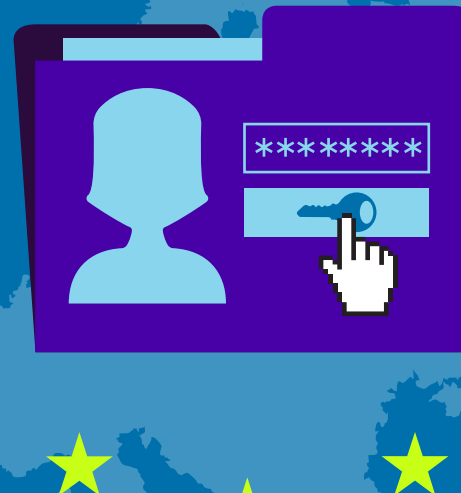


# Seizing the GDPR Advantage

From mandate to high-value opportunity



## Compliance brings immediate benefits

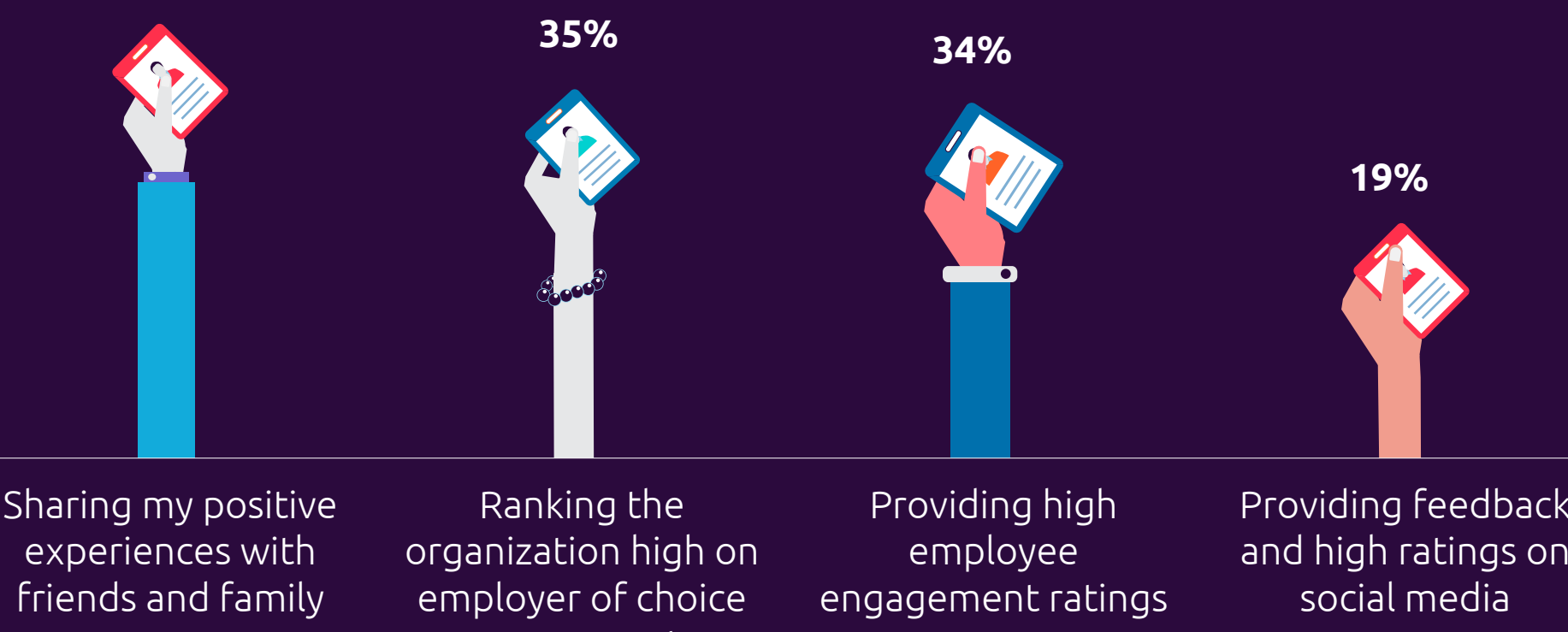
### Consumers are willing to engage more with GDPR-compliant organizations

