and the 1st year after GDPR in force, and consult the notes of Tencent's balance sheet. or referring database from existed research from reliable academic team. To see if the GDPR makes the intermediary company use data more costly.

At the final, the thesis will get some more Identification and future prospects for the regulation, and make a brief conclusion about GDPR.

2.2.1 Research Questions and Research Hypotheses

GDPR will play an important role in Business Management, Human Resource, Marketing of every sectors of an organizations and constantly influencing the corporate performance. so the questions of the research is:

H1: GDPR will unify business management for the whole organization as a unity in a higher level.

H2: GDPR will make Human Resource Management reform performance appraisal of employee, and updates contracts of employee inform the unlimited usage of personal general data. When hiring employees or internal competition for occupation, more cautious needed to read and references personally-used data from data subject. At the same time, for recruit companies and websites, the usage of user data will become costly, cause more data usage contract, and users' requirements for services will increase.

H3: GDPR will encourage organization making more creative and sustainable methodology to process and collect general data for Marketing analysis and strategies, due to the rigorous regulation. And encourage more creative and sustainable methodology of Marketing in higher level.

H4: GDPR has potential risks for an organization, after analyzing the relevant prohibition, and forfeit from this regulation.

H5: Impact on enterprise from GDPR will be negative, by comparing with the existed management mode, Marketing strategies, and Human Resource technique of the organization. And could influence the corporate performance.

H6: GDPR has potential costs, after a comparison of balance sheet between two different period: last 5 years before GDPR went in effect, and the first half year after GDPR implemented.

H7: The set of consultation department "DPO" for GDPR in an organization will push the Business Management and Human Resource management reforming, because of the very departments report to top managers, and don't belong to any subsidiary because of the individually authorized by GDPR.

2.2.2 Research Approach

A deductive approach will be suitable for this research. Establishes hypotheses based on the excising theory, and designing research strategies in order to test.

Database comparison and analysis about salary of GDPR corresponding job or notes of balance sheets after GDPR in force. consultant from company at European Union.

3.0 Literature review

This chapter will have a general lecture review of knowledge related to Business Management, Marketing, and Human Resources. Meanwhile, present the interconnect between these disciplines and GDPR. It also shall explain in specific detail that the development of big data and GDPR. In this chapter will define the intrinsic variables of various research object, and define research topic: the variables that may be involved in the impact of GDPR and the variables that affect the enterprise, market, etc. These analyses will be used as part of the subsequent personal research and deeper research, while theoretically validating hypotheses and guesses.

As GDPR has integrated different department of an organization in proper order, and share the responsibility as one, The literature review would definitely has a total review about Management philosophy, Human Resource philosophy, and Marketing philosophy in an organization. And make a definition about the internal connect with general data, personal data and data privacy.

3.1 Business Management

As an important branch of management, business management is a highly applied discipline.It is a general term for a series of activities such as planning, organizing, directing, coordinating and controlling the production and management activities of enterprises, and is an objective requirement for large-scale social production. Business Management is aim to use the resource such as: human, material, financial, information and other resources of the enterprise to maximize the efficiency of input and output[1[i]].

It cannot emphasize the importance of management in organizations too much, business management enable organizations to seize the potential opportunities, especially in market economy or mixed economy. the production of an enterprise is

an exchange-oriented production, and the value of the products or services it creates must be achieved through the market. The value realization of an enterprise depends on the sales strategy and the degree of market demand for the company's products or services. The importance of business management is determined by the status of business activities in the production and management activities of enterprises. Intensive market demand, good quality of supplies, and high quality of sales and service can quickly realize the value of the company's products or services, and achieve the company's production goals- - make profit.

It pays to rapidly expand sales and develop corporate with management, Enterprises remain competitive under market competition conditions are based on market research, as well as continuous development of new products and markets, consolidating and increasing market share is closely related to the level of business management as well. Business management also has a great influence on reduce costs from budget, and maximum profit of enterprise. The most direct factors determining the profit of a company are sales and sales costs. The cost of sales is determined by the cost of the product and the cost of sales. It can be seen that to improve the profit level, business management must be strengthened.

Organizations such as company or enterprise should take the initiative to customers, and remains the customers for long-term, as a most important purpose of the management which goes customer supremacy, profit from customers' experience got a strongly impact on corporate performance, focus on customers is an indispensable part of management. That's why analysis of the privacy data is so significant to nowadays enterprise, as innovation plays a pivotal role in entrepreneurship, so predict the demand before customer needed root in general data analysis becomes much more crucial, so formulate creative strategies to collect the personal data are in the best interests of an organization[2[ii]].

Management is also a strategy for an organization aware that phased goal in specific period[3]. Management by objectives embodies the philosophical thinking

of modern management and is the process of two-way interaction between leaders and subordinates. The MBO is to negotiate individual goals with employees and supervisors. Individual goals are determined according to the company's strategic goals and corresponding departmental goals, and are as consistent as possible; this method is measured by observable and measurable performance of employee, and their personalities[4]. The standard of employee performance is based on the set goals as the basis for employee evaluation, so that the individual's personal goals are consistent with the organizational goals, reducing the possibility that managers will focus on work is not related to organizational goals.

Depends on MBO, there is another strategy deduced from it called Strategic management. Refers to the overall and long-term development direction, goals, tasks and policies of a company or organization in a certain period of time, as well as the decision-making and management art of resource allocation. Strategic management means that the enterprise determines its mission, sets the strategic goals of the enterprise according to the external environment and internal conditions of the organization, ensures the correct implementation of the objectives and plans for progress, and relies on the internal capabilities of the enterprise to implement such planning and decision-making, and A dynamic management process and analyze that takes control during implementation[5].

The main idea of SM is unique value orientation, value chain designed for customers, clear choice, interactivity, and durability. This requires companies to analyze competitors in detail, analyze customers, analyze markets etc[5]. To analyze and at the same time obtain higher value of various strategic means, such as what kind of new technology or what type of value-added service projects, or different marketing strategies for different audiences, etc.

Nevertheless, the most important managing tool can make these strategies implemented smoothly of an organization in this case is customer relationship management. In order to improve their core competitiveness, enterprises should use

the corresponding information technology and Internet technology to coordinate the interaction between enterprises and customers in sales, marketing and service, thereby improving their management methods and providing customers with innovative and personalized customer interactions and services process[6]. Refers to the use of CRM to manage the relationship with customers. CRM as known as a business strategy for selecting and managing valuable customers and their relationships. CRM requires a customer-centric business philosophy and corporate culture to support effective marketing, sales and service processes.

There are three layers of CRM: 1.Reflected in the guiding ideology and concept of new enterprise management; 2.Innovative business management model and operational mechanism; 3.The sum of management methods and application solutions for information technology, software and hardware system integration in enterprise management. The so-called customer relationship management taken here is that to provide a comprehensive management perspective for the enterprise; to give the company a better customer communication capability and maximize the customer's profitability[6].

Since CRM was general being used by enterprises from the start of Internet, data analyzing from specific software and implementation method that uses information technology as a tool to effectively improve corporate profits, customer satisfaction, and employee productivity becomes one of the most imperative way. Gathering together the newest information technologies, including Internet and e-commerce, multimedia technology, data warehousing and data mining, expert systems and artificial intelligence, etc. Software of CRM are so necessary that can't be ignored. And result in enterprises aims for improving customer satisfaction have to in-depth analysis of customer privacy data[6], thereby improving the competitiveness of the company. Customer relationship refers to the collection of information that occurs and develops around the customer's life cycle.

On the other side, CRM software is divided into two types: operational and

analytical. Of course, there are also two. The operation type pays more attention to business processes and information records, and provides convenient operation and humanized interface. The analysis type is often based on a large number of daily data of the enterprise, and the data is mined and analyzed to find out the characteristics of customers, products and services, thereby correcting the enterprise. Product strategy, market strategy.

How to achieve effective management, various methods lays in this section. For instance, Data analysis: Managers can analyze the data to recognize if the organization is on normal range, and keeps the organization on the right track. If the error showed up, find the problem immediately and solve it in time. In addition, the data can help managers make the next management plan.

Through these methods, to achieve operation efficiency of the enterprise enhanced; make the enterprise has a clear development direction; each employee can fully exert their potential; provide satisfactory products and services to customers; and establish a corporate image. And eventually enhance the competitiveness of enterprises.

3.2 Marketing

Marketing refers to a series of business activities related to the market, such as product production, circulation and after-sales service, conducted under the guidance of the customer demand. Marketing is a social activity and management process in which individuals and groups create and exchange products and values with others to meet needs and desires. The ultimate goal of marketing is to perceive demand and active desires[7]. Strategies and exchange is the core of marketing. The exchange process is a social process and management process that actively seeks opportunities to meet the appetite and desires of different target. Whether the exchange process can proceed smoothly depends on the degree to which the products and values created by the marketing suit the needs of the customers and

the level of management of the exchange process[7].

With the gradual maturity and improvement of modern market economic conditions, the survival and development of enterprises are faced with fierce market competition[8]. Therefore, if contemporary enterprises want to develop, they cannot do without marketing, and their products must be sold in the market. To succeed, it is necessary to think strategically about the current market.

Marketing is to satisfy the needs of customers by selling goods, investigating the market, guiding production, creating demand, and coordinating relationships. Meanwhile, the rapid development of the modern information industry has brought people into the information technological age[8]. Various quantity of products in the market, but many of them being ignored and less of them being aware. Therefore, companies need to use marketing strategies to make consumers and customers notice it, and accept the products produced by the company to achieve the purpose of increasing sales, benefit, and market growth etc.

Enterprises need to figure out who is the potential customers of the market, what kind of products they need, how much basic market information they need, and then formulate market strategies, guide production, coordinate various relationships with customers, and finally Realize the value of customers and the benefits of the company[7]. Marketing must proceed from reality and understand different dynamics of the market, such as international forms, consumer psychology, national policies, price increases, consumer spending levels, and so on. In a word, analyze the relationship between buyers and sellers.

In order to improve competitiveness from a marketing perspective, companies must have a strong marketing team and establish an efficient marketing system to seize market opportunities and make use of them[17]. Marketing is a philosophy of market facing, and its terminal recipient is the consumers and customer. To develop a reasonable marketing strategy is to obtain the best way to exchange with customers to a certain extent, which will result in the ultimate benefit of the

enterprise with profound impact[8]. Strengthening the formulation and implementation of marketing strategies is conducive to the most reasonable planning of contemporary enterprises from product design to final sales and services, so as to achieve the goal of leading the market trend and making profit.

First of all, Marketing is conducive to establishing a modern management concept, better optimizing resource allocation and meeting social needs. The marketing concept emphasizes focusing on the needs and interests of consumers and organizing the production and supply of products according to market need. This will promote the optimization of resource allocation, improve production efficiency, and better meet the actual needs and potential needs of consumers. Second, it is conducive to solving product market achievement, and also can help enterprises to formulate correct business strategies, establish competitive advantages, enhance enterprise market competitiveness, and fierce market competition. It requires enterprises to apply marketing principles and methods, correctly analyze market environment, identify and grasp market opportunities, understand consumer need, and formulate Implement an effective marketing mix strategy and use various strategies and strategies to participate in market competition. All of these will greatly improve the marketing quality of enterprises, improve business management, improve management and work efficiency, and enhance contingency and competitiveness. At the final, contribute to further exploring the international market and promoting the international operation of an enterprise.

