

## eMazzanti Technologies to Address GDPR Progress on Italy America Chamber Program

*GDPR a Year After Implementation is topic of webinar program featuring NYC tech entrepreneur, Carl Mazzanti, sponsored by the Italy America Chamber of Commerce*

Hoboken, New Jersey -- (Cision) March 27, 2019 — eMazzanti Technologies President and Co-founder, Carl Mazzanti, will be a featured cybersecurity industry expert on a webinar program sponsored by the Italy America Chamber of Commerce today, March 27, 2019 at 12:00 pm EDT. The topic of the program is "GDPR A Year After Implementation."

Mazzanti will discuss how businesses have complied and can comply with the new European data privacy law, the General Data Protection Regulation (GDPR), which went into effect May 25, 2018. The law applies to all organizations selling to or collecting personal data about customers in the European Union (EU).



During the program, presenters will review details of the regulation affecting businesses, the penalties of non-compliance and how technology providers can help organizations accelerate their response to the legislation and [become GDPR compliant](#) if not already.

"Navigating GDPR compliance issues is not easy for business leaders," stated Jennifer Mazzanti, CEO, eMazzanti Technologies. "They should consider the help now available from Microsoft and its partners to become GDPR compliant before penalties are assessed."

Interested parties can view the program here:

[GDPR A Year After Implementation](#) - Wednesday, March 27, 2019 at 12:00 pm.

Clicking the link will present users with options to "Watch on the web" or to "Download the Microsoft Teams APP" to view the webinar.

### **GDPR One Year Later**

Beginning in May 2018, the EU gave regulatory agencies greater powers to act against non-compliant organizations. Many organizations have yet to comply with the law, even though some of their customers reside in the EU. Penalties include stiff fines of up to four percent of annual global revenue or 20 million euros, whichever is greater.

Implementing a plan for GDPR compliance can prove to be complex. According to Mazzanti, a capable [business technology provider](#) can help organizations accelerate their response to the legislation and avoid the penalties.

## Benefits of GDPR Compliance

The GDPR provides an opportunity to reevaluate and improve overall business [cyber-security strategy](#) and data management. For instance, with the findings of an audit, redundant, obsolete and trivial files will be eliminated. In addition, the transparency and responsibility demonstrated will help build more trusting relationships with customers and the public.

GDPR compliance also allows an increase in marketing return on investment. Once an opt-in policy is implemented and a data subject's consent to process their personal data is obtained, companies will be able to increase the effectiveness of their digital advertising. They can tailor messages to the specific needs and habits of a clearly defined audience that has more interest in the company's brand.

## GDPR Compliance Partner

A [business cyber-security firm](#) that is well-versed in GDPR regulations can prove to be an invaluable trusted partner in the compliance journey. The experts at eMazzanti Technologies help to broaden an understanding of GDPR compliance, identify issues that may not have been considered, help business leaders realize the myriad benefits of GDPR compliance, and direct or assist in their compliance effort.

Related resource information:

[eMazzanti Ranked #1 New York City Managed IT Service Provider](#)

[ALE – A Simple Tool to Prevent Catastrophic Business Loss](#)

## About Carl Mazzanti

Carl Mazzanti is the Co-founder and President of eMazzanti Technologies, a Microsoft 3X Partner of the Year, and 8X Inc. 5000 list honoree. His company specializes in cyber-security and cloud solutions, outsourced network management, remote monitoring, and support for small and mid-sized retailers, manufacturers and distributors. Carl is frequent business conference speaker and technology talk show guest on the topic of cyber-security.

## About eMazzanti Technologies

eMazzanti's team of trained, certified IT experts rapidly deliver increased revenue growth, data security and productivity for clients ranging from law firms to high-end global retailers, expertly providing advanced retail and payment technology, digital marketing services, cloud and mobile solutions, multi-site implementations, 24x7 outsourced network management, remote monitoring and support.

eMazzanti has made the Inc. 5000 list eight consecutive years, is a 3X Microsoft Partner of the Year, the #1 Ranked NYC Managed Service Provider, NJ Business of the Year, and 5X WatchGuard Partner of the Year! Contact: 1-866-362-9926, [info@emazzanti.net](mailto:info@emazzanti.net) or <http://www.emazzanti.net> Twitter: @emazzanti Facebook: [Facebook.com/emazzantitechnologies](https://www.facebook.com/emazzantitechnologies).

2015 | 2013 | 2012 Microsoft  
Partner of the Year



Inc. 5000 || 5000  
2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010



ShoreTel Sky  
Partner of the Year