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



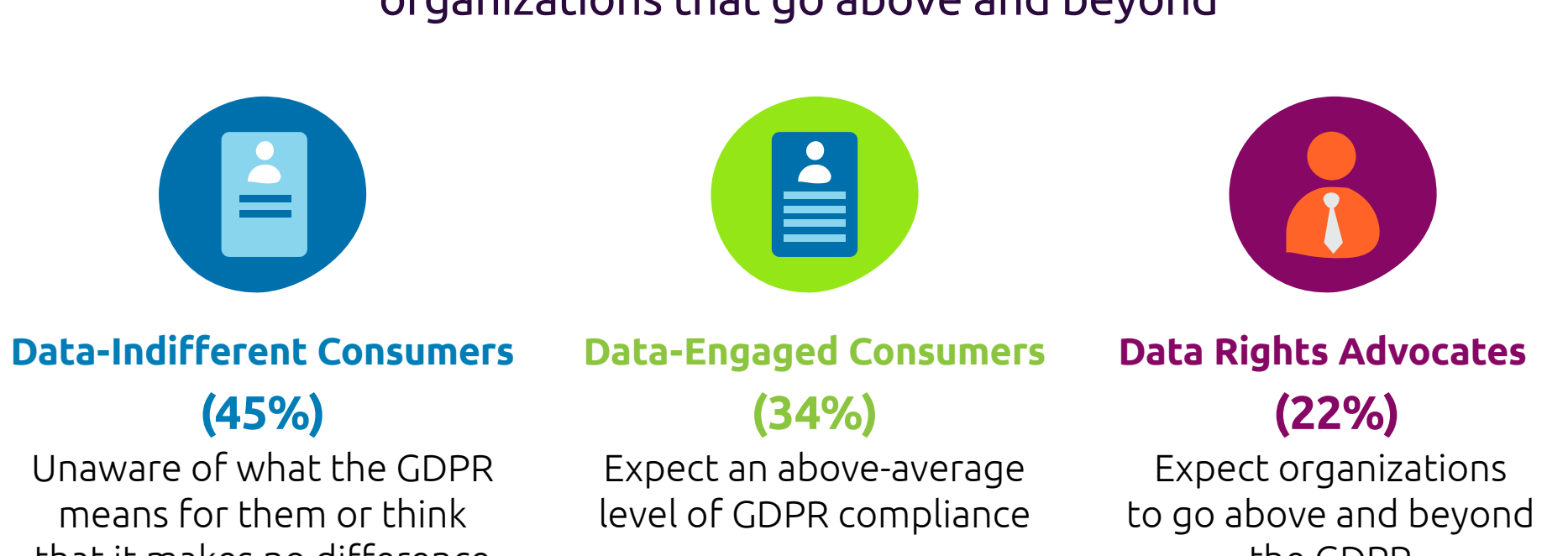
### Employees turn into advocates of their employers when convinced of the protection of their personal data

