

GDPR: ARE YOU READY?

European Union officials have reached agreement on a pan-European digital privacy law that will go into effect in 2018.



This new General Data Protection Regulation (GDPR) creates a strict legal framework for how companies can use personal information collected online and is relevant for companies around the world, not just those based in the EU region.

UNDERSTAND THE FACTS ABOUT GDPR AND ITS GLOBAL IMPLICATIONS



GDPR goes into effect on **May 25, 2018**



The new law will replace a patchwork of **28 different sets of national privacy laws** by creating a single set of rules for the protection of data within the EU.

Types of privacy data **protected**:

- Basic identity information such as name, address and ID numbers
- Web data such as location, IP address, cookie data and RFID tags
- Health and genetic data
- Biometric data
- Racial or ethnic data
- Political opinions
- Sexual orientation
- Social media



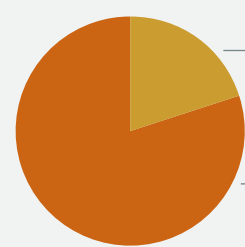
An individual's rights under GDPR

Be informed and have access to data collected about you

Rectify incorrect data

Restrict processing and portability of data from where it's stored

Erase personal data or "right to be forgotten"



20% are confident

80% lag behind

HOW CONFIDENT ARE YOU?

20 percent of companies are confident in their preparation for GDPR by the May 2018 deadline, while **80 percent lag** behind.*

* Source: Symantec

Risks of non-compliance

€ 4 percent of global revenue or €20 million—**whichever is GREATER**

Legal action

Lost customer confidence

Reputational harm



Rules apply to controllers and processors—"clouds" will not be exempt

PERCENTAGE OF ORGANIZATIONS SURVEYED THAT BELIEVE **GDPR WILL IMPACT THEIR ORGANIZATION**†

84%

PERCENTAGE OF ORGANIZATIONS SURVEYED SAY **ADDITIONAL BUDGET/EFFORT WILL BE NEEDED** TO COMPLY WITH THE REQUIREMENTS†

70%

PERCENTAGE OF U.S.-BASED COMPANIES THAT **EXPECT TO SPEND \$1 MILLION TO \$10 MILLION** TO MEET GDPR REQUIREMENTS‡

68%

† Baker & McKenzie's Preparing for New Privacy Regimes Survey

‡ Source: PWC Survey

FOUR PRACTICAL COMPLIANCE STEPS TO PREPARE FOR GDPR



Locate the data



Identify the security risks



Define access



Assess the future and start to plan



Learn more at accessdata.com/GDPR

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