



## Festive data 1st of advent

### The wish list: Data minimization and purpose limitation

If Santa Claus were GDPR-compliant...



#### Everyone knows the ritual:

Children write wish lists, parents forward them to the Christmas post office, and maybe one or two wish lists end up in the Christmas elves' filing cabinet. But what if Santa Claus had to comply with the GDPR?

#### Typical risks:

- 🍭 Wish lists contain children's personal data (**name, address, birthday**).
- 🍭 Disclosure to Christmas helpers without consent or contractual basis.
- 🍭 Permanent storage beyond the Christmas season.

#### Why caution is important:

- 🎄 Data should only be used for the purpose of "fulfilling the wish."
- 🎄 Who has access to the wish list must be clearly regulated.
- 🎄 Wishlists without a storage purpose should be deleted promptly.

#### How to do it right:

- 🎁 Only collect necessary information (**name, wish, delivery address**).
- 🎁 Encrypt wish lists digitally.
- 🎁 Conclude order processing agreements with the elves and ensure legally compliant data transfer.

#### Practical tip:

Create a "wish list checklist": What really needs to be on the list? What can be left out? This keeps data to a minimum and ensures security.



**Stay tuned for Wumbel  
on the 2nd of advent!**