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

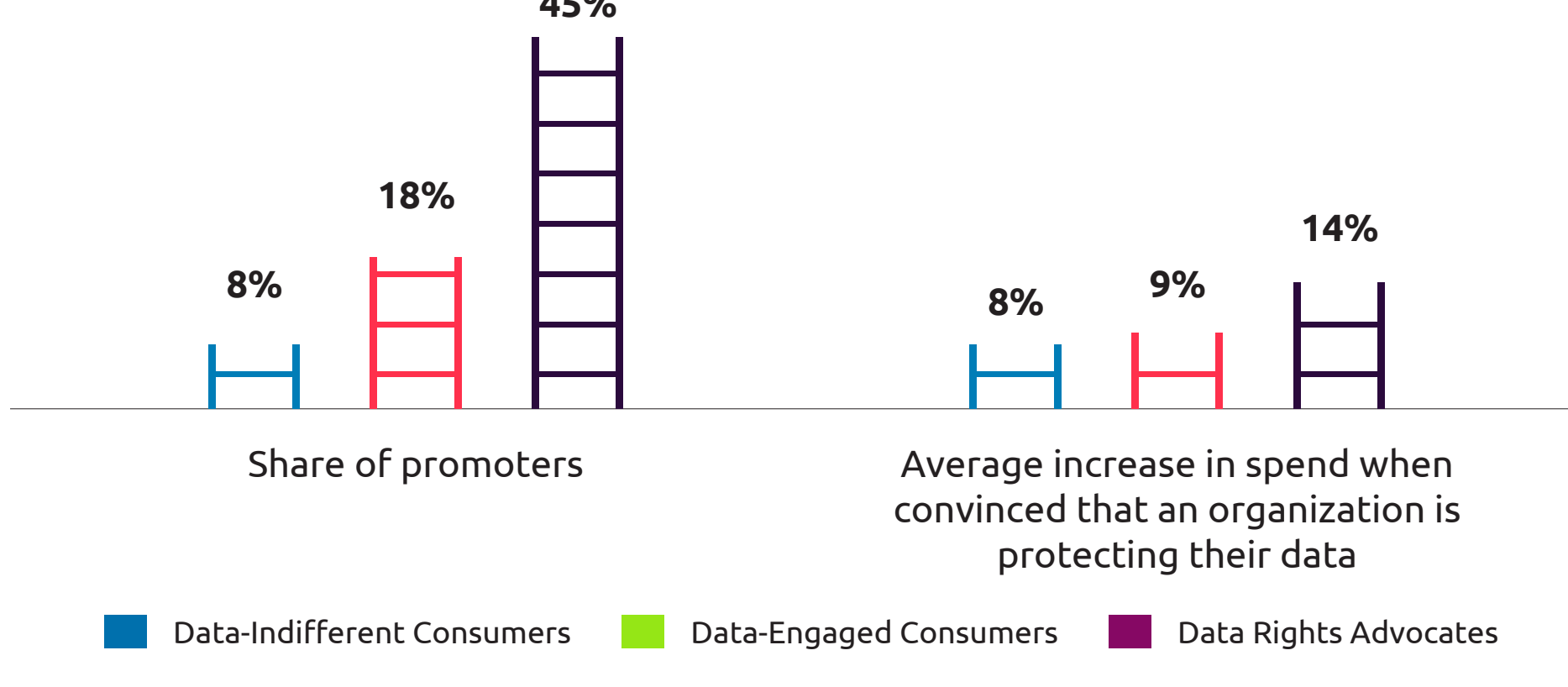


## Going above and beyond GDPR guidelines brings even greater reward

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



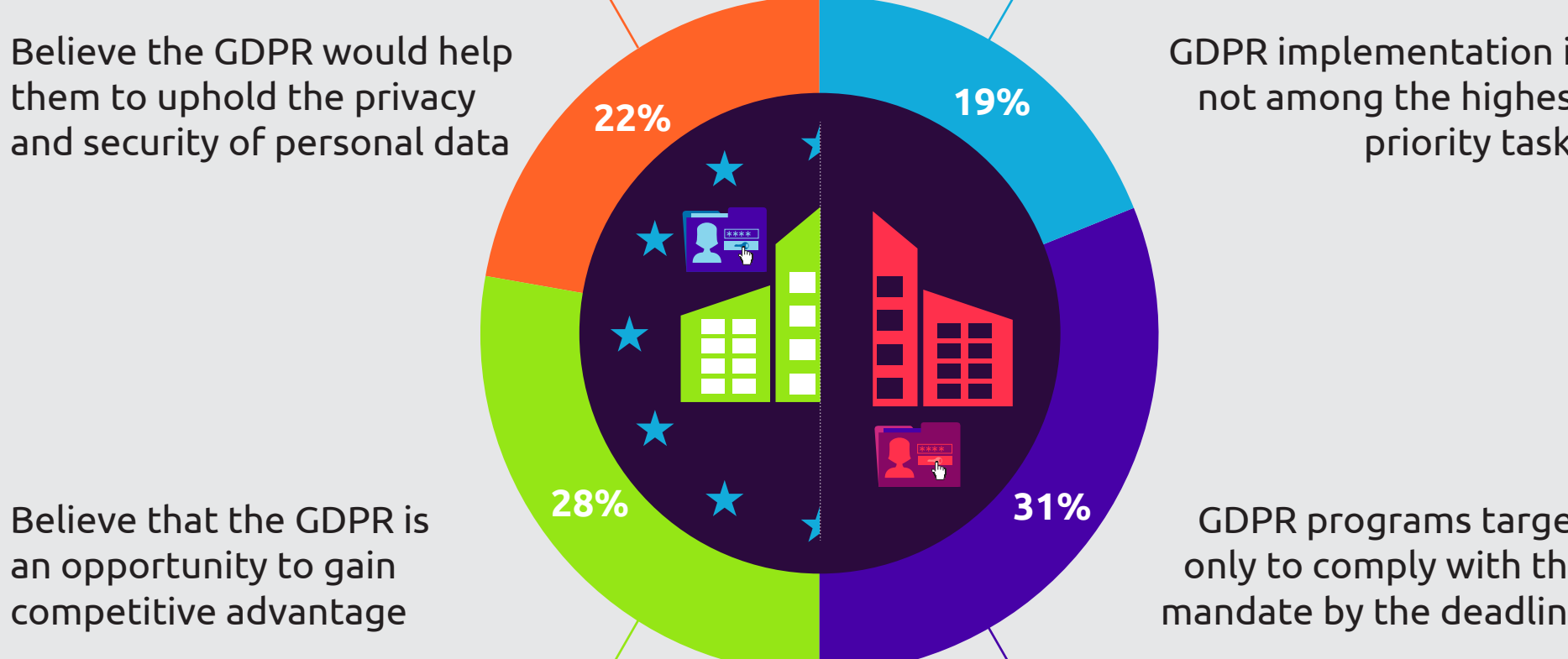
### Prize for going above and beyond GDPR compliance



