

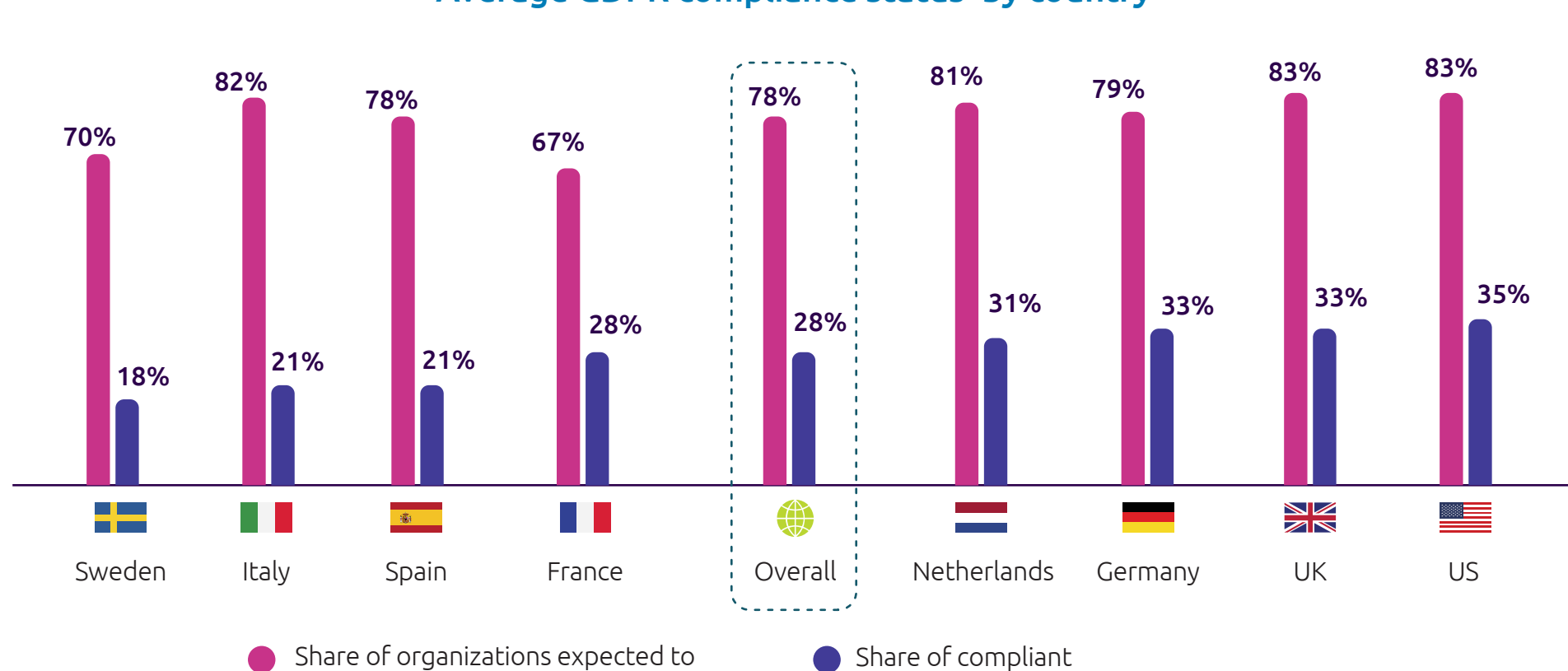
Championing Data Protection and Privacy

a source of competitive advantage in the digital century

Championing Data Protection and Privacy – a Source of Competitive Advantage in the Digital Century

GDPR compliance does not meet expectations

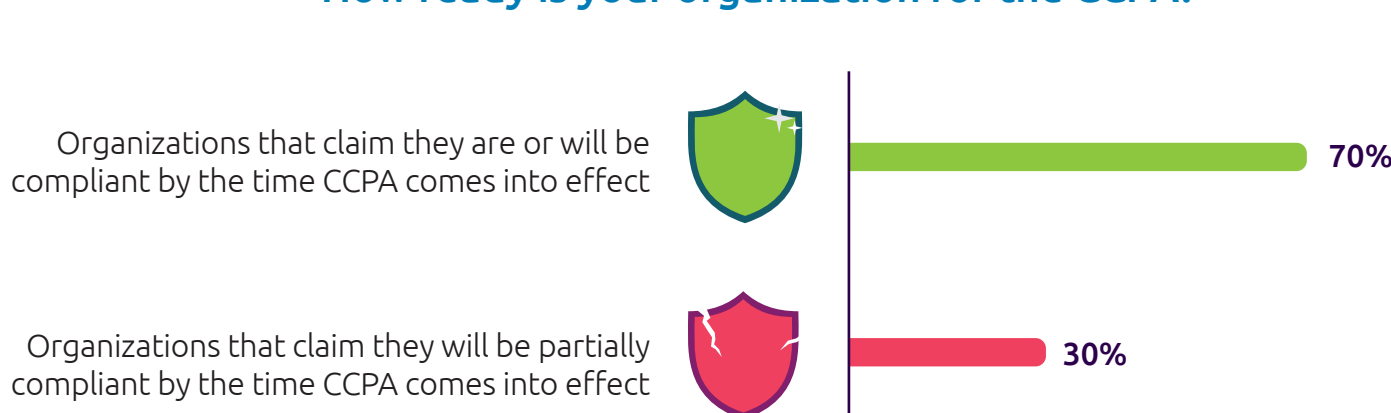
Average GDPR compliance status-by country



