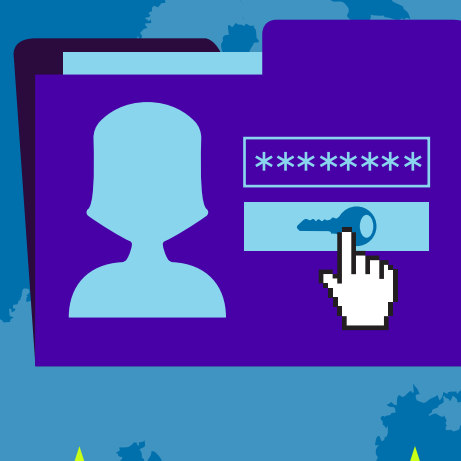


Seizing the GDPR Advantage

From mandate to high-value opportunity



Compliance brings immediate benefits

Consumers are willing to engage more with GDPR-compliant organizations

Consumers' actions if they are convinced that organizations they interact with protect personal data in compliance with the GDPR



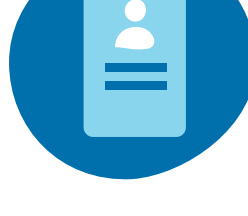
Employees turn into advocates of their employers when convinced of the protection of their personal data

Employees' actions if they are convinced that their organizations protect personal data in compliance with the GDPR



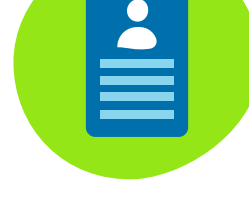
Going above and beyond GDPR guidelines brings even greater reward

By increasing average spend and promotion, customers reward organizations that go above and beyond



Data-Indifferent Consumers (45%)

Unaware of what the GDPR means for them or think that it makes no difference



Data-Engaged Consumers (34%)

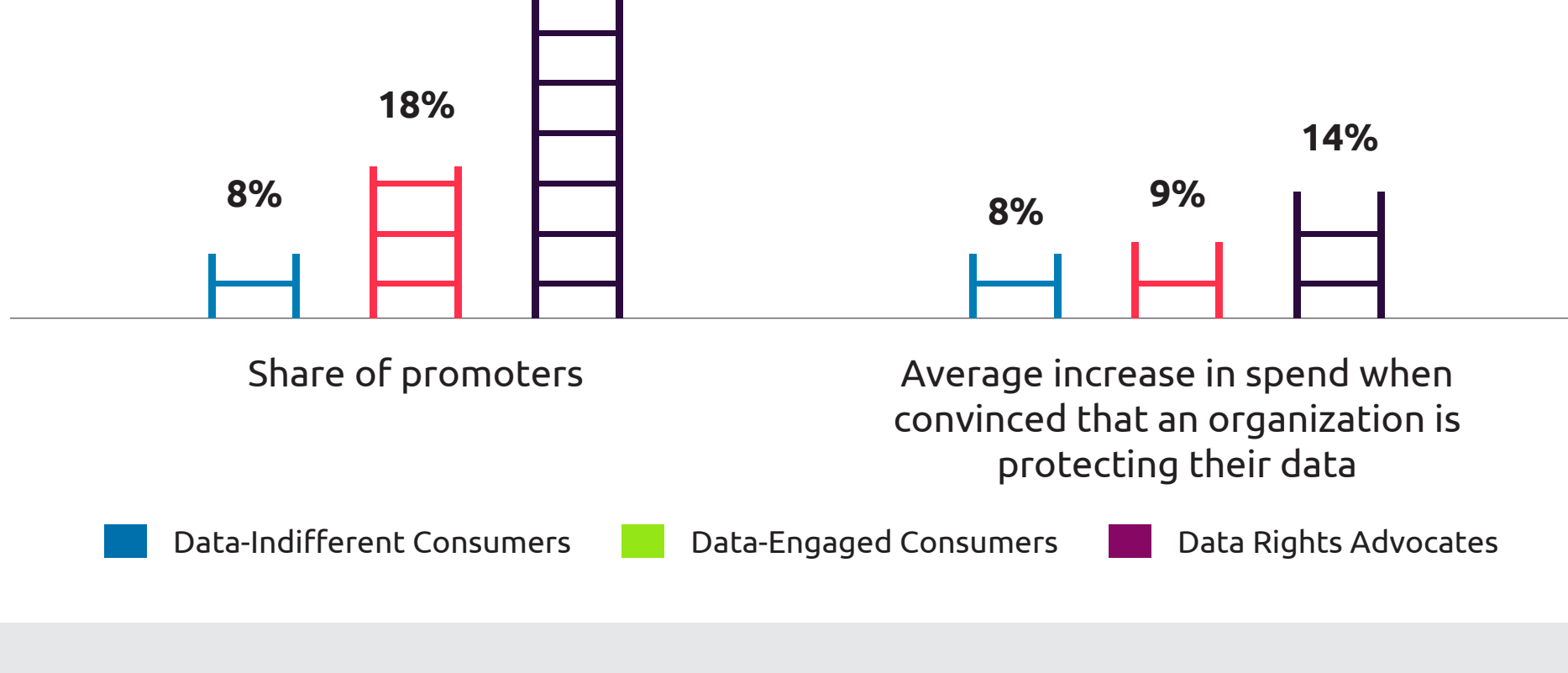
Expect an above-average level of GDPR compliance