Marketing also simplified refers to a series of business activities related to the market, products, circulation, and future services under the guidance of customer-centered ideas, From the research of customer demand, organize a series of business activities for production, sales and after-sales service. The purpose is to maximize customer satisfaction.The marketing mix is an organic combination and comprehensive utilization of various controllable factors: 1. product, 2. price, 3. place, 4. promotion. Those are commonly used marketing methods, or ways to

attract customers and consumers[8].

According to Philip Kotler's explanation, marketing seeks to create, establish and maintain a mutually beneficial exchange between marketers and target buyers through analysis, planning, implementation and control to achieve the goal of marketers[7]. The task of marketing is to stimulate the creation, adaptation and influence of consumer and consumer demand.

To reach those goal, there are bunches of methodology can be used in marketing, on the one hand, tools such as, SWOT analyze, Boston matrix, analysis of development status, consumer positioning etc. Aims to summarize during the specified time, the company will analyze, review and evaluate the sales work of each marketing stages, and propose amendments to the marketing work in the next stage, and make partial adjustments to the marketing strategies of certain regions, even for certain plans to re-launch the regional target market and customers[10]. On the other hand, strategies like Products orient, customer orient, and price strategy etc. To make a strategy for selecting and occupying a target market based on its own internal conditions and external competition. It is an important part of the development of a strategic marketing plan for the enterprise, and its essence is the overall design of the company's marketing activities[11]. The company's marketing strategy is designed to give full play to its advantages, enhance its competitiveness, better adapt to changes in the marketing environment, and achieve maximum economic results with less marketing investment.

An important feature of the era of general data is the ability to collect and analyze consumer-related information data in real-time and comprehensively for Marketing, so as to specifically and accurately market positioning the products that are most suitable for consumers according to their different preferences, interests and purchasing habits or service[12]. On the other hand, it is possible to further increase the promotion efforts by updating and enriching the consumer's data information in a timely and dynamic manner, and using data mining and other

technologies to predict the next step or deeper needs of the consumers[13]. To reach the goal of profit. Because of the development of the internet, it is getting easier and easier to collect personal data from consumers and customers, and could either transmit those data into SWOT analysis, Boston matrix, analysis of development status and consumer positioning, or into strategies such as strategies like Products orient, customer orient, and price strategy[10]. With the development of information technology and the Internet, the societal production has changed into the production of "intelligence". At the same time, general data through the correlation analysis, organically connect customers and products, and personalize the user's product preferences and customer relationship preferences. And then feedback to the company's brand, product development department, and launch products that match the consumer's personality.

Companies have to face the fact that without the precise positioning of target consumers, and perceive promotion is the main reason cause many companies couldn't be effective and beneficial[7]. The arrival of the era of general data will completely subvert the previous marketing model and concept, leading to the overall transformation of the enterprise. In the era of general data, enterprises can only establish the general data marketing system platform together with all partners to reflect the advantages for Internet e-commerce, cloud computing and mobile e-commerce, thus continuously expanding the extension and connotation of enterprise marketing channels[12]. Through the coordination of all parties in the marketing channel to enhance consumers' experience of product brand and service, it will lead to more intense purchasing desires of customers, promote closer affinity between customers and corporate brands, then enhance the profit margin of enterprises.

These 10 years, Many companies have built general data marketing platforms based on information technology[13], which enabled to collect massive and different types of data and spanned many different systems, such as different

channel platforms (network sales platforms, as well as physical wholesale and retail); various consumers demand; inequable market segments; and different but segmentable market areas[13]. On the one hand, the era of general data makes consumers become the masters of business conduct; on the other hand, information technology makes it possible for companies to meet individual customer demand: from collecting personalized information and needs of customers, pushing purchase suggestions and related promotional information, to provide A cross-channel customer buying experience and stimulating relevant brand links. All of those that could help companies collect massive quantities of data from consumers, analyze insights and predict consumer preferences, consumer price acceptance, analyze test sales data in various channels, and various product combinations that consumers plan for businesses[13]. Since the Internet provides a large number of application services, the potential to make full use of data is theoretically infinite at first. The reaction of the price segment is able to to leverage general data technology to understand customer behavior and feedback, deeply understand customer needs, consumers are not only consuming, but also publishing personal opinions that other users can see, as well as the splicing of these consumers' personal images. Focus on customer behavior, and then efficiently analyze information and make predictions, continually adjust product functional directions, verify product commercial value, and set scientific prices Strategy.

Theory of pricing strategy believed that product pricing should be the core strategy of a company. The ultimate goal of pricing is that it does not agree to pricing. Personalized pricing is the ultimate goal of pricing strategy. And according to 4V features of General data: Volume, Velocity, Variety, Value. It is means that it can help companies analyze insights and predict consumer price acceptance[14]. An important factor that usually affects the success or failure of a trade is price, which is the most difficult factor to determine in a market. The purpose of enterprise pricing is to promote sales and make profits. General data can help companies set

prices strategies more easily and conveniently, in the mean time save budget, because the diversification of purchasing channels and the visualization of logistics and transportation make it possible to personalize pricing.

3.3 Human Resource Management

Human resource management refers to the effective use of relevant human resources within and outside the organization through the management of recruitment, selection, training, and remuneration under the guidance of economics and humanism, to meet the needs of the organization's current and future development, and to ensure the realization of organizational goals. A general term for a series of activities that maximize the development of members. It is the whole process of predicting the organization's human resource requirements and making the manpower demand plan, recruiting and selecting the personnel, conducting effective organization, assessing the performance payment and effectively stimulating, and combining the needs of the organization and individuals for effective development in order to achieve optimal organizational performance.

Human resource management can be divided into six modules: 1. Human resource planning; 2. Recruitment and configuration; 3. Training and development; 4. Performance management; 5. Compensation and welfare management; 6. Labor relationship management[18].

As managing employees is also contribute to an organization management philosophy. There are five pivotal issues of management helps inspire staff: 1. Assist to set subjective for employee, arouse the enthusiasm of them; 2. Organized employee in group, in order to consolidate management efficiency; 3. Motivate mutual communicate, the more communication the more united; 4. Assessment of matter result, as a key element of performance, assessment is a determinant of management efficiency[19]. 5. Skill training and development, gives priority to develop and training is imperative.

Human resources are conducive to the smooth harmonize the production and management. The enterprise lays in three major resources: human resources, material resources and financial resources[15]. Meanwhile, the utilization of material resources and financial resources is realized through the combination with human resources. Make full use of existing production materials and labor resources to form an optimal configuration to ensure that production and management activities are carried out in an orderly manner[15]. HRM also Conducive to arouse the enthusiasm of employees and improving labor productivity, reduce labor costs, improving economic efficiency and preserving the assets of enterprises.

Strategic human resource management is the fundamental model for 21st-century organizations, in order to plan and manage various human resources deployments and activities in order to achieve strategic goals[20]. It is an integral part of organizational strategy. The strategic basis of these systems is: competence, quality, skills, education level, adaptability to complete tasks, and job performance etc[22]. Compared with traditional human resource management, strategic human resource management is oriented to the role and functions of human resource management in supporting corporate strategies. A series of planned and strategic human resource deployment and management practices that are undertaken and achieved by the organization to achieve its goals[21].

Empirically, performance management considered as the most initiative way to keep the organization efficient, refers to the continuous cycle of performance planning, performance coaching communication, performance appraisal evaluation, performance result application, and performance goal improvement for managers and employees at all levels to achieve organizational goals[23]. The purpose of performance management is to continuously improve individuals, departments, and organizational performance. Performance appraisal is the key to the performance management model. Only by establishing a fair and equitable evaluation system and accurately measuring the performance of employees and organizations can reward

those with high performance and spur those whom with low performance[25]. If the performance appraisal not existed, and the system or performance evaluation results are inaccurate, it will lead to misalignment of the incentive objects, then the entire incentive system won't work.

Performance management is enable to promote organizational and individual performance, Facilitate management processes and business process optimization, and ensure the realization of the organization's strategic goals[24]. A necessary factor of performance management is that personal data collection from employees' performance and database analysis. It is conducive to reducing labor costs, improving economic efficiency and preserving the assets of enterprises. Effectively integrate internal human resources within the organization, Reasonable organization of labor and scientific allocation of human resources can encourage enterprises to achieve maximum economic results with minimal labor consumption and corporate budget cost[26].

Performance standard is used to measure the performance of an object (individual, business unit, department)[29]. Key elements of performance assessment work: Reflected by behavioral indicators and outcome indicators. Behavioral indicators refer to the behavior of employees in the workplace; the outcome indicators refer to the changes in the work and organization brought about by the work of the employees. Performance appraisals must have standards as a yardstick for analyzing and investigating employees. Generally can be divided into absolute standards and relative standards. Absolute standards such as attendance, education level are based on objective reality and ability, are not based on the individual willing of the assessor or the examinee. relative standards means Adopting a method of mutual comparison. By comparing different objects with different scales, standards often differ in different groups. In general, the adoption of evaluation criteria would usually based on absolute standards.

Performance appraisal is a long-term, complex task that requires a high level of

data collection as a basis for evaluation. In this regard, most of organizations are focused on long-term tracking, collecting relevant data at any time, so that data collection work forms a system. Its main practices include[27]:

(1) Production record method: quantity, quality, cost, etc. of production, processing, sales, transportation, service, etc., and fill in the original records and statistics as required.

(2) Regular sampling method: Regularly check the quantity and quality of production, processing and service to assess the working conditions during the period.

(3) Attendance record method: attendance, absence and reason, whether to take leave, one by one.

(4) Project evaluation method: In the form of questionnaire survey, the designated person is assigned to the employee item by item.

(5) Subtraction search method: According to the requirements of the post (job) requirements, the method of deducting points in violation of the regulations shall be determined and the registration shall be carried out regularly.

(6) Limit case law: Record good behavior or bad behavior.

(7) Guided record method: not only records the extreme behavior under the department, but also records the opinions of the supervisor and the subordinates' responses, so that both the subordinates and the supervisor's leadership work can be examined.

The Key Performance Indicator as one of the most pivotal aspect of performance standard, It is a type of quantitative management indicator that measures process performance by setting, sampling, calculating and analyzing the key parameters of the input and output between the internal process of the organization database. It is a tool to decompose the strategic goal of the enterprise into an operable work target. Which Is the foundation of enterprise performance management. KPI is enable department managers to clarify the department's

primary responsibilities and use it as a basis to clarify the performance measures of departmental staff[27]. Establishing a clear and practical KPI system is the key to efficient performance management. Key performance indicators are quantitative indicators used to measure the performance of a staff member and are an important part of a performance plan.

On no account of an organization can efficient operating without effective integration of human resource management. Human resource management is the combination of economics and people-oriented concepts in order to achieve the needs of current and future development[15]. Through the use of recruitment, selection, training, and remuneration, employees can effectively manage their ideas, psychology, and behavior. It is intended to dig deep into the internal potential of employees, improve their initiative and enthusiasm, in order to achieve the best of their talents, so as to ensure the realization of corporate goals. Human resources management involves a wide range of issues. Generally, it shall divide it into six sections, namely, personnel recruitment management, training and development of Employee by Human Resource management, payroll management, performance management, labor relationship management, and human resource planning.

