



EU-Representative according to Article 27 GDPR

Your objective

The General Data Protection Regulation (GDPR) applies from May 25, 2018 as Union Law and obliges all companies outside the EU to designate a representative in the EU, if they process personal data of EU residents and do not maintain an establishment in the EU.

Your challenge

- As an asset manager, you may process personal data related to investors within the EU
- You have to designate a representative anywhere within the EU where relevant data subjects reside
- Supervisory authorities and data subjects have the right to contact you on all issues related to data processing, for the purposes of ensuring compliance with the GDPR
- Records of processing activities have to be maintained by your non-EU based company

How ACOLIN can support you as your designated EU-Representative

- ACOLIN represents your non-EU based company with respect to obligations under the GDPR
- ACOLIN as your representative will be identified in privacy notices of the non-EU based company
- ACOLIN cooperates with the supervisory authority on request
- ACOLIN maintains records of processing activities for your non-EU based company pursuant to Art. 30 GDPR
- Optional, ACOLIN delivers support in creating a record of processing activities

Why ACOLIN?

ACOLIN is an independent international cross-border fund distribution service provider with several licensed data protection commissioners among its more than 85 engaged and dedicated employees.

Our diverse services cover the entire value chain of cross-border fund distribution:

- Legal Representation for foreign funds in Switzerland
- Distribution Network Management
- Global Fund Registration
- Local Mandatory Agent (Information Agent in Germany / Facility Agent in the UK)
- Tied Agency Service under MiFID II
- Online Publications on fundpublications.com
- Document Dissemination

What does the GDPR mean by 'processing personal data'?

According to Art. 4 GDPR, 'personal data' means any information relating to an identified or identifiable natural person. This includes but is not limited to

- Names
- Email addresses and
- Financial information

'Processing' means any operation or set of operations which is performed on personal data. This includes but is not limited to

- Collecting and
- Storing

Does your company process personal data?

As an Asset Manager you typically collect and store data of your investors especially through Subscription Forms and the like. This falls under the scope of the GDPR.