Data Rights Advocates (22%)

Expect organizations to go above and beyond the GDPR

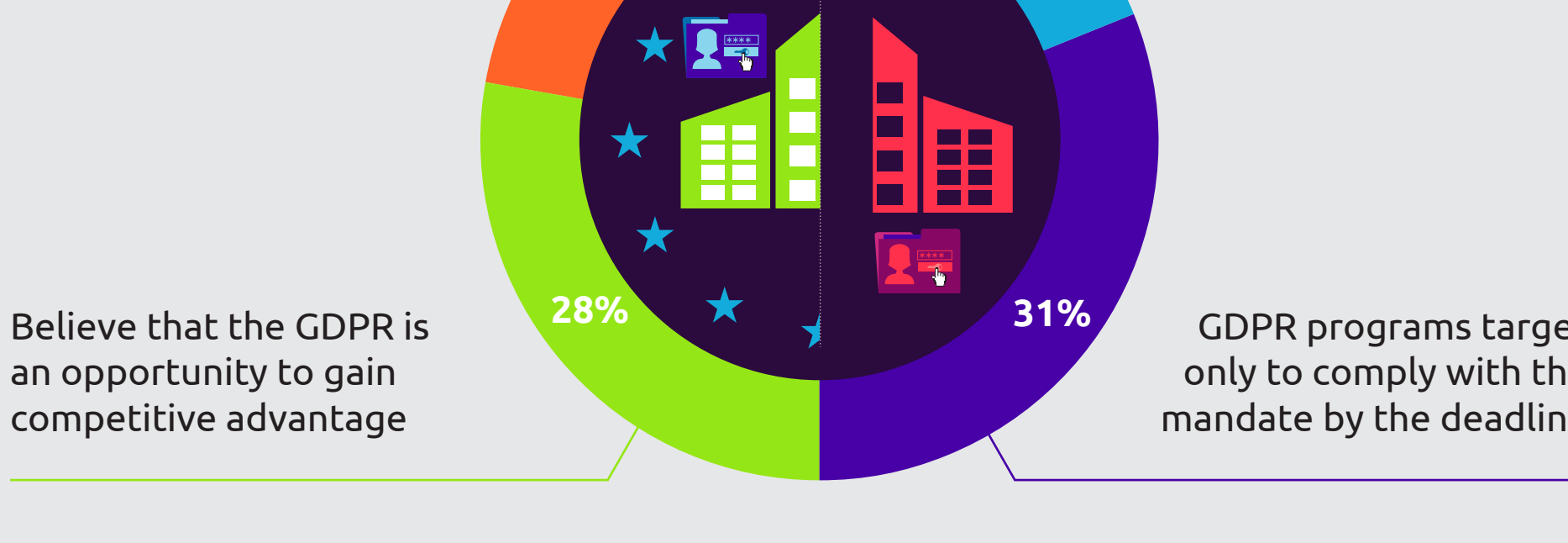
Prize for going above and beyond GDPR compliance



