Almost half of firms globally fear they won’t meet the fast approaching regulatory deadline for General Data Protection Regulation (GDPR).

86% of firms think non-compliance will have a major negative impact on their business. Potential fine for non-compliance, with many organizations concerned about its impact on their business:

- €20m ($21m) or 4% of annual turnover - whichever is greater

21% of respondents fear their current technology stack is unable to manage their data effectively.

- 1/3 of respondents say their organization cannot accurately identify and locate relevant data.
- 42% admit to having no system in place to determine which data should be saved or deleted based on its value.

39%

Lack of Technology Hindering GDPR Compliance

Potential GDPR Fallout

- 21% The high penalties could lead to a workforce reduction
- 12% The negative media or social coverage could cause our brand to be de-valued
- 19% The negative media or social coverage could cause us to lose customers
- 18% The high penalties could cause us to go out of business

Substantial investment required to deliver on GDPR readiness journey

€1.3m ($1.4m) On average, firms are forecasting spending in excess of €1.3m ($1.4m) on GDPR readiness initiatives.

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