Training and developing of Employee by Human Resource management is the most potential aspect for the enterprise[21]. Training and development is playing a more and more pivotal role in the global internationalization, high-quality needed, and efficient demand corporate system. The training significantly improves the company and promote the knowledge, skills and attitudes of employees, thereby improving the efficiency of the company and gaining a competitive advantage[30]. Managers should consider available knowledge reserves inside the organization, and what level of knowledge reserve is compared with other competitors. promotion of knowledge is very fundamental but really necessary for an organization by Supplying and enhancing knowledge transmission through the training and development of employees. If enterprises have invisible risk in knowledge reserve

and promotion, the role of training and development will be compulsory.

Benefit of Training and developing:

Beneficial for improving business improvement performance, the realization of the overall performance improvement of the enterprise is based on the realization of the individual performance of employees. Effective training and development can help employees improve their knowledge and skills, change their attitude towards work, and promote the overall performance of the company.

Conducive to enterprises to gain competitive advantage, ensure that the company can have high-quality talents, create a good learning atmosphere and enhance the competitive advantage of the company.

Employee training and developing to establish a learning-progressive enterprise, then contribute to cultivate corporate culture. A good corporate culture has a strong cohesive, normative, guiding and stimulating role for employees, and enables employees to share common values and ethical principles in the process of building corporate culture.

Arousing the enthusiasm of employee, and improve employee satisfaction at the same time. Timely training and development for employees can make employees feel the concern and attention of the company too, thus improving their enthusiasm and enhancing their sense of responsibility.

3.4 Introduction of General Data Protection Regulation

As the predecessor of GDPR, Data Protection since 1998 has been replaced by the General Data Protection Regulation (GDPR) in 2018. The geographic scope of European privacy law is expanding through GDPR. It is precisely because of the expansion of the scope that many organizations outside the EU are not bound by current European privacy laws, now have to be applied when implementing GDPR. The guideline of 1995 sets the minimum standards and objectives pursued by the legislation and forms the basis of the EU Data Protection[31]. However, due to the

different methods and enforcement processes implemented by member states, coupled with the unique legal systems and cultural traditions of each member states, privacy data separated different levels of protection in different member states. The application of uncoordinated and unbalanced laws severely affects the practical effects of data protection and the free flow of data in EU. At the same time, the legal implementation of the division method has strengthened the uncertainty of the law. The public has generally suspected the security of online activities, and the data protection law has begun to hinder the growth of the industry. It pushed EU to publish a stronger and more consistent data protection framework to weaken the dispersal of laws and enhance individual data control capabilities and the internal operations of the market.

GDPR divide the rights for data subjects very specific, providing an effective legal basis for individuals to effectively exercise their rights. In general, the data subject has the following rights: 1. The right to know(agreement). The GDPR stipulates that the data controller must explain to the users how their personal data is been collected and processed in a clear and concise manner. 2. The right to Access. The data controller should provide the corresponding process for the users to implement the right, and should provide it for free unless it is a repeated request over and over again. 3. The right to object, data subject has the right to refuse data controllers to process personal data based on their legitimate interests at any time, including the right to refuse marketing targeting based on their personal data. 4. The right of personal data portability, It stipulates that users can transfer their personal data from one information service provider to another without any information service provider. 5. The right to be forgotten[32].

One of the most important feature of GDPR is the condition of consent, which has been strengthened. As a result, companies collecting demographic data will no longer be able to use fuzzy or vague statements to collect data. This also confirms the purpose of regulation, which is to increase consumer confidence in online

services and e-commerce by giving EU citizens the basic right to protect personal information. GPDR is globally applicable. If you collect any data about EU residents, then you must comply with the GDPR regulations. No matter where your company is located, as long as it is prepared to do business in states inside the EU system, regardless of whether your product or service directly or indirectly identifies the individual, you are forced and required to abide the provisions of GDPR. If a non-EU organization intends to provide goods or services to individuals in EU, it will be deemed to provide goods or services within the EU[31]. Simply accessing the website from within the EU or its contact details or using the language commonly used by the organization in the country is not in principle sufficient to be considered as having the above intent. There is another provision in this new legislation: companies collecting data must notify their data protection department within 72 hours of first becoming aware of the data breach. According to a document in the European Union, the data processing process must be able to notify the customer immediately after the data is known to be leaked without undue delay.

"Agreement" means that Processing personal data without legal basis is not allowed. GDPR also stipulates that "agreement" is the legal basis for data processing[34]. So when it comes to user data, consumers will have more control. You will be able to access the personal data stored by the company and figure out where and for what purpose they are used. You still have the right to be forgotten. This means you can ask anyone who controls your data to delete your data and possibly prevent third parties from processing your data. Another clause of GDPR allows people to access their own data and transfer it to another different service provider. And there are two indispensable factors of it: 1. The legal framework of the consent mechanism. 2. the constituent elements of effective consent[33].

1. The legal framework of the consent mechanism: A specific, informed indication that the data subject is free to make as wishes of its own. By these instructions, the data subject indicates that it agrees to process the personal data

associated with it. "Agreement" must be made by free mind, which also means if the data subject agrees, the indicators of choice has to be true. The describe of "Agreement" must be specific. A general summary without clarified purpose will not take effect, And must be made in an informed manner. Besides "Agreement" must be clearly express. If the data subject cannot be feedback a positive response, it still can not take effect neither. So in this case, GDPR emphasize that all "Agreement" must be made by a statement or a clear affirmation. The behavior of the data subject is explicitly required. This includes, for example, clicking on the dialog and selecting a specific technical web browser settings. Therefore, the pre-selected checkbox does not constitute consent.

2. The constituent elements of effective consent: Chapter 7 of the GDPR specifies the requirements for effective consent, One of the elements of effective consent is that the data controller must be able to demonstrate that the data subject does agree to process his or her personal data. A written statement is not required, but is recommended because the burden of proof is on the data controller side. A sufficient record of consent online should be used as a standard. Because of the openness and inclusiveness of the network makes personal data more open and global, and the scale of data sharing and collection grows causes changeable and various possibilities, so GDPR also got a constraint that in case data subject has another willing to switch data controller, The data subject has the right to withdraw his consent at any time. Withdrawal of consent should be as easy as giving consent. The new methods of GDPR is that the data subject must be informed of its withdrawal right before giving the consent. In addition, the data subject must also be informed that the withdrawal does not affect the processing of its personal data based on consent prior to withdrawal.

GDPR also required that designated data protection officers with expertise in data protection laws. The role must be independent, autonomous, and report directly to senior management. Data Protection Officer is the functional role of the data

protection compliance-related responsibilities within the enterprise clearly indicated by GDPR. The main task of he or she is to ensure that the organizations it serves are in compliance with applicable data protection regulations for the processing of personal data of its employees, customers, suppliers and anyone else (these individuals, are exactly the "data subjects" determined by GDPR). DPO is a natural person who supervises the processing of personal data within an organization. Therefore, DPO can also be considered as an "internal supervisor". As a DPO, provide information and advice on the protection of GDPR data to service companies and employees is the responsibility and obligatory. As a communicator, keep in touch with the European GDPR regulatory authorities, and be responsible for the emergency reporting of data leakage. Meanwhile, responsible for communicating and contacting with the data subject to assist in realizing the rights of the data subject. And most important, Objectively and independently fulfilling their duties, should not affect objective facts and conclusions due to employer administrative orders, because of it, can make DPO becomes so special in a management of organization. But in order to ensure that the Data Protection Officer has the ability to do this key task, the GDPR requires that each company's DPO should have these capabilities: Expertise level, expertise (such as data protection knowledge and for business) Knowledge of data processing behavior, etc.) and other work abilities (such as communication skills, professional ethics, etc.).

The most striking thing about GDPR is the design of the forgotten and deleted rights of data, it means the data subject has the right to ask the data controller to delete the personal data associated with it.. GDPR attaches great importance to protecting the rights of natural persons to personal information, including the right to know the use of personal information, the right to free movement, withdraw authorization, and forgotten. It is not difficult to understand that GDPR supports the individual's right to dispose of personal information at the level of legislative purposes. It not only pays attention to the protection of personal information in the

territory, but also focuses on how personal information is processed and protected after it leaves the country. GDPR details the elements of the forgotten and deleted rights, including the subject, the object, the applicable conditions, the exceptions, and the penalties for non-compliance with the right to be forgotten and removed.

The data subject has the right to request the deletion of its data in the following cases[34]: 1. Personal data is no longer necessary for the purpose of initially collecting the very personal data; 2. Data processing is based on consent and such consent is withdrawn (and there is no other legal basis for data processing); 3. The data subject is opposed to processing, and the data processing has no convincing reason for proper handling; 4. In order to comply with legal obligations, personal data must be deleted; 5. Personal data is collected illegally; 6. Personal data processing involves the provision of information society services to children (especially if they are not fully aware of the risks involved, the consent of the child, especially the personal data on the Internet).

The data subject must voluntarily give a detailed explanation of his or her consent, stating that must be express, including a written statement or a clear affirmative action, and silence or inaction does not constitute consent. However, when there is a status imbalance between the data subject and the controller, consent cannot be considered as the legal basis for data processing. This is likely to happen with data processing in an employment relationship too.

Somehow, there are also some exceptions to the obligation to delete personal data, i.e if data processing is necessary for any of the following situations, there is no need to fulfil this obligation[33]: 1. The right to exercise freedom of expression and information; 2. Comply with the legal obligations of the EU or Member States or perform tasks for the public interest or for the exercise of the official authority granted to the controller; 3. For reasons of public interest in the public health field; 4. For public interest archival purposes, scientific or historical research purposes or statistical purposes; 5. For the purpose of establishing, exercising or defending a

legal request (especially for evidence purposes).

The right of personal data portability, is also a very creative idea from GDPR, When a user moves from one company to another, they can ask for personal data to be taken. The previous company shall give user data in an intuitive and versatile form. The data controller not only has no right to interfere with this right of the information subject, but also needs to provide data texts to the users. But it does not impose mandatory provisions and obligatory on the preconditions of "technical feasibility"[34]. For instance, if the transmit technology between android and apple still remains to be blank, then it won't violate the right of personal portability.

Data portability is a right that can be regarded as self-determination of personal information by giving individuals the right to obtain and transfer personal data. The main content includes two aspects, one is the right to receive data copies of one own and the other is the right to transfer data to another company. So it also represents an opportunity to balance the relationship between data subjects and data controllers by identifying individual rights and control of individual data.

For children under the age of 16, their guardians must be able to choose whether or not they agree to collect data on their behalf. Special stipulate from GDPR shows that consent rules should apply to the provision of information society services to children in particular way, and data processing based on consent is legal only when the child reaches the age of 16[34]. The reason is that children lack the ability to screen for information and take legal awareness, at the same time do not have the ability to fight for their own rights, interests and bear legal consequences. So any information and communication should be expressed in a clear and concise language that makes it easy for children to understand. Otherwise, data processing is legal only if the parent with custody agrees (or authorizes). EU member states can set a lower age threshold, but not less than 13 years of age.

According to GDPR, personal sensitive data is forbidden to be processed. personal data involving one or more of the following categories is considered

sensitive[34]: 1. Ethnic or ethnic origin; 2. political standpoint; 3. Religious/ philosophical belief; 4. Union membership identification; 5. Data related to health, sexual life or sexual orientation; 6. Gene data; 7. Processed to identify biometric data for a specific individual.

Gene data is a pretty much an original viewpoint from GDPR which refers to personal data related to the genetic or acquired genetic characteristics of natural people, which can provide unique information about the physical or health of a natural person, especially through the analysis of natural human biological samples.

