What is automated decision making including profiling?

The GDPR has provision on: automated individual decision-making (making a decision solely by automated means without any human involvement); and profiling (automated processing of personal data to evaluate certain things about an individual). Profiling can be part of an automated decision-making process. GDPR applies to all automated individual decision-making and profiling. Automated individual decision-making does not have to involve profiling, although it often will do.

Some organisations obtain personal information about individuals from a variety of different sources for example, Internet searches, buying habits, data gathered from mobile phones, social networks, video surveillance systems and the internet just a few examples of the types of data organisations might collect.

The Organisation then analysed the information to classify people into different groups or sectors, using algorithms and machine-learning. This analysis identifies links between different behaviours and characteristics to create profiles for individuals.

Automated individual decision-making and profiling can lead to quicker and more consistent decisions. But if they are used irresponsibly there are significant risks for individuals. The GDPR provisions are designed to address those risks.

Individuals have a right to object to profiling in certain circumstances.

What if Article 22 does not apply to our processing?

Article 22 applies to solely automated individual decision-making, including profiling, with legal or similarly significant effects.

**NPM DO NOT AT ANY POINT MAKE AUTOMATED DECISIONS AND PROFILING.** Although, we must still comply with the DRPR principles which are:

- Must identify and record our lawful basis for the processing.
- Must have processes in place so individuals can exercise their rights.