

🔑 CASE STUDY

# GDPR Implementation Support

Expert assistance from Advarra's regulatory consulting team enabled iSpecimen to implement GDPR with no service interruption to their Eurozone customers.

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## The Challenge

The General Data Protection Regulation (GDPR), which recently took effect as the first significant update in the European Union (EU) privacy framework in 20 years, imposes stringent data protection requirements for all personal data derived from the EU. This includes new rights related to personal data, new responsibilities related to technical and organizational measures, and new penalties for breaches in compliance. GDPR also includes a new extra-territorial applicability to any company offering goods and services to EU citizens regardless of that company's physical location.

## The Ask

Support iSpecimen in becoming fully GDPR compliant. The goal was to educate about the new compliance landscape, assess current policies and procedures versus future requirements and provide recommendations for remediation, and work collaboratively to adopt a compliance strategy appropriate to the business need.



## About iSpecimen:

iSpecimen was founded to address a critical challenge: how to connect life science researchers who need human biospecimens with the billions of specimens available in healthcare organizations worldwide. The company's ground-breaking iSpecimen Marketplace solves this problem, reinventing the biospecimen procurement process to accelerate medical discovery.

## The Solution

Advarra® provides an executive stakeholder summary for how best to approach “adequate safeguards” requirements for non-EU companies, conducts a crosswalk and gap analysis of the US Health Insurance Portability and Accountability Act (HIPAA) privacy and security requirements with the EU GDPR requirements, and reviews and recommends tailored revisions to privacy policy, end-user license agreements (EULAs), and other business-related materials.

## The Result

The iSpecimen Marketplace was able to continue its worldwide activities without any service interruption during GDPR implementation. The iSpecimen Marketplace services are offered with a commitment to data protection that is compliant with all applicable laws and regulations.

*“We needed a fast evaluation of our GDPR compliance situation. The team at Advarra provided clear guidance on what we needed to do, and then they helped us execute the plan. Our organization is now well prepared to satisfy the new GDPR requirements and continue our very important work in the EU and beyond.”*

*—Jill Mullan, COO, iSpecimen*

## Advarra Collaboration Delivers Exceptional Results



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To learn more, contact our Consulting Team at [Consulting@advarra.com](mailto:Consulting@advarra.com)