Processed to identify biometric data for a specific individual refers to personal data derived from the physical, physiological, or behavioral characteristics of a natural person based on a particular technique that identifies or identifies a natural person's unique identity, such as facial image or fingerprint data.

With a different standpoint of various aspects, it is obviously to see that GDPR does have a comprehensive consideration from different prospective. And willing to deal with protection of different situation when data processing. Have to admit it's really expressed in a subtle way.

3.5 the usage of general data and big data for business.

General data refers to a new application methods are needed to reflect the high-value individual, efficient and personalized information assets. Compared with the big data, accurate small data just need to type your fingertips, easier to collect and grasp in general with an intuitive sense. Simplified, big data is related to business of someone else, but small data is relevant to everyone that involved. Essentially, big data is accumulating amount of general data to a certain extent, how to get, process and analyze things. It can be identified that big data is a massive collection of general data.

General data is individualized data. Compared with big data analysis, small data is more focused on accuracy and practicality. It is an all-round data centered on the individual, and its integrated system of collection, processing, analysis and external interaction. The data generated by human beings, including living habits, social, financial, behavioral, etc., are all collected and utilized for analysis, and form a personal data system. Small data collects your every move through various means, such as computers, mobile phones, tablets, etc., or technologies such as browsers, cookie, etc. Through data integration, it can visualize more of oneself and his or her hobbies and life style, then perceive and create demand from consumers and potential consumers. The characteristics of general data are individual objects, and the focus is on depth. Digging and utilizing personal data in all directions.

Big data emphasizes standardization. Only data standardization can be collected on a large scale, and future data processing probability statistics are possible. However, once the data is standardized, it loses its characteristics and background when the data is generated. The biggest feature of general data or user data is that the source and user are the same person, but the time and background are different. And both of those two concepts are related to Data analysis, it refers to a process of analyzing and summarizing the data by analyzing the large amount of general data collected by appropriate statistical analysis methods, extracting useful information and forming conclusions[35]. In the big data mode, after the data is collected from the person, the upcoming procedure of analysis is no longer related to the owner of the data any more. Meanwhile, in general data, all data is generated around one person, so people play a central role in the system.

It can also be understood general data is a "quantitative data of oneself" and designed to provide the same basis for personal decision making system as big data. Large quantity of data sets, high-speed analysis, and complex and diverse data sources are such a hot topic in last decade, but it is obvious that big data is meaningless without the support of general data. General data revolves around an

individual-centric analysis of all aspects, and its accompanying integrated system of collection, processing and external interaction. General data is the only object that is unique to a single data subject. It focuses on depth, and comprehensively personal data. Big data focuses on a certain area, large-scale comprehensive data collection and processing analysis focuses on breadth.

The big data refers to collection of data that cannot be captured, managed, and processed by conventional software tools within a certain time frame. It is a massive, high-growth and diversified need for new processing models to have greater decision-making power, insight and process optimization capabilities of information assets[35]. Big data is not about "big" but implied for "useful". Value content and mining costs are more important than quantity. For many industries, how to use these large-scale data is the key to winning the market and competition.

Data will be an essential element in the production process, just like a company's fixed assets and human resources. This is of course a unique phenomenon in the era of big data. For enterprises, data is a crucial strategic asset, extremely valuable for mining. If an enterprise can analyze big data efficiently, then it shall able to take the advantage in business competition, and occupied the market with competitiveness. Those who can master and rationally use the core resources of big data will be able to develop and grow rapidly in the upcoming technological transformation[36]. McKinsey first predicted the arrival of the era of big data: "Data has penetrated into every industry and business function field today and has become an important production factor. Exploration of human beings and use of massive data indicates a new wave of productivity growth and surplus from consumers." Data, in addition to the value it provided after first-time used, the data that accumulated still has endless "surplus value". The value of big data lies in analyzing the complex data to draw predictive conclusions and ultimately using it to achieve a certain function, to produce a certain role or purchase behavior, and to analyze and process the data is the competitiveness of enterprises in the commercial

competition.

Big data is targeted at 3 different main part: the enterprise data market, end consumers, and government public services. In the next few years, data may become the largest trading commodity. However, the large amount of data cannot be regarded as big data. The characteristics of big data are the large amount of data, the variety of data, and the maximization of the value of non-standardized data. Therefore, the value of big data is to obtain the maximum data value through data sharing and cross-multiplexing. In the future, big data will be like infrastructure, with data providers, managers, and regulators. Data cross-multiplexing will turn big data into a big industry. The development of business is inherently dependent on a large amount of data analysis to make decisions. For enterprise users, more concerned with decision-making needs. For consumer users, their demand for big data is mainly reflected in the information can be searched on demand, and can provide friendly and credible information recommendation, followed by providing high-level services, such as the provision of intelligent information, faster user experience, etc. .

3.6 the connection between general data and Business Management

Analyze the general data governance process to create value that translates into information through organization. Such management is closely related to diversified general data analysis, helping companies to develop effective management solutions that help companies achieve high-speed growth opportunities.

Companies can analyze the performance of different departments more accurately and efficiently. Big data optimization has also been simplified by technologies that can easily handle general data. This has a direct and significant impact on business productivity and efficiency of an organization. During last 5

years companies in European union can choose to conduct controlled research because they can get data at any time.

Enterprise general data can integrate the business history of the enterprise, from warehouse storage system to human resource management system to enterprise resource planning, integrate and share the information dispersed in various departments, and realize the synergy between various departments. Optimize business processes and improve decision-making capabilities, which in turn can improve the management efficiency of the enterprise, optimize the management model, and ultimately enhance the competitiveness of the enterprise itself, and survive in a highly competitive society.

3.7 the connection between general data and Marketing

In the era of general data analysis, marketers can analyze consumers' consumption behaviors through consumer browsing website of searching records, product category search, and frequency of purchases, thereby determining consumer spending habits and understanding consumer preferences. Based on the perfect marketing plan, develop a follow-up marketing plan. In addition, data analysis can accurately mine more business opportunities, customize various exclusive services for consumers, meet the many needs of consumers, improve customer satisfaction, and establish a good brand image of the company.

Forecasting consumers' trend consumer trends through consumer transaction records and web search records allows marketing managers to analyze consumer behaviors that may arise in the future. Analysis of the general data helps develop the relationship between the brand and the consumer. Data insight allows companies to foster relationships with customers while increasing customer loyalty.

By analyzing a large amount of relevant data, organization can sum up the consumer's consumption habits, predict according to consumers' habits, and set specific strategies to stimulate consumers' purchasing behavior and purchasing

desire, thus effectively increasing market share and sales growth rate. Find some core customers from complex customer relationships, dig the consumption data of core customers, and provide better marketing services for valuable customers, thereby improving the satisfaction rate of customer marketing services, broadening the sales market of products, and enhancing customer trust, loyalty.

Internet marketing is a brand new form of marketing that has been separated from traditional marketing by means of the Internet, computer communications, and digital interactive media. Network marketing provides a modern means of information for enterprises to grasp market demand, explore global markets, participate in international competition, reduce intermediate links, and reduce marketing costs.

3.8 the connection between general data and Human Resource Management

General data analysis is equally pivotal for human resources. From talent recruitment, massive data utilization is everywhere, basic employee information, work ability and measurement standards, quarterly and annual performance, it can be identified that human resources are also inseparable from general data. Maximize the enthusiasm of employees, and directly optimize the production efficiency and efficiency of each enterprise by optimizing the allocation of human resources from general data.

The use of general data can collect the candidate's information, compared to the traditional way of looking at the resume, using artificial intelligence, data analysis could help companies find the right candidates, or target potential employee. When an intangible HR market is formed, it's going to be a better recruit environment for organization. That is why many headhunting companies have risen recently. Meanwhile by having high-quality human resource can make better use of

general data and scientifically use data resources to discover and guide employee for their developing.

Human resource mining is the key to enterprise development, and seize the differentiation for the positions that most suitable. Everyone also has their own aspects of intelligence, explore the potential of employee not only means from the level of knowledge, but also from the interests, hobbies, knowledge, personality to comprehensive evaluation of human resource, comprehensive understanding of all aspects of talents and characteristics Only then can finally evaluate. Through comprehensive data analysis, the more scientific and advantageous combination of human resources is more conducive to the rapid development of enterprises.

The organization has a database of talents, statistics on relevant personnel, including basic information about talents, mobile data, training, and employee education. Combining data of human resource could help companies achieve compensation and optimize their performance systems. The performance compensation system of the enterprise is the key to retaining employee. Through the analysis of general data to improve the compensation and performance system, it can analyze the key factors that improve the performance of employees, the characteristics of good employees, the types of employees who prone to make mistakes, and the chains that cause losses to the company. Compare with the traditional way, it's more efficient that could help managing salary payout and performance of employee.

3.9 Corporate Finance and identification of corporate performance

Corporate finance, also known as corporate financial management. It is a branch of finance that examines how companies can effectively use various financing channels to obtain the lowest cost source of funding. It is a combination

of all economic activities related to funds[37].

Performance of Enterprise refers to the business operation benefits and the performance of the operators during a certain period of operation. The level of business operation efficiency is mainly reflected in the company's profitability, asset operation level, solvency and subsequent development capability. Evaluation focuses on profitability, asset quality, debt risk and business growth. The quantitative and qualitative indicators that accurately reflect the above contents are used as the main evaluation basis, and the indicators are compared with the average level of the same industry and above.

4. Practical part

In the following chapters, theory will be combined with practice. According to the theoretical analysis of the previous chapters, a rational and comprehensive analysis of GDPR will have an impact on current business management, human resource management, and marketing. At the same time, combined with the actual content of GDPR, the comprehensive analysis will bring the impact to the enterprise.

4.1 Impact on Management of an organization by GDPR.

Management as a pivotal instrument to make an enterprise efficient and effective, has a main task to unify various department of an organization under a certain fundamental control. Managers are expected to supervise the operation of the company within the statutory scope, integrating existing resources, ultimately improving the overall performance of the company at final.

GDPR, on the other hand, conclude various restriction targets on different aspects and department for the usage of general data, mainly impact on Human resource and Marketing, but also finance department, technology R&D department(mainly IT department), operation department.

For instance, GDPR divides the rights of data processing procedures into particularly specifics. The data subject has the right to know, access rights, object rights, personal data portability rights, and forgotten rights etc.. This means every time if the marketing department wants to analyse existing database for the market and make new strategies for target group or potential consumers shall inform the data subjects and get the authorization at the first place, managers have to negotiate with different department to achieve the goal. It requires firstly IT technology R&D department for internal company upgrading existed systems have, and this requires managers to complete system upgrades and go online in a short period of time

through management and integration of resources after negotiating with GDPR consultants to reach agreement between company and customers clearly with a system that data subject could reject and transfer own general data to other companies no matter when and why. Meanwhile it has to ensure that market competitiveness and growth rate will not decline. Because of it's a short term but operating efficient needed, the managers have to assemble current resources such as human resource very cautiously, then ensure they achieve the agenda efficiently and effectively in an ideal budget or cost. In this case, manager has to unify Marketing department, Human resource department, technology R&D department, financial department and GDPR consult group etc., in a historical high level for a simple new marketing strategy. It is obvious to see that the cooperation demanded in an organization if an enterprise wants to input new product into the markets or procrastinate a production circle of a fad. And the demands of technologies are not only including the cookie agreement and data usage claim of record collected at official websites, but also the email inform and calling service for customer requests and after-sale services, additionally, if it's involved a acquisition or merge between two companies, cooperation and harmonization from top to bottom during the very operating period will be unprecedented, due to the databases transform and customer informed . All those reaction shall be enchained in a sufficient chains concluded in prestissimo, which refers to new modes of a more efficient and high-level unified management. Top manager as a coordinator are required more flexible and equitable to manage and offer feedback to different department more precisely and effectively.