Source: Capgemini Research Institute, Data Privacy executive survey, June 2019, n=1,039. GDPR Executive Survey, March–April 2018, n=1,000

Significant cohort will not be ready for CCPA

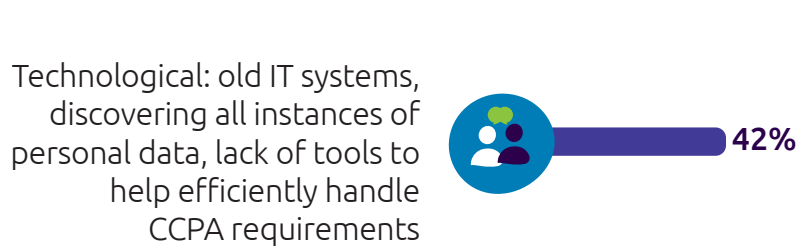
How ready is your organization for the CCPA?



Sources: Capgemini Research Institute, Data Privacy executive survey, June 2019, n = 1,038.

Legacy IT systems challenges compliance

What are your biggest challenges with preparing for CCPA in your organization? (Top 3)



Please indicate which barriers your organization is facing in seeking closer alignment to GDPR (Top 3)

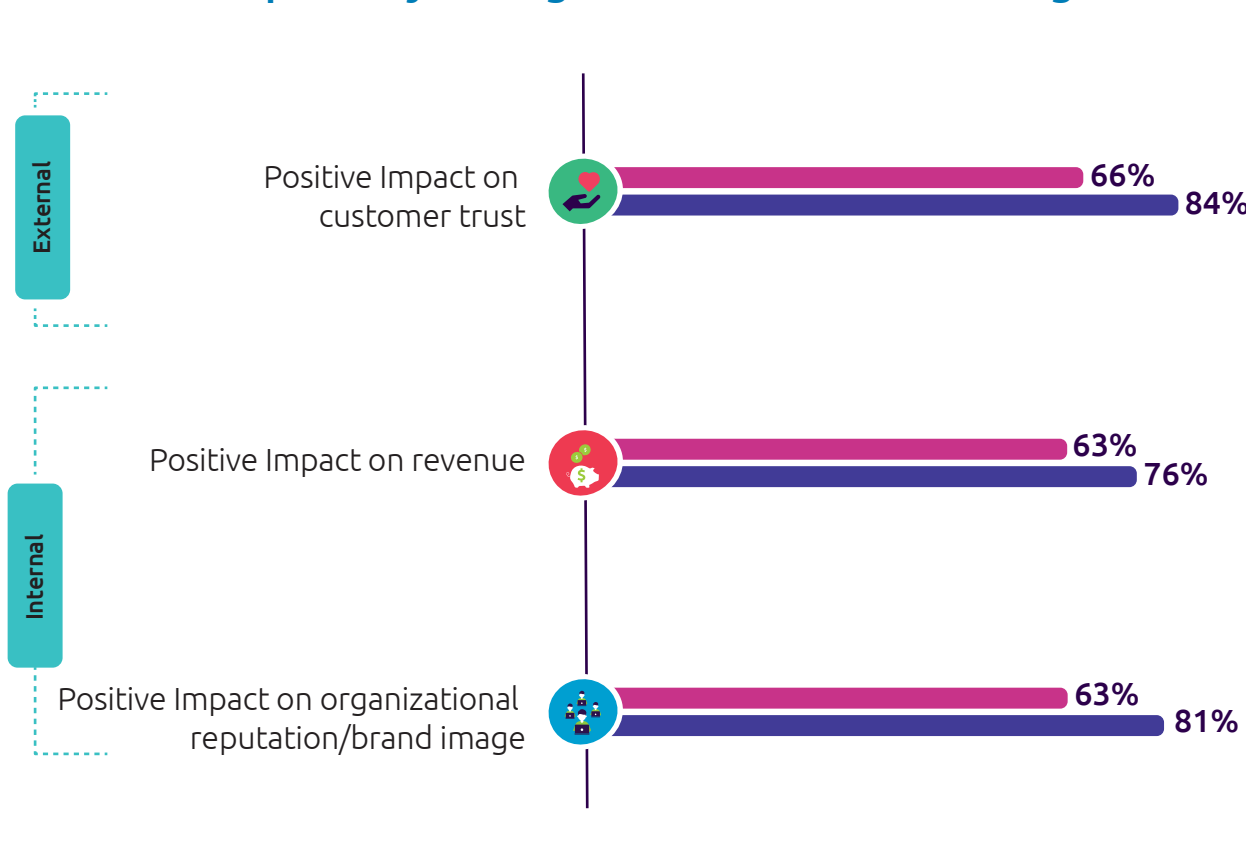


Do you believe your organization has gained a competitive advantage due to GDPR?



