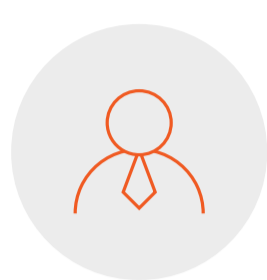


Trust in the data?

The stats say you're not ready for GDPR

Ensuring data is secure and used the right way is critical when your ability to grow depends on trust.



97%

of executives know GDPR will have an impact¹



83%

admit they don't fully understand the requirements¹



By the end of 2018,

50%

of companies affected by GDPR will not be compliant²

GDPR underscores the value of data and the need for organizations to proactively invest in collecting and managing it.

So, where's the confusion?

1. My company is outside Europe

If your employees, customers, vendors, partners, policy holders, beneficiaries, contractors or volunteers live and work within the EU, you're potentially affected. For example



If a business based in North America emails an employee or customer (identifiable EU data subject) in Germany, the communications tool and data shared in that email are subject to GDPR regulations.



When a visitor from London travels in the US, the airline, as the data controller, is responsible for all the data they collect—passport number, fingerprints, photo ID, address, etc.

2. GDPR won't impact the way I do business

Customers and employees can request their data be corrected or erased, so how you interact will be significantly different. For example:



Under GDPR, a consumer with a smart speaker will most likely have to give consent and receive notice that the information is being gathered, stored and used, even if it's anonymized data.



The marketing associate with a list of 60,000 targets to be used for direct marketing email will need to account for when a data subject objects to that direct marketing to ensure that the person's data will no longer be processed for that purpose.

3. The risks are low

Data breach is now in the top 10 threats for companies.³ It's dangerous to assume your business isn't big enough to be noticed, because:

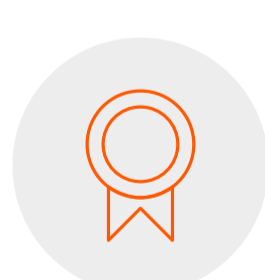


GDPR allows regulators to fine both the data controller and processors up to 4% of global revenue, separate from the financial costs typically incurred in a contractual breach.



Losing digital trust with your employees, customers and partners could have long-term impact on revenues and reputation.

The good news: A rising tide lifts all boats



Put the spotlight on GDPR readiness and you'll also benefit from healthy data protection and a better customer experience.

What now?

Assess your gaps and organizational readiness.

Be pragmatic and triage to start.

Above all, make sure you're working at identifying and closing the gaps.

Discover what to do next at [avanade.com/GDPR](https://www.avanade.com/GDPR)

1. Avanade and Wakefield Research of top C-suite and IT decision-makers

2. Gartner press release, Gartner Says Organizations Are Unprepared for the 2018 European Data Protection Regulation, May 2017 <https://www.gartner.com/newsroom/id/3701117>

3. World Economic Forum, The Global Risks Report 2018