Comparing with the existed management for European union, it is obvious to see that the huge differences taking place after GDPR in force. Take Tencent as an example, during the last decade, Tang as the general manager for IT department of Tencent admitted that previously management for the operation is mutual linked, department to department. Previously, take a new products input in market as an

example, in a way step by step: (1) Research&Development department produces new products;(2) Legal counsel applies for patents, and arrange infringing or infringed matters;(3) Design department illustrate visual identities;(4) IT department makes it online and spreads advertisement for extension through their own network and social media products;(5) Marketing department customize strategies; (6) Operational department managing input and feedback;etc.. As it shows every department working step by step, but it's more unilateral and directional, can be identified a flow production line, managers only need to concern about time table, arrange task to task with different periods, and decide the precedence to make sure all the task completed efficiently right on time. Though, meetings and debates have been taken place, but with less intensities and argument.

But after GDPR implemented, situation had changed. The flow production line has to reform to another bilateral or even multilateral relation between departments now. Cooperation and coordination demanded everywhere among the corresponding sectors, mostly GDPR counselor and legal counselor. Meanwhile, mutual negotiation and recognition between departments are occur to not only increase, but also more and more frequently. Meetings between top managers and sectoral managers for consensuses becomes necessary and mandatory.

The management revolution after GDPR in force, the whole corporate of Tencent reformed into a much more aggregating combination. Take a look of the adjustment from last decades, it is more distinct by following the reform of its structure to recognize how the whole enterprise managed to transit and occupy in developing and transforming environmental market. From 2006-2011, In order to adapting the rapid development of enterprises in the Internet era, Tencent has made large-scale adjustments to its organizational structure, so called BUs (Business Units). After the adjustment, the entire company was divided into eight systems. Combined by the first-line business system[38]: (1) Wireless business system; (2) Internet business system; (3) Interactive entertainment business system; (4)

Network media business system. The other four systems are: (5) Enterprise Development System; (6) Operation Support System; (7) Platform Development System; (8) Enterprise Function System. Through the precise division of work, the original departmental form of the enterprise is transformed into a targeted vocational form. Weaken barriers between departments and promote cooperation. Through this reform, Tencent has gained approximately $40.7 billion in revenue during these five years, becoming the leader of Chinese Internet companies, then entered the European and American markets.

Since 2012, because of the development and expansion. Tencent divided the whole organization more accurately in BGs mode (Business Groups), in order to strengthen coordination and linkages between various departments, increase market competitiveness and enterprise flexibility. The organizational structure of the relevant research and development, procurement, production, sales and other departments based on products, regions or customers, divided into 6 business groups and an independent subsidiary: (1) Enterprise development business group; (2) Interactive entertainment business group; (3) Mobile internet business group; (4) Social media business group; (5) Social network business group; (6) Technical engineering business group; (7) Tencent e-commerce proprietary company. The company has set up 7 business divisions internally, combining decentralized management with independent accounting, and dividing business units by product, region or market (customer). Each business unit has its own independent products and specific markets. It can complete all functions of products from production to sales. It has strong autonomy in business management and implements independent accounting. And a decentralized management structure with top operating authority. The re-integrate, limited costs through efficient and organized management, and made the usage of budget more rationally and effectively. At 2014, because of social media- - Wechat suddenly rose as a new force among the mainland of China, Tencent set up WeChat business groups(WXG), bundling basic platform, open

platform and WeChat payment expansion, and integrate o2o business into WeChat business group. But at that very moment, Tencent as a information technology specialty organization, the protection of database and consulting inclination of a corresponding data protection regulation is still remained to be deficient.

At the beginning of May, 2018. Tencent had to quit market of European union, due to the implement of GDPR. Because the lack of timely use from the one-year buffer time which given by the EU commission to adjust, Tencent cannot help but announce that temporally withdraw from the EU market and keep few necessary servers in few pivotal areas. In order to better integration of resources to ensure the development of the company, and conform to GDPR for regaining permission to enter the EU market. Tencent had to carry out a comprehensive adjustment about management model for the third time in the 21st century. In 2018, the operational reaction from the Tencent start rolling. In order to meet the big data era, adapt to the adjustment of follow GDPR and internal data protection regulations. The original 7 business groups were adjusted to 6. The company has retained the enterprise development business group; the interactive entertainment business group; the technology engineering business group; and WeChat business group; then has created the cloud and smart industry business group, platform and content business group. According to the temporal coordinator of Tencent Cloud and smart industry business group is expected to target the big data collect and analyze from customers, bundling system security for both side of whole enterprise and customers cooperate with technology engineering business group. As the specified and emphasized of data security during this urgent period, technology engineering group becomes not only pivotal and crucial, but also rights and authorization strengthened, from the beginning of the adjustment, technology engineering group as a technical supervising group becoming a sort of systematic adviser mergers into every operational movement of the company with GDPR counselor, and got a tremendous co-decision making part of each detailed business processes, due to the GDPR

counselors and legal counsel are directly communicate to technology engineering group, and ensure every particulars of the operations are guided by GDPR. The vanished business group such as social media business group and social network business group are gradually merged into every department, due to the approaching and developing of e-commercial and big data era. Meanwhile, these merges are also expected to contribute to data security and ensure all the operation and behavior of enterprise are abided by GDPR, due to the previous tight mutual cooperation between them and technology engineering group of Tencent. One thing needed to be mentioned is that at this very period Tencent totally updated the firework and security system very efficiently by the cooperative management, as the massive leakage of database from Facebook and Uber of EU alarmed their bell, The top manager assembled current elites of the company human resource, and finalized the whole operation in two weeks, which is pretty impressive too. Henceforth Tencent has also established a technical committee. Through the internal comprehensive cooperation, strengthen the basic research and development of system functions and protection, and maximize the resource utilization and supervision of the existing business groups through more unified and efficient management while ensuring the perfection of the system and database. Which makes the CEO Ma, has a strong faith on regaining the access, and back to market of European Union.

As GDPR has a tremendous strict prohibition about vague agreement from side of organization and data leakage requires to be reported in 72 hours, the cooperation between counselor, IT & technology department and GDPR counselor of an organization will inevitably organized over and over again. The newly established technical committee, initiated by Tencent senior executive vice president, technical engineering business group president Lu and Tencent senior executive vice president, cloud and smart industry business group president Tang, two leaderships of Tencent, including most technical leaders of several major business groups all entered the technical committee decision summit. Different from Tencent's

"bottom-up"promotion, the establishment of the technical committee indicates that Tencent hopes to promote internal open source collaboration while ensuring database security and complying with GDPR in a "top-down" manner, because all aspects and segment at present need to consult with the GDPR consultants, at the same time GDPR consultant group can bypass the sectoral managers and report directly to the top manager even senior summit according to the GDPR regulations, it can be considered as a change that facilitate the flexibility and operation of the enterprise during the initial integration period of GDPR, and help to reduce duplication of development and cost of operation, in the meantime increase operative efficiency, by and large. This also explained why the newly established technical committee has both technical guidance and advisory (mainly for GDPR and data protection) by functions. It also means that the technical committee is higher than the six business groups from the beginning of its establishment, identified by the Tencent senior executive vice president, cloud and smart industry business group president Tang. According to a Tencent insider interviewed by <<the 21st Century Business Herald>> revealed that the established technical committee was set up under the head office and would be above all business groups. It is enough to see the importance and independence of the Tencent Technical Committee in response to the approaching big data era and the environment under the European GDPR regulation. Tencent also hopes to coordinate the internal R&D work in the cloud through the technical committee to accelerate the integration of the cloud, and continue to push forward as the focus of follow-up work. It is worth mentioning that Tencent's newly established advertising platform has also been re-integrated, which is conducive to breaking the previously dispersed situation, allowing technology and advertising to obtain user authorization in compliance with GDPR, collecting and analyzing data to formulate marketing strategies, drag traction and advertisement delivery to targeted groups. At the same time, under the premise of ensuring data security, it can become a unified platform.

At the same time, as the GDPR regulated that designated data protection officer DPO for the expertise of the Data Protection Act in GDPR is independent, autonomous, and reports directly to senior manager. In this case, the legal counselor of GDPR has a certain impact on the existing business management model within the enterprise. Usually, departments of an organization no matter in what kind of form, it is mandatory that the reporting procedure under a proper management shall operating step by step, in either "bottom-top" or "top-bottom", bypass the immediate leadership and report directly to higher level, would consider a inappropriate and disrespectful behavior to the affiliation between managers and employees. The purpose of enterprise business management is for supervise and guide employees to complete tasks in an efficient and orderly manner within a limited time. This requires each layers follows its own roles and focus own parts. Also reports layer by layer can be expected more efficient while enterprise fixing appeared problem. Therefore, the emergence of the GDPR counsel group has brought a new problem to the managers of organization, how to effectively enable the consultant to complete and solve the problem of reporting in a timely manner on the premise of complying with the regulations. The lack of effective supervision and guidance will inevitably lead to chaos in management. In the meantime, as an executive department, GDPR counsel group also enjoy independent rights given by GDPR. Coordinating the relationship between the enterprise department management and the GDPR counsel group will enable the company to develop better and more efficiently without violating the regulations.

Take Tencent as another example for counsel group, which can be identified a ingenious new construction. As the merge of social media business group and social network business group combined with GDPR counsel are gradually merged into every department, so all the business group can be considered that have already done preliminary preparations. Then for the sufficient efficiency, Tencent Innovation proposes a technical committee. Because the relationship between

GDPR and each layers have to be coordinated any way, so it will inevitably affect the original work efficiency. Therefore, the newly established technical committee, while providing technical consultants, fully cooperated with the GDPR consultants to plan all the problems reported by GDPR and the reporting problems of various business groups, and completed the discussion and completion of tasks in the technical committee through inductive classification. Afterwards, the technical committee's administrator summit will regain the tasks and issue tasks down layer by layer. This approach, under the premise of effectively integrating existing company resources and human resources, arranges corporate executives, legal consultants and GDPR counsel groups at the same level. The platform exchange report effectively prevents the occurrence of faults from management. It also guarantee the cooperation and efficient operation of all departments of the enterprise. Make sure that find problems in a timely manner and operate efficiently without considering any violation of GDPR.

Tencent transferred passive acceptance into proactive, and the management model is deployed to the update stage in order to meet the GDPR. Turning the crisis into an opportunity successfully in a short period is impressive for sure. Meanwhile, it is obvious to see, because of the GDPR, the inevitable changes shall make among the business management in the organization, and how they should update the entire CRM() at the same time. And the huge impacts caused to an organization after the GDPR implement.