However, most organizations are not equipped to seize the GDPR advantage

Nearly half of the organizations are taking a perfunctory approach to the GDPR

Organizations' approach to GDPR implementation



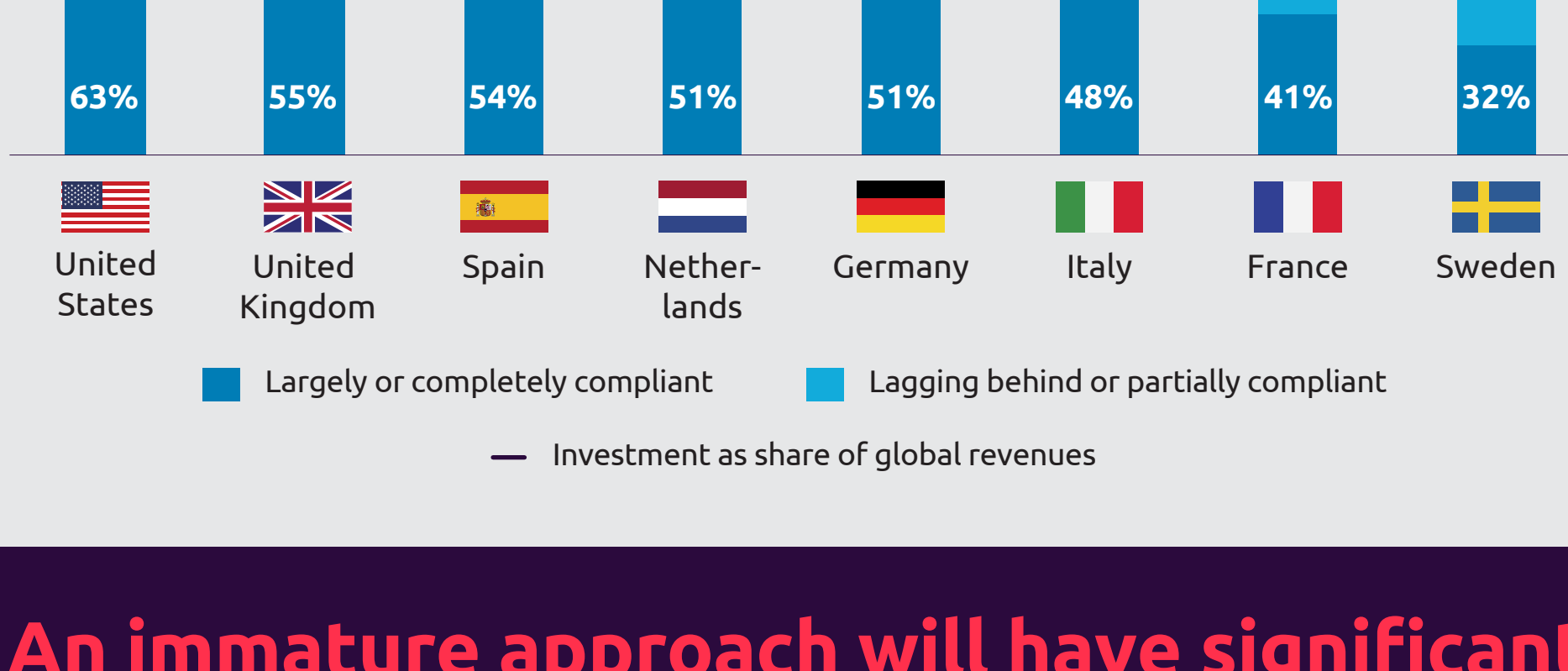
85% of organizations are unprepared for the GDPR deadline.