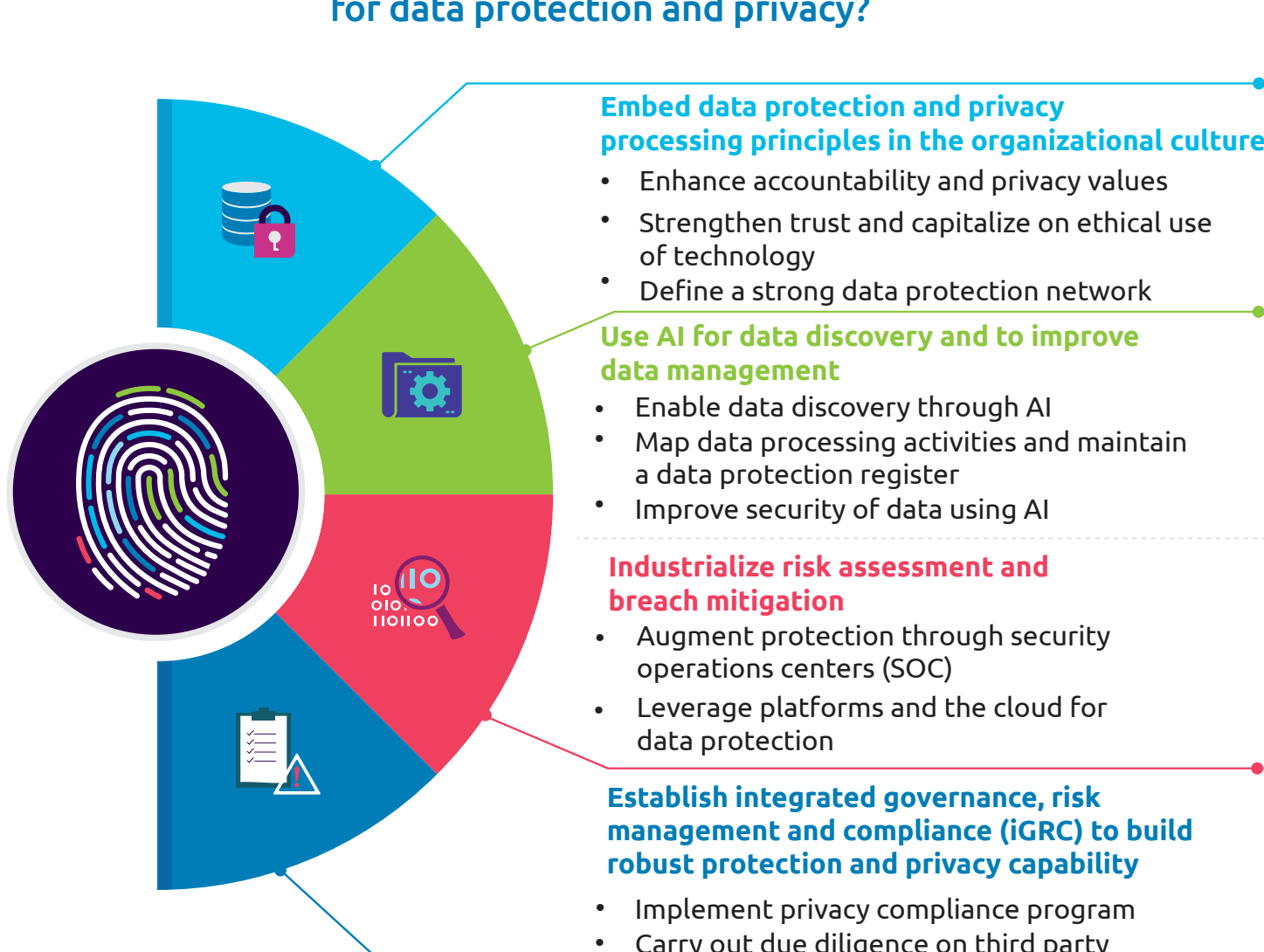
● Share of GDPR compliant firms that have gained a competitive advantage

How has GDPR impacted your organization on the following dimensions?



Recommendations to cope with increasing data protection and privacy regulations

Which of the following technologies is your organization already using for data protection and privacy?



Sources: Capgemini Research Institute analysis.

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