4.2 Impact on Human Resource Management of an organization by GDPR.

For companies, due to the strict regulations of GDPR. In the assessment of employee performance, it may be necessary to consider efficiency while ensuring that performance is within the scope of GDPR (especially IT departments or

enterprises), ensure the security of data processing while considering the efficiency. This will require reformation to existing performance appraisal standards of Human Resource Management. As the operation of an organization is high based on computer and internet, it means the works and deals are more and more frequent done on them. So the efficiency of all employees or departments is reflected in the standard and unified way. For each employee's work situation, calculate the average or total work quantity, the actual completion speed, and the effective completion quantity etc.. Almost all personal operation data and performance data of employee are stored in the database of company system. Take Tencent as an example. The company's cloud library, which is currently built by the cloud and smart industry business group, stores the number of employees' daily workloads, daily check-in, system test scores, monthly performance appraisal results, and late arrivals. A series of big data, such as sick leave, evaluation and evaluation, as the basis for performance appraisal, and ultimately the end-of-year performance bonus of all employees is linked to the completion of the company's overall indicators for the year. As clear objectives and methods, the process of judging the value creation of the performance of the various levels of managers and hiring personnel who undertake the business process and results, is the focus of performance appraisal. The intelligent calculation of performance becomes an efficient operation of the enterprise. Another effective monitoring tool to ensure timely completion of missions. Meanwhile, the right to collect and use general data within the company's employees will be treated as a chunk that needs to be notified and added to the labor contract. Due to the GDPR regulations, any data subject has the right to control and choose to protect their private data. In the same time, the company accepts the human resources recommendation of the recruitment agency or website, and the headhunting company, it will also have to notify the data subject at the first place, that the general data has been transmitted to the company through the intermediary, and permission to view and use the data is obtained. At the same time, employees

have the right to back up individual performance and operational data. This will be greatly changed. In the past ten years, the human resources performance management data has been manipulated by the administrator unilaterally to explain the situation. Employees can apply to view their comprehensive personal data and even apply to delete or manipulate their personal data without affecting the company's interests. This will also improve the fairness of job competition and Transparency of Human Resource. According to the managers of Tencent, this actually inspired and motivated the employees being more proactive to achieve goals and task . In the candidate or internal position competitors, if the ability is comparable, the company will usually consider the general data of the individual, through the investigation background, health(physical and psychological) status and medical treatment data. However, after the implementation of GDPR, if the unilateral visit of private general data will be considered illegal, the GDPR legal counsel has the right to report the accountability of the manager. This requires the managers to consult the data subject of candidate for authorization or permission to use the data for viewing and to communicate the reason for using the data. In other words, the candidates have the right to disapprove after informed, or if he does not obtain a post after authorizing, he or she can keep inquiries about the use of the data in accordance with the GDPR, and even the accountability right of manager. In the case of Human Resource management, human resource managers will no longer be able to manage human resources unilaterally on the basis of individual will, while as employees or candidates will have more control in the competition, This will bring about tremendous changes to the original flexible personnel mobility and personnel management within the enterprise, and the required processes are more complicated. Also it promote a major reform of the existed human resource management model that has taken shape among European Union in last decade. The entry into force of GDPR also puts forward requirements for the upgrade of the performance appraisal system of each enterprise. By demonstrating "data protection

by design and default" within internal systems, the "data quality minimization concept" of GDPR for human resource requirements is met: the minimum amount of data is retained in the shortest time. In other words, companies need to introduce a clear human resources framework and performance appraisal standards. Standardize assessment and assessment criteria while formalizing human resources data. Revise the scope of human resource data processing. Take Tencent as an example. In the past five years, the competency model has been the core of Tencent's human resources and performance appraisal. It requires the combination of different quality factors that an individual should have in order to complete a certain work and achieve a certain performance goal, which is divided into internal motivation, knowledge and skill, self-image and social role characteristics. These behaviors and skills must be measurable, observable, and steerable, and have a critical impact on the employee's personal performance and the success of the business. Tencent has selected a competency model. The selection of competency features can help companies find employees with core motivations and traits. This can avoid the adverse effects caused by personnel selection and reduce the training expenses of enterprises. In line with Tencent's vision and recruitment intentions, especially for candidates with more complex job requirements, such as selecting high-level technical staff or senior management, the competency model predicts excellent performance in the case of similar basic conditions of candidates. Importance is far more important than the skill, intelligence, or academic grade scores associated with the task. In the external recruitment, Tencent insisted on recruiting suitable talents instead of post-renovation. Although the knowledge, skills and cultural level of the recruited talents are very high, if the individual's attitude is inconsistent with the corporate vision, the pursuit of the goals is inconsistent, and the later transformation will be small and will cost huge financial resources, besides ultimately the satisfaction and recognition between enterprise and employee will not be ideal. In the internal recruitment, Tencent insisted on internal excavation,

streamlined employment and policies, and realized internal excavation of the personnel vacated from the grid project. And since the re-combination of the whole organization, Tencent still believe in the operational function of the current Human Resource management and performance appraisal, the managers of company claimed will choose using a new types of contracts that apply for fully authorized of personal data usage with the employee in European Union subsidiary with a framed and clearly performance appraisal indicator after back to the market. Meanwhile, the performance appraisal will also conclude with the data protection and security level during the operation.

In addition to a certain degree of restrictions on the use of data for performance appraisal. Data sharing for inter-enterprise and inter-department of employees will also be greatly limited. When data is transmitted, the organization must transmit data within an effective range for the individual's contract and willingness to ensure that the data is processed correctly. Especially in current human resource management model, the sharing of internal human resources has become a trend. Compared with external recruitment, internal talents can create more benefits because they understand the company's reality. The other normality that has evolved from this is the internal digging of the company's benign competition. The implementation of GDPR has brought new challenges to the managers of the department too. To complete the background investigation of talents, performance analysis, etc., for compare and review and evaluate, it is necessary to consult agreement of employees. And employees have the right to refuse according to their own wishes (do not want to change positions, do not want to work too hard etc.). It is going to be a new problem for managers to effectively carry out human resource sharing and excavation. Therefore, enterprises need to carry out detailed data classification for enterprise human resource data recipients and attach to the GDPR consummate sharing agreement with each other. The required solution will be more recommended for the renewal of the labor and management agreement. In the event

of personnel changes or employee hiring, the portability and exchangeability of personal data will allow departing employees to apply for the deletion of their own private operations and performance assessments without affecting the company's operations. As the branch of Human Resource management, Strategic Human Resource management will inevitably be impacted. Meanwhile, department of enterprise will require to obtain the authorization of the data read through, analysis, and usage from employee data subject and to obtain the specific developing and training plan. This also requires more communication and cooperation between the departments of the enterprise, and the department as an individual organization perfect their supporting mechanism to employee.

For those who involved in the recruitment, after submitting their resume, because of the authorization of GDPR. Therefore, the right to confidentiality of personal data such as personal health, emotional status and religions can be retained. In the progress of personal data of the company process, or after the end of the process, as a candidate also has the right to consult when and where how the personal data been processed. The relationship between the candidate and the company can be used as a bridge through GDPR before becoming an employment relationship. Candidates also have the right to question whether the companies that act as data processors and users have legally processed their data in accordance with GDPR. This will be a huge change for the recruitment mechanism that has existed for 10 years. Applicants can not influence the employment results, but they can interact with the company in the process of processing the data. It is no longer a unilateral waiting result. And if there is a data breach in the enterprise, the candidate will have to be notified within 72 hours according to the GDPR regulations. More importantly, companies must provide "fair processing of information". Tell the candidate that they are working on their data and how you handle them. To a certain extent, candidates are provided with transparency in job competition. Most companies have already re-written new privacy statement, Tencent on the other

hand re-draft the agreement too. and generally require a link to the candidate through an online application form and ensure that they are aware of all the movements of personal data. As a candidate, it can ensure fair competition through GDPR. In the existing human resource management model, under a same condition of personal ability, conclusion depends normally on the comparison of health, psychology, religion and marital status etc., is usually regarded as another unconventional law. Where discrimination of applicants is prohibited by law, still there is no guarantee that there were some marginal zones that might untouchable by the current legal mechanisms at the court of occupational recruitment. Now, the GDPR nominated the right for candidate that allow the candidate to keep other personal data confidential while showing only general data related to his or her personal abilities. This will bring about tremendous changes to the company's external Human Resource recruitment review and evaluation too. Make the market operation of human resources more standardized and balanced.

For the application of intermediary companies or websites, and headhunting companies. The GDPR restrictions will greatly affect the operation and development of these types of companies. In other words, such companies use multilateral way to process data as an intermediary, and their operational processes will now become more complicated. Besides the portability of data gives the potential commercial value of the data could cause more competitiveness in competitor between the same category of companies. This will require such companies have better services and efficiency. While ensuring the safe transmission of data, it can effectively send these data to the required enterprises in a timely manner. In the previous recruitment, the companies usually cooperates with the intermediary organization in terms of human resources for the convenience and accession of more channels to gain human resource. In order to reduce the pressure on the human resources department, the company's internal resume reading and delivering to managers of the corresponding department, the process will be

considered as very cumbersome and ultimately affect the efficiency of human resource management. This is also one of the main reasons for the rapid development of the intermediary company for assisting recruitment. This situation going to be changed. First, as an intermediary applicants, after obtaining personal general data, the data subject needs to be given a way to check how the personal data has been used. This requires the company to provide timely feedback layer by layer when it receives the data interlockingly, and to transmit relevant operational details at the same time at each processes of data procedure, it means even cooperate with intermediary organization still after the GDPR in force, the human resource management of an enterprise will have to handle some of the complicate situation by itself, after all. Meanwhile intermediary companies, evaluation such as team spirit and professionalism will also be used as data that can be converted into personal general data, and may be rejected by the candidate for consideration of personal privacy. It requires that intermediary companies either sharing general data with other companies can be authorized by the applicants at the outset, or the companies have to make similar evaluations after obtaining the candidate's recommendation by themselves. Take "good call" of Czech Republic as an example, according to the email interviewee, due to the buffer time for GDPR, they already redraft the contracts for customers it included specific data sharing agreement such as the assessment of team spirit and professionalism,besides the information of technical ability. In the same time, set an group to mail or show link for the customers, and according to the interviewee that the corporate culture for "Good Call" is always trying to provide a high quality service, but still she could image the future competitiveness and the cost of data portability after the deeper implement of GDPR after 3-5 years, and the customers get used to transmit their general data more frequently.

Since GDPR stipulates that data portability is a right, data subjects have the right to transmit personal data. The main content includes two aspects, one is the

right to receive one's own data copy, and the other,which can be considered as the possibility of turning data into commodities for trading by GDPR, is that the right to transfer data to another company. So, the potential value brought to the data by portability of GDPR will increase competition between similar intermediary organizations among the whole industries. Competition will be either malignant, or benign. But in order to attract customers, the intermediary company will proactively improve its service quality and efficiency, and improve the company's security system. Thereby establishing a good reputation and attracting more customers, thus protecting the company's market and profitability. For such enterprises, if there is data leakage or illegal operation, the biggest loss may not only be a violation of the penalty, but more will be a blow to the reputation and image of the company, leading to ultimate bankruptcy.

GDPR balances the relationship between data subjects and data controllers by identifying individual rights and personal data controls. Employers also have more processing power for personal data. If a person leaves the company due to personal factors while taking away private general data. How to define whether such data has commercial value for enterprises will affect the future development of the enterprise and business operations will also become an important factor. If it is necessary to finally eliminate the data with high commercial value and high correlation, then the company can only bear the corresponding losses without updating the treaty between the company and the employees and completing the definition of relevant data.