## 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



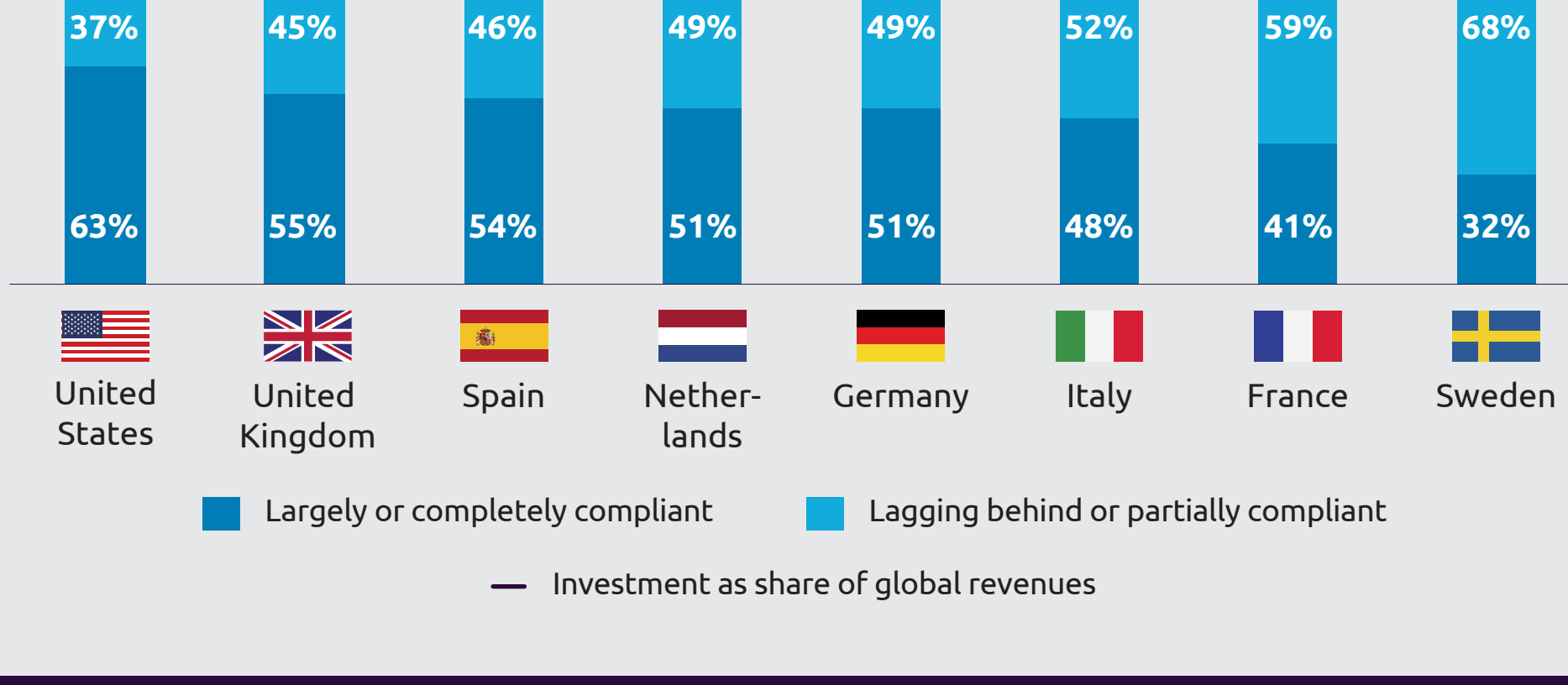
## 85% of organizations are unprepared for the GDPR deadline.