Starting now (March-April 2018), how much longer will your organization take to be completely ready for the GDPR



The US, UK, and Spain lead all other countries in GDPR compliance

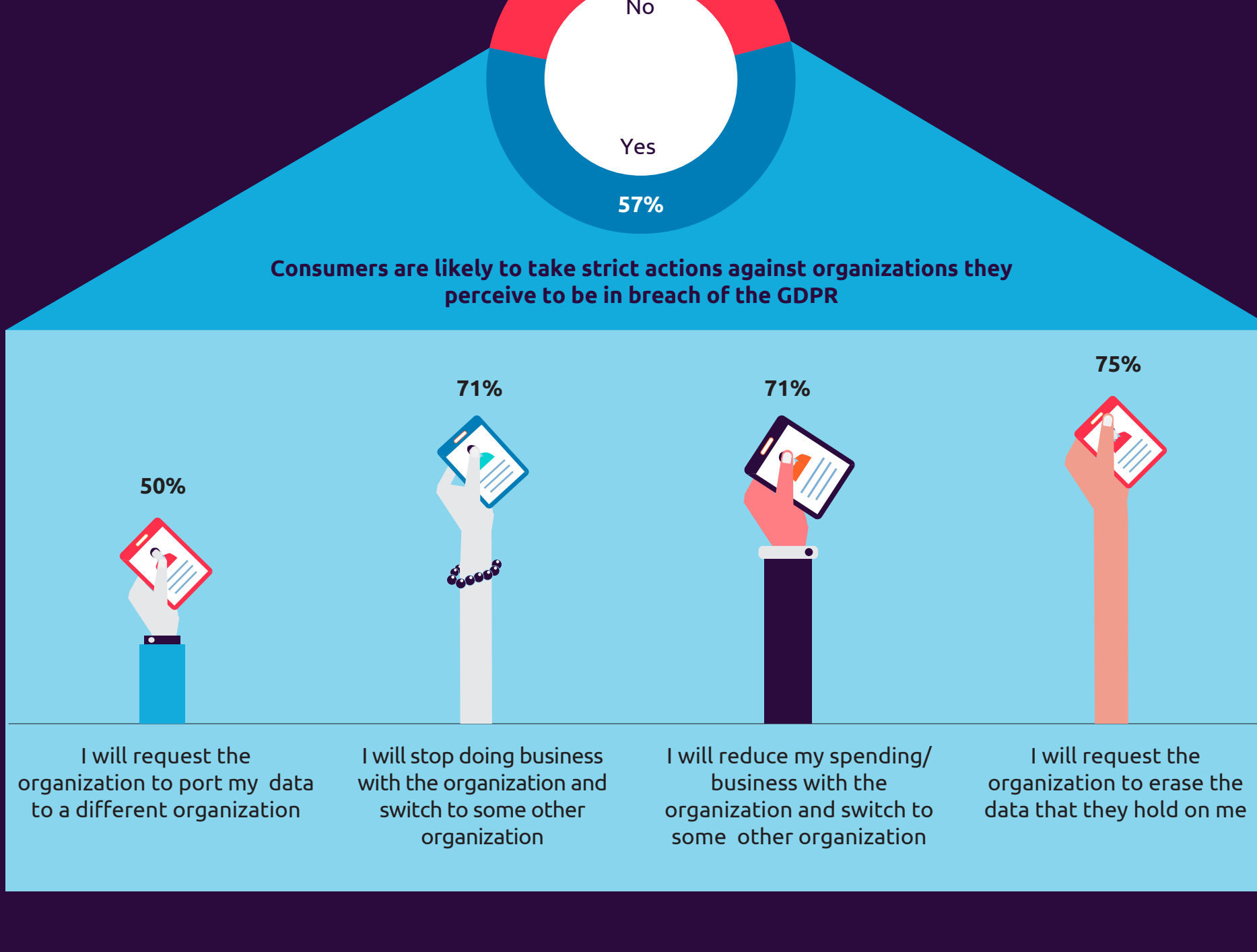
GDPR compliance, by country



An immature approach will have significant consequences

Consumers are likely to take action against companies that breach the GDPR

Will you take action if the organization you are interacting with is not ensuring protection of their personal data



How organizations can shift the GDPR from mandate to competitive advantage?



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