The power of GDPR given to DPO will also bring new challenges to human resource management. From the prospective of the enterprise, the performance evaluation of the DPO is still cannot be evaluated, so it is impossible to define whether the DPO appointment and work specifications are cautious, and there are efficient and effective suggestions that given for the company's operation. Since GDPR endue DPO the independence from enterprise and independence to act and is

not dismissed or punished for performing tasks, it is important for companies to understand the significance of such appointments. And if there is a more appropriate DPO to effectively speed up management, how to effectively and legally complete the manpower scheduling or replacement of DPO officials, and series of legal actions will be faced in the process; how to guarantee the rights and ensure that the provisions are not violated. . Under the premise that enterprises can't develop training for DPO temporarily, how to complete the coordination of DPO with human resources management will be the far-reaching impact of GDPR on European Union enterprises. Take Tencent's technical committee as an example, the DPO will be assigned in it, which ensue the born right of decision making role, power only under the top executive circle. but meanwhile, due to the cooperation and report procedure, the DPO is also under a equitable and effective monitoring too.

4.3 Impact on Marketing of an organization by GDPR.

Marketing as the pivotal role of an organization that can constantly keep the company profitable, and through the relevant marketing strategy to complete the sales of the product, the organization's market share and sales growth rate.

In the context of the fact that general data has become a strategy for companies to target customers, the analysis of private data for consumers and customers has become an important weapon for enterprises in the past five years. However, due to the widespread use of data, there has been a lack of data protection for private general data security, which has become the main reason why EU citizens are eager for a related data protection bill. There is a well-known saying that through the 68 likes of your social media, data analysis companies can determine the sexual orientation of the data subject. In the current Internet environment, if individuals data such as browser data, network consumption data and personal data are analyzed in all aspects, it can be certified that all personality characteristics of this

person will be exposed in the background analysis of his or her data operations. Current marketing analysis of personal general data is the secret weapon that companies relied on before GDPR in effect. Because marketing itself needs the analysis of needs and desires of consumers and customers, by the influence, persuasion, and even manipulation of marketing strategies are embedded in launched advertisements and posters. The traditional market research, compares with the intuitive and convenient data request and comprehensive analysis by the Internet and computer, usually costs a lot of manpower and material resources, and the process is extremely cumbersome. This is why ultimately general data analysis and directly read targeted groups of consumers operational data will be the first choice for companies market research.

In the last decades, Tencent's multi-strategic layout in marketing, and one-stop online service from communication to entertainment to business etc. has always been its secret weapon for take over the Asian market. Registered users up to 712 million from all around the world, and basically a sticky and loyal user base. This gives Tencent the potential to enter any field. Tencent uses the existing big data to conduct a comprehensive analysis of the market. In this way, predict consumer demand and create new products, or upgrade existing products.By integrating the private data of a large number of users, continue to summarize and summarize the products of our customers in the big data analysis model. And through innovation, it is invested in existing users, so as to drive new users to enter. Because 712 million users ensure that the company's products cover the consumers with all ages, industries, and areas of interest etc.. When Tencent attempts to bring out new products, whether it is directly through the mailbox software in its own products, or in the stage to collect comprehensive database and make systematic analysis of the general data for potential users of new products in all users among its products. Because of the huge amount of basic data available for reference and analysis, the virtuous cycle is that Tencent has already succeeded in first half before launching

the new products by accurately targeting and effective advertisements input. Through a comprehensive analysis of the market and the audience, comprehensive and multi-aspect market evaluation. While ensuring the quality and progress of the products, Tencent not only can seize more opportunities for information and user feedback in the competition with similar products, but also create more convenient and more popular products that are favored by consumers. Tencent also took its advantage to the extreme. As long as the company launches a new product, after completing a comprehensive analysis of the market, product positioning, and strategy development. All Tencent products will be unconstrained and widely distributed to users in the unified advertising and promotion. And especially in this is the hegemony that these launches have appeared in the way of pop-ups, that is, whether the user likes it or not, these pop-ups will appear in front of them unless they are manually closed or they will not disappear. This will, to a certain extent, maximize the attraction of advertising to potential consumers, and Tencent only needs to wait for the consumer to maximize the desire to purchase and complete the purchase. This form of operation strives to bridge the gap between consumers and brands. For example, Coca-Cola's experiential marketing through Tencent's online platform has successfully transformed users. NIKE, and many other domestic and foreign brands have also gained great influence through Tencent's online experiential marketing, entertainment marketing, brand alliance, etc. At final, achieved high revenue. This market orientation marketing strategy based on consumer demand is an important condition for Tencent's development and growth.

Tencent has also made corresponding changes based on changes in people's demands for the Internet. Because of the different needs of consumers, Tencent also makes different types of their products, changes in different uses, improve the company's products, extend the product cycle, price making, and ensure the audience. Both benefit from an overall analysis of the user's general data.

However, the implement of GDPR has caused the entire marketing model of

Tencent to be completely collapsed. The most intuitive result is that the prohibition of GDPR has forced Tencent to withdraw from the European market, and has no choice but to suspend all operations to retain only the few amounts of servers in Europe. At the same time, it can be seen that GDPR is bound to have a negative impact on corporate organizations. Although Tencent's exit is also due to the lack of technical and legal aspects because of the lack of reasonable use of the buffer time given by GDPR, it is also matter of the fact that in the future European market operation, the analysis requires the full authorization of the data subject with a specific and clarified agreement. And Tencent's central decision-making circle has a huge potential to launch a way that if keep general data available the company is going to compliment away of their virtual currency to target customers and consumers, which could buy virtual products or virtual ability for more functional accessible among their flagship products on internet. It is impossible to ensure specific market-specific analysis for different member states in the process of data analysis and simulation, so it costs huge financial resources to obtain the ideal product. The lack of audience and revenue ultimately causes a fatal blow to the company. And if starting from the market research, this will spend most of the time and energy in the process and statistics of the questionnaire, leading the company to lose at the starting line. Out of the overall concern, it eventually led to the result of the Tencent exit. From this it can be concluded that the implementation of GDPR has had an impact on the existing and mature EU marketing methods. Because when the company is conducting relevant general data analysis, it must obtain the authorization and provide a valid access to the data process by sending a link, email or telephone contact to the data subject at the first place. In the operation of these columns, if any part of the process that data subject wants to deauthorize, it will lead to the actual effect on process of the current data, thus affecting the final product effect and sales strategy. At the same time, as a whole unite among the European Union, if some regions do not understand or do not want to be friendly to

the current company or the are that located, the uncertainty of the database of data subjects, will make the the collected database storage unusable, essentially affect the products and advertising of the specific market, including the results and benefits. Occupy more markets is one of the prerequisites for the survival and development of enterprises.In order to ensure the normal operation of the enterprise marketing, in addition to updating the existing data usage regulations. Marketers also need to ensure transparency in the use of data. The accessibility of the data process also brings more management challenges to the company's marketing staff. Since it is necessary to periodically confirm the deauthorization or consultation request of the data subject, this will increase the workload to a certain extent and affect the efficiency of the work.

In this case, corresponding problem that needs to be confronted is that due to the importance of general data analysis for companies' marketing. Enterprises are bound to strive and obtain permission for using private data for the usage of market analysis and market research to predict customer needs and product input. Then, how to obtain authorization for data subjects in a more creative and sustainable way will be an crucial part going to be included in the existed Marketing model from the last decade. Marketers have to offer more interesting series of mutual actions with customers with rewards and provide incentive to data subjects with content recommendations for the areas of interest, meanwhile gain the authorization of data collect and permission to analyze data and input advertisement to its linked social media or email address. The previous single option between yes and no have to be canceled. This will also be used as a strategy to enter the marketing preparation phase by participating in interactions with modules of interest, or by allowing incentives for uses of data. Take "Kiwi", a cheap aircraft ticket selling application for example. After the GDPR implement, as the strict prohibition of advertisement recommending and sending. "Kiwi" figure out another exquisite method. Except the clarified cookie and agreement. Now,everytime after consumers or users pursue a

aircraft ticket in the application, pages after economic class selling will appear a interactive game goes "if you want to upgrade to first class for free? Join this game", and down blow it's the full authorization of data process permission, have to tick first and then get right to access the game. After a real low possibility game, immediately the emails of Kiwi recommendation will pass to your personal email, and all your personal data is going to 2 or 3 round analysis by the organization. And as another way of the Kiwi, after the booking process, it will send you an email that if you don't check in online it might cause another 100-200 Euro charge while check in at the airport, so it requires provide the personal data such as passport or ID numbers, and birth date etc., and shall agree with an agreement that Kiwi could keep in touch with individuals by email to offer available information and message, after click the agree to agreement, advertisement and information been sent to individual email address, and the announcement that claimed will charge 100-200 Euro, nevertheless, just because if when check in customer have a bigger extra luggage need to consign or prefer a upgrade to first class, neither is necessarily to provide general data of data subject, and compromise with the agreement.

The implementation of GDPR also puts forward requirements for the innovation of marketing of enterprises. Due to the upcoming era of big data, the analysis and conclusion of general data will become a very important part of marketing. Because of the uncertainty of the data subjects, the data in the general database cannot be analyzed or used. Then the marketer must be more flexible and adaptable. For example, the preparation for the early stage can only choose the market research in real life, as the realistic questionnaire progressing. Meanwhile, all aspects of the target market are simulated and analyzed, could simulated by similar resources are used in combination with existing available resources to achieve maximum understanding and control of the market, thereby improving the marketing behave of the enterprise. At the same time, the GDPR stipulates that the organization retains the minimum amount of data in the shortest amount of time.

Therefore, marketers should be more accurately for the data collection, focusing on the data collection of main part and processing with high relevance database to the organization. Therefore, it requires enterprises to upgrade the data collection system framework. Also, it needs the marketer firstly confirm whether the data collected or stored by the system is reasonable and operable when formulating the marketing plan, whether the data is comprehensive enough for the operating in each stages. In a massive and complex database, how to be streamlined while ensuring that the integrity of the data is not missing, will have a significant impact on current marketing model, as it will emphasize more precise advance preparation and condition for the data, than the way of experimenting and culling in the general data that collected already as storage in past 5 years. Besides, after the market survey, personal data will be uploaded on the computer terminal. These data can be considered as private general data too. It is also necessary to complete the authorization in a clear way when conducting market research. Make this type of authorization efficiently relate to marketing will impact the previous operating level too. Therefore, the database is subdivided to improve the integrated classification of database information. General speaking, it will improve the efficiency and accuracy of marketing strategies. By meticulous distinguishing the general data in particular way from database, it can be guaranteed that maintain communications based on the customer's specific interests, rather than indiscriminate communications and advertising. To ensure that the advertising and product effective target groups are not overlooked, while ensuring the accuracy of market forecasting and analysis, then ensuring the growth of sales and product life cycle.