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

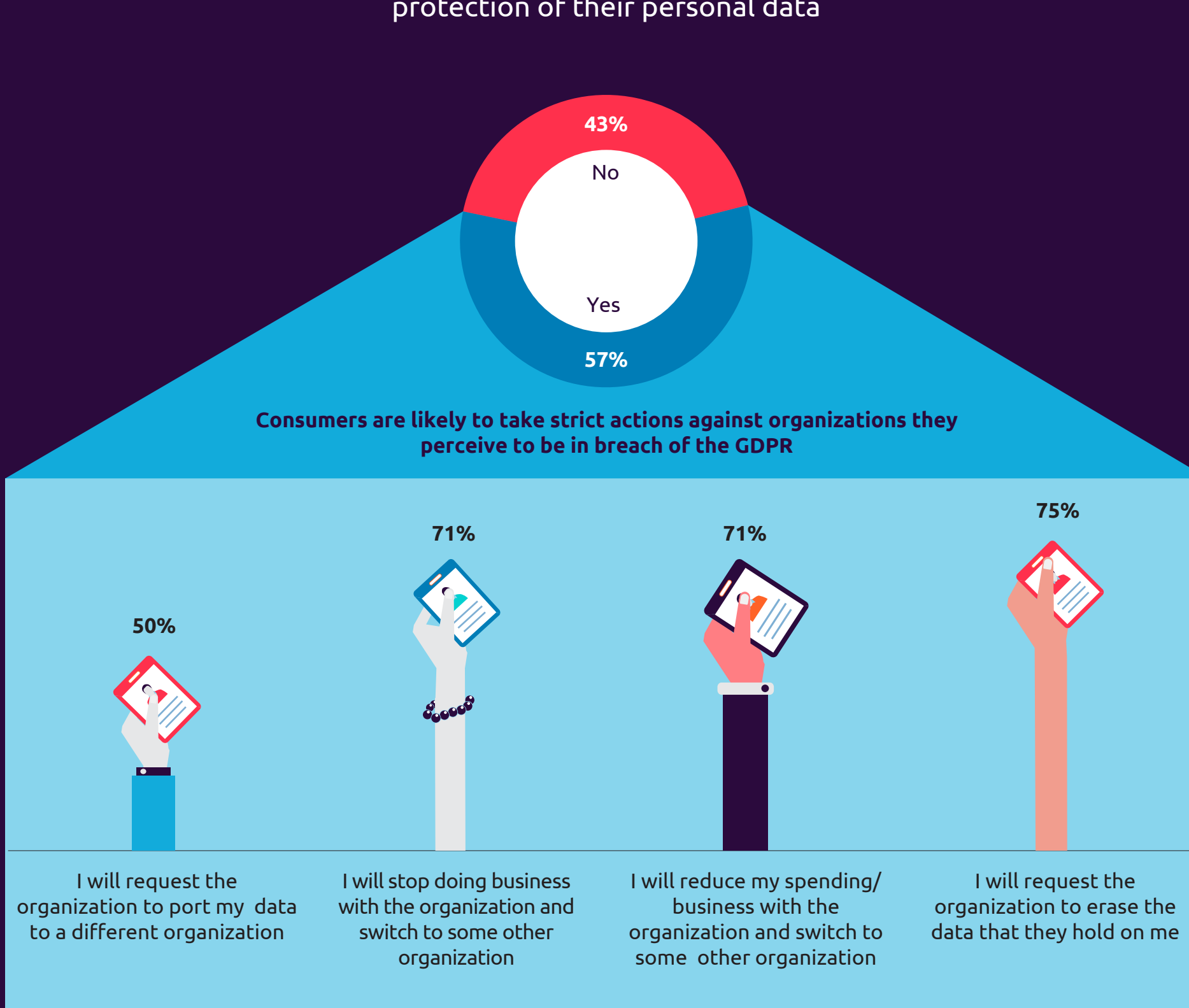
#### GDPR compliance, by country



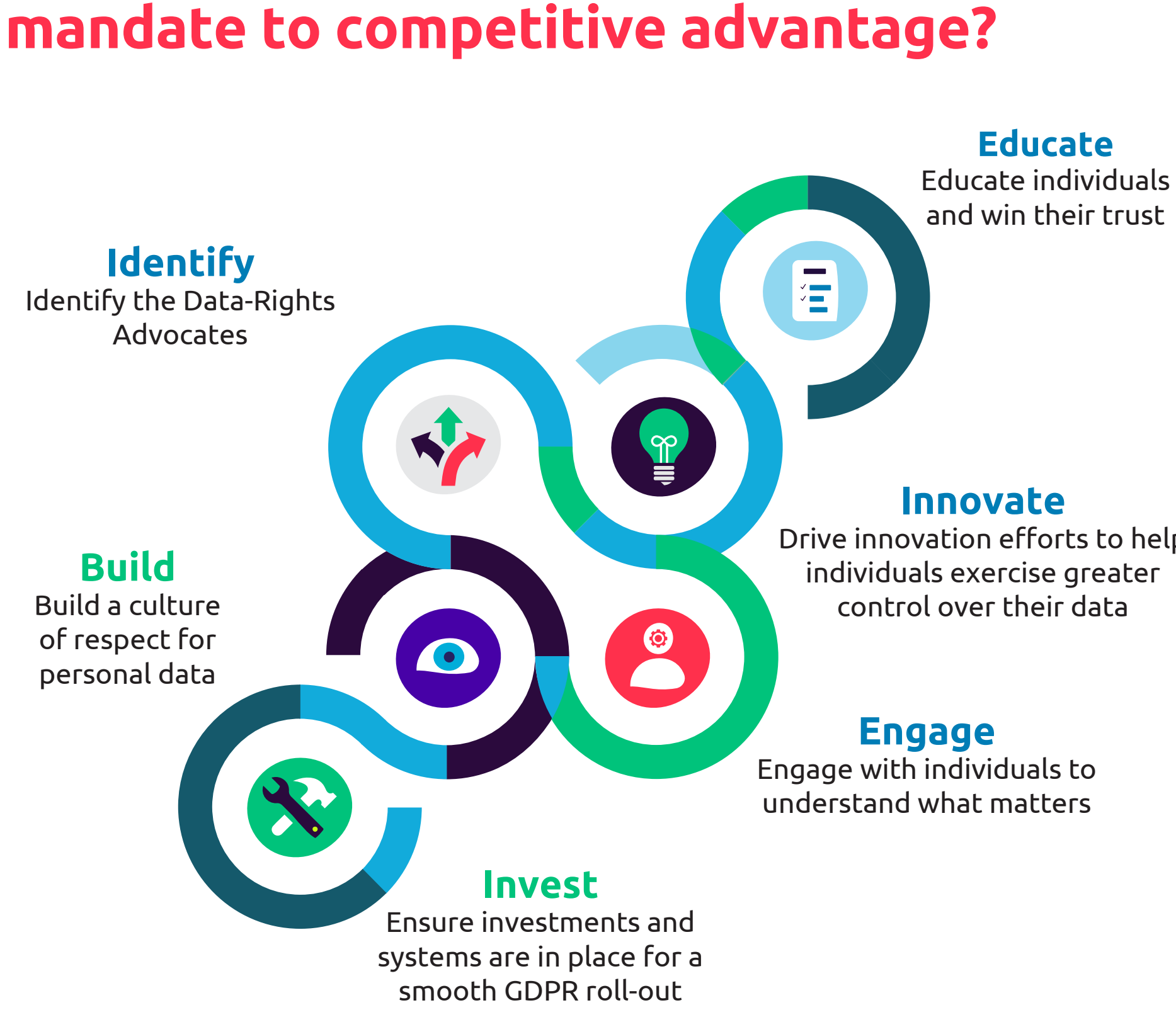
## An immature approach will have significant consequences

### 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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