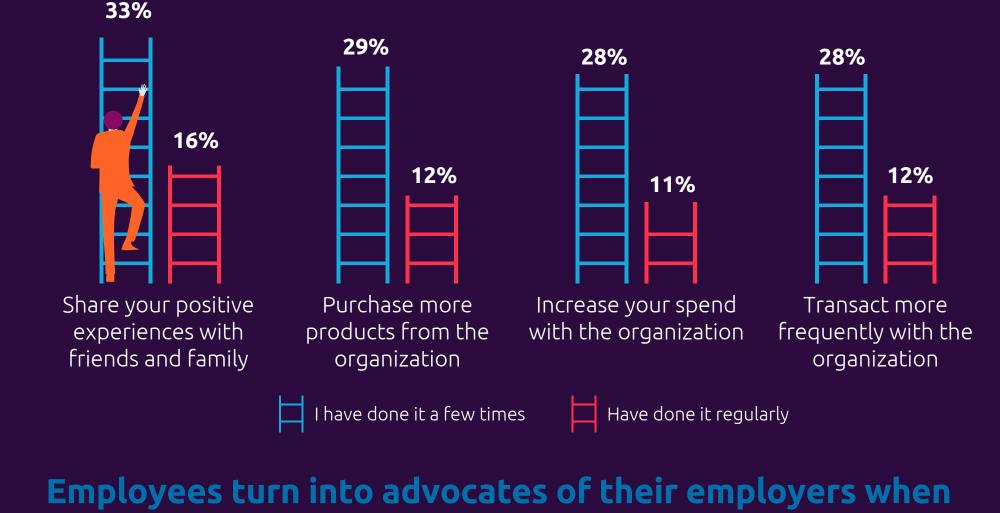
## Compliance brings immediate benefits Consumers are willing to engage more with GDPR-

compliant organizations Consumers' actions if they are convinced that organizations they interact

with protect personal data in compliance with the GDPR



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

convinced of the protection of their personal data

42% 35% 34% 19%

brings even greater reward

Sharing my positive

experiences with

friends and family

assessment Going above and beyond GDPR guidelines

Ranking the

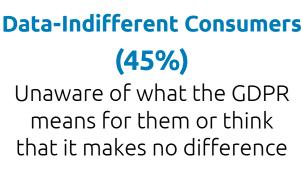
organization high on

employer of choice

Providing high employee engagement ratings

Providing feedback and high ratings on social media

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



Believe the GDPR would help

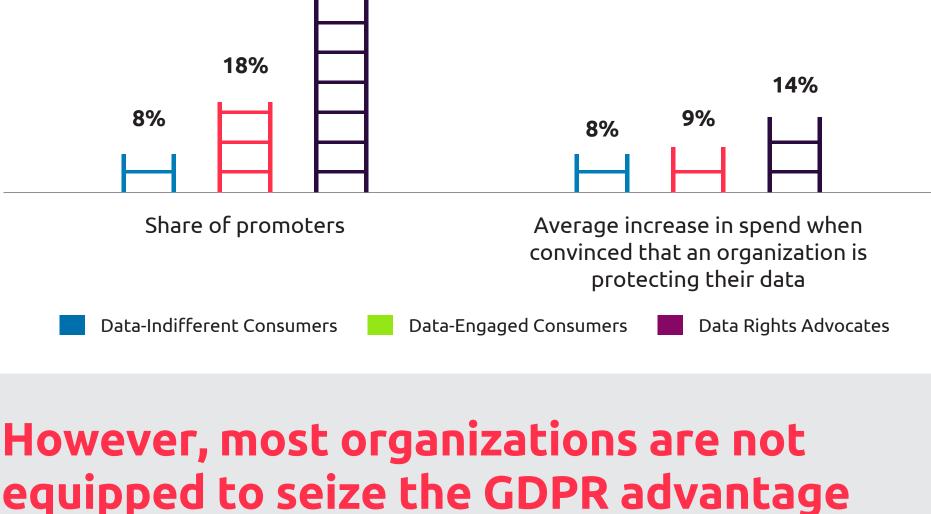


**Data-Engaged Consumers** 

(34%)



GDPR implementation is



# approach to the GDPR Organizations' approach to GDPR implementation

them to uphold the privacy not among the highest 19% 22% and security of personal data priority tasks

Nearly half of the organizations are taking a perfunctory

28% 31% Believe that the GDPR is GDPR programs target only to comply with the an opportunity to gain competitive advantage mandate by the deadline 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 85%

17%

9–12

6%

12-15

Lagging behind or partially compliant

3%

>15 months

#### months months months months months

6-9

31%

29%

3-6

Largely or completely compliant

consequences

I will request the

organization to port my data

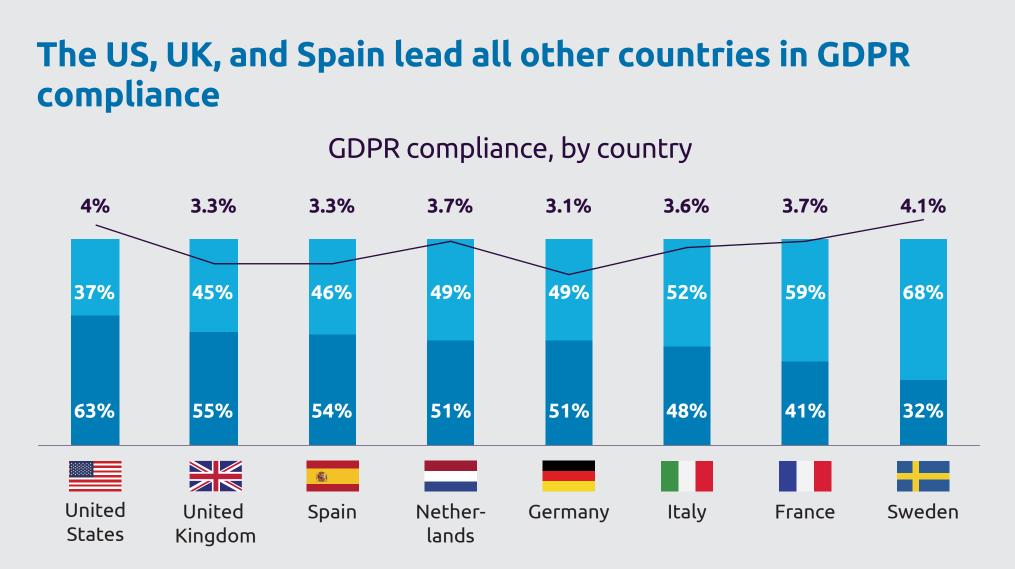
to a different organization

**Identify** 

that breach the GDPR

15%

<3



Investment as share of global revenues

An immature approach will have significant

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

43%

Consumers are likely to take action against companies

Total

### No Yes 57% Consumers are likely to take strict actions against organizations they perceive to be in breach of the GDPR 75% 71% 71%

organization some other organization

How organizations can shift the GDPR from

mandate to competitive advantage?

I will reduce my spending/

business with the

organization and switch to

I will request the

organization to erase the

data that they hold on me

Educate

Educate individuals

and win their trust

I will stop doing business

with the organization and

switch to some other



External actions Internal actions



nvest

Ensure investments and

systems are in place for a smooth GDPR roll-out