Second, marketers can also promote cooperation with other companies to achieve data sharing. Different industries and different companies will have different loyal customers. The sticky customers owned by the company have built up a long-term and persistent relationship of mutual trust due to repeated consumption behaviors. It will therefore be easier to obtain authorization from such

customers. When the data sharing of the cooperation between the enterprises is notified to the data subject, it is easier to promote the permission and authorization of the data subjects by the marketers for the trust of the familiar enterprise organization. Then, for the CRM of enterprises, marketers will further develop their customers into sticky and loyal customers. So no matter what kind of enterprise it is, consumers will be more crucial and put in the first place. And provide better products and services, guarantee better after-sales service. This means that companies inside European Union must pay more attention to the market and consumers in any case. more market-oriented to achieve customer satisfaction, and improve service quality and maximize profits. Then focus on competitors. In this way, with the satisfaction of consumers, it is easier to obtain the right to process data, and form a virtuous circle under the premise of ensuring data security.
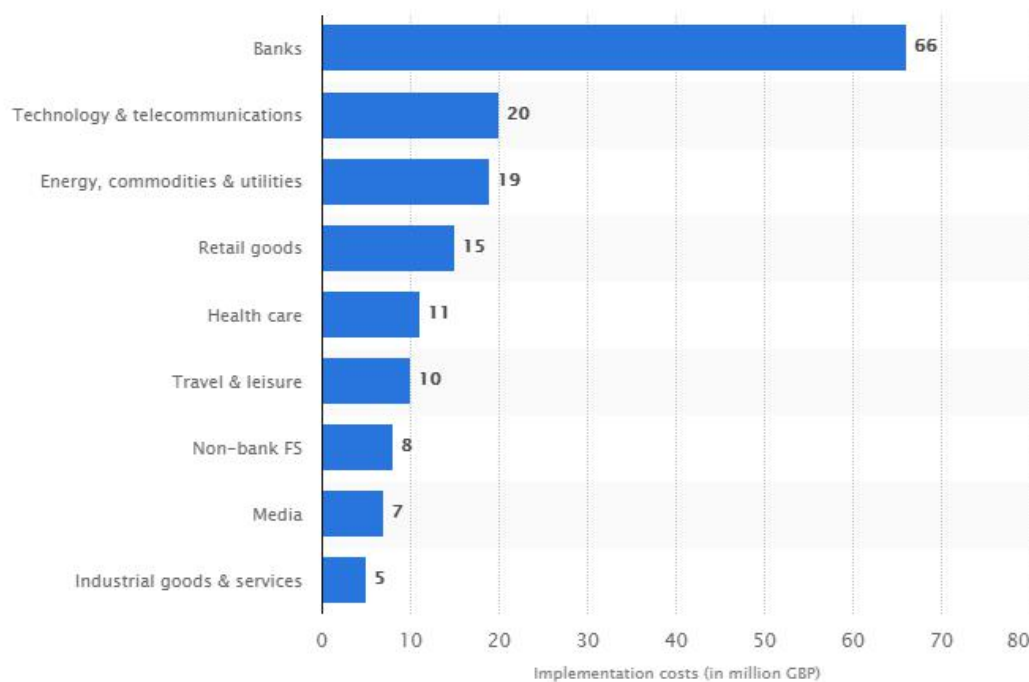
GDPR requires stronger control and tracking of the data it collects. It also has a huge impact on the investment in traction advertising on social media or portals. Due to the confidentiality of personal data, all traction advertisements will not be delivered to the user's page and mailbox without the user's authorization. Uncertainty in this will cause advertisers to be reluctant to spend more on advertising, and instead invest in TV commercials or bulletin boards. This will result in a loss of revenue for companies in the social media category. Because this kind of advertising investment is the main source of company income. However, in the case of Facebook for instance, users usually can disagree with the agreement or terms, but they will also be unable to log in to the account. It is also followed by many portals for browser. If users do not agree with the cookie or the terms, the page will not be displayed and remains to be blank.

After the GDPR takes effect, marketers can integrate general data which already has potential business value, becomes part of asset of organization. In the era of information, the value of information has always been certified. And GDPR implementation makes general data more personal and portable. Then the data in

different categories in the enterprise database will have great commercial value in business cooperation, enterprise mergers, and enterprise acquisition. From the accounting prospective, it could increase the credit of good will. Through cooperation, companies share data after they are authorized, and do not violate the GDPR regulations. However, in this process, the enterprise can calculate the cost of holding and controlling the data then increase the payment of the goods or services into the cost. In the process of mergers or acquisitions, enterprises should also consider the transfer of application data if the data subject does not want to be kept by the company after the replacement. the losses that brought, shall also get consider in the operation.

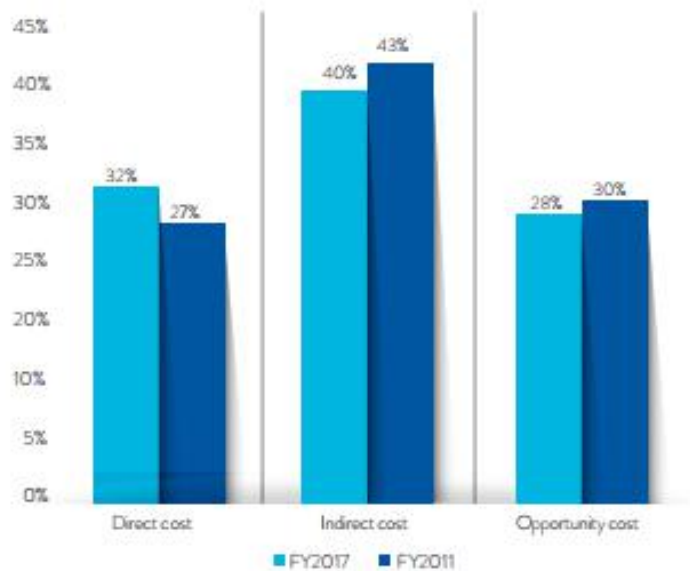## 4.4 Impact on Cooperate finance of an organization by GDPR.

Average estimated GDPR costs for FTSE100 companies in the United Kingdom (UK) in 2018, by sector (in million GBP)

The Cost
of GDPR
Compliance

$7.8B

GDPR compliance will cost
U.S. Fortune 500 and
U.K. FTSE 350 companies
nearly $9 billion.

$1.1B

Fortune 500 companies

FTSE 350 companies

DATA: International Association of Privacy Professionals (IAPP) and EY

Direct cost such as payments to consultants; auditors or other outside experts, indirect cost such as administrative overhead; Opportunity costs, such as an

organization's inability to execute a marketing campaign because of consumer privacy concerns[39].

At the same time, GDPR rigidly stipulates that any company in the EU needs to have a DPO. The DPO's salary varies from 50,000 to 250,000 pounds depending on the size of the company[40].

The research by Veritas Technologies also suggests that companies will spend an average of €1.3 million ($1.4 million) on systems and training to comply with the GDPR.[40]

5.0 Conclusion

5.1 GDPR do have impacts for Management in an IT organization

Generally speaking, it can be confirmed that GDPR do have a huge impact on management among the organization in European union, and can lead to a great revolution of infrastructure and formation to an organization. As Tencent's development can be a obvious indicator, the change of entire framework from its European subsidiary just to fit the rules of GDPR. In order to ensure the company operating with GDPR, As the previously analyze of Tencent's management that not only adjust the IT department to cooperate with all the department at the first place, but also change the structure of the total enterprise. The management form has to be reformed from the unilateral model to bilateral or even multilateral model. Due to the more cooperation and consultation needed. At the same time, security and protection guaranteed.

5.2 Impact on Human resource management

According to the IT company Tencent's case, it can be clearly observed that--GDPR also has a very large impact on human resources. Companies not only need to articulate standards for performance appraisal, but also need to reach agreements within the employees that can be used for data conversion. At the same time, when Human resource dispatching and hiring, it is no longer the unilateral operation data of the recruitment company. The recruiter or employee as candidates can be more proactive and get more information and data control rights due to the authorization of GDPR. This is one of the biggest change to the existing model of human resource management. At the same time, it can effectively ensure the transparency and reliability of human resource used. In terms of performance appraisal, enterprises will gradually incorporate the standard operation of GDPR into the appraisal

standard.

DPO, as a sector that GDPR ensue a fairly high degree of power. The human resource manager or the first-line manager of the enterprise has no right to interrupt and affect this sector. And Tencent is the best proof by integrating the original functions of the DPO into its new senior decision-making department. Besides how to conduct effective performance appraisal of DPO's performance and reliability will also have an impact on the company. So it does make the Human resource management reformed.

Because of the transferability of the data subject ensued by GDPR, the general data also has commercial value. This will bring changes to the services of today's headhunting or recruitment agencies. As the GDPR gives the data subject the right to know, it will also have an impact on the operation of such companies. And promote greater data competition and business cooperation in the industry.

5.3 Impact on Marketing

Through the marketing case of Kiwi and Tencent, it can be concluded that companies will actually use a more creative way to collect data in order to adapt to GDPR. At the same time, in order to help the company's market data analysis, companies have to increase the attraction of data subjects, so that data owners are willing to entrust their data to the company.

All possible operations and uses of the data will be written into the agreement between the company and the user. It can no longer be a vague concept and must be clarified. Therefore, in marketing, big data analysis will no longer be as worry-free as before the GDPR takes effect. Any target data analysis will provide detailed notification to the data subject, and can be inquired, consulted and blocked by the data subject at any time. This will, to a certain extent, bring about tremendous changes to the marketing model and the data analysis of marketing.

5.4 Impact on corporate finance

According to the previous chart in 4.4, the implementation of GDPR is bound to cause potential expenses for companies located in the European market. In order for the company to operate in accordance with the GDPR standard, the amount of money that the company needs to spend is not nearly the same according to the size of the company, but it will not be a little account, and different types of companies will spend various expenses from the budget in order to adapt to the GDPR. In the United Kingdom, for example, in addition to the banking industry, IT technology in the technology category also requires an additional budget of 20million pounds. As investigation that need to spend €1.3 million on systems and training to comply with the GDPR. and hire a DPO from €50000 to €250000 per year.

. If considering the purchase power parity and the exchange rate between the GBP and RMB, it will cost even higher for IT companies like Tencent, due to the headquarters are located in China, meanwhile the subsidiary in European union has to employ mainly European citizen and launch the salary level of European union.

In 2017, purchase power parity of Chinese yuan is 3.55, meanwhile Great Britain pound is 0.69 and European Euro is 0.71. it is means if buying a basket of goods of the same quantity and quality, using 3.55 yuan in China and 1 dollar in the United States, for these goods, the purchasing power parity of the yuan against the US dollar is 3.55:1; in Great Britain then is 0.69:1; in Euro zone is 0.71:1[37]. So if a 20 million pound is inevitable for according to GDPR, and update to the EU standardized IT security system and training processes with €1.3 million. For a Chinese headquarters based company like Tencent can be more costly from the budget, theoretically speaking. And according to the exchange rate, it refers to a 177.56 million Chinese yuan total budget input, and €7.58 million yuan just to update system and training employee; 379870 yuan to 1.90 million yuan to hire a DPO for consultation. If considering the Chinese banks interest rate for future value of money is approximately between 2%-3%, after two years, the future value for

this amount of money will expected to reach a scope between(FVr,n= Po*FVIFr,n): 184.73 million yuan - 188.37 million yuan (total budget input); 7.89 million yuan - 8.04 million yuan (system update and training). 790433.49 yuan - 4.03 million yuan (DPO for consultation).

Last but not least, if there are any companies that abuse or improperly process general data will be forced to a maximum of €20 million or a fine of 4% of the total revenue. This can be considered as a risky and potential cost if an organization has no idea that processing a general data nonstandard.

6.0 Future prospect

In the future implementation of GDPR, the first thing has to be considered is the reliability and performance evaluation of DPO in the enterprise. In the process of implementation, GDPR should also consider whether the current value of data given by GDPR will bring more vicious competition and hostile takeovers in the similar industry. At the same time, whether GDPR as a strict data protection regulation can guarantee that companies in the EU can truly follow, and doesn't violate in the shadow, how to effectively implement supervision will also be a factor to be considered in the future.

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