

A large, abstract graphic on the left side of the page, composed of numerous overlapping, swirling orange lines that form a dense, organic shape, resembling a stylized head or a complex network. It tapers to a point on the right, where it meets a horizontal orange line.

# 2017 VERITAS GDPR REPORT

Chapter 3: Rewards  
and Sanctions - how  
companies change  
their culture to become  
GDPR compliant

**VERITAS™**

The truth in information.

## GDPR Compliance Deadline

25th May 2018

In only a matter of months, the deadline for **GDPR** compliance will be upon us: 25th May 2018.

As the deadline approaches, it is imperative that employees understand the importance of protecting company data to ensure that their business doesn't face the extensive fines and reputational damage associated with non-compliance.

But, the need to create a culture of compliance within the workforce goes well beyond trying to avoid harsh sanctions. Companies that adopt compliance into the fabric of their organizations may find a plethora of business benefits that could set them up for long-term success. To that end, this report will explore the critical cultural shift that GDPR is driving and discuss the impact that this shift could have on employees who embrace compliance – as well as those who don't. The report will also explore the business benefits that organizations could reap as a direct result of GDPR compliance.

### GDPR DRIVING CULTURAL CHANGES

Data is one of the most critical assets within an organization, yet many businesses are struggling to implement good data hygiene practices – and that often starts with employees.

In fact, according to **The Veritas 2017 GDPR Report**, the vast majority of respondents (91 percent) admit that their organization lacks a culture of good data governance. However, it appears many businesses are looking to change that. The majority (88 percent) of organizations around the world state they plan to motivate changes in employee behavior through rewards, penalties, contracts and training to help the workforce be more accountable for GDPR compliance.

With respect to training, the majority (63 percent) of companies believe all employees must receive mandatory training on GDPR policies. However, 86 percent of respondents believe the IT department must be prioritized, closely followed by business direction and strategy employees (85 percent), business development/sales/channel employees (84 percent), legal employees (82 percent) and finance employees (82 percent).

It's critical that employees take the training seriously. Research shows around one third (34 percent) of respondents' organizations are planning to reward employees who adhere to GDPR policies. At the same time, some employers are implementing measures that will penalize staff who don't comply. Nearly half (41 percent) will implement disciplinary procedures for GDPR compliance violations. Even further, a quarter (25

91%

*of respondents admit that their organization lacks a culture of good data governance*

88%

*plan to motivate changes in employee behavior to help the workforce be more accountable for GDPR compliance*



percent) plan to withhold benefits (such as bonuses) from employees who violate GDPR compliance. Almost half (47 percent) of businesses will go so far as to add mandatory GDPR policy adherence into employment contracts.

It is this mindset of training and education that can play a key role in driving cultural and behavioral change within organizations. If all employees understand their own responsibilities within GDPR, there is a much lower risk of facing the huge fines (of up to 4 percent of annual worldwide revenue or 20 million EUR, whichever is greater) or reputational damage that could result from non-compliance.

By educating employees on how to adhere to the GDPR in their everyday activities, organizations are also more likely to reap the benefits that come with compliance.

## TOP WAYS TO ESTABLISH A CULTURE OF GOOD DATA GOVERNANCE AND GDPR COMPLIANCE



Figure 1: "What is your organization likely to do to establish a culture of good data governance and GDPR compliance among employees?" Showing the eight most selected responses. Asked to all 900 respondents

## BUSINESS BENEFITS OF GDPR COMPLIANCE

While avoiding stringent regulatory penalties and fines is clearly a driver for improving an organization's compliance posture, many companies also see major business benefits that go well beyond avoiding such sanctions. The research shows that almost all businesses (95 percent) see substantial business benefits to achieving GDPR compliance, including better data management across the entire organization.

Specifically, organizations believe that once they have advanced their compliance standing, they are able to reap the following benefits:



**Improve data hygiene:** Nine in 10 (**92 percent**) respondents believe that their organization will benefit from good data hygiene, which helps drive trust in the data and improve data quality, accuracy and policy enforcement



**Generate more insights:** Over two thirds (**68 percent**) believe that they will gather stronger data insights about their businesses through GDPR compliance, which can play a key role in delivering better customer experiences



**Build brand reputation:** Six in 10 (**59 percent**) believe that data compliance will also strengthen their reputation or relationships with their customers



**Protect data:** **51 percent** of organizations believe they will be able to protect data more efficiently



**Hire more people:** A quarter (**25 percent**) say enhanced data compliance will allow the organization to employ more staff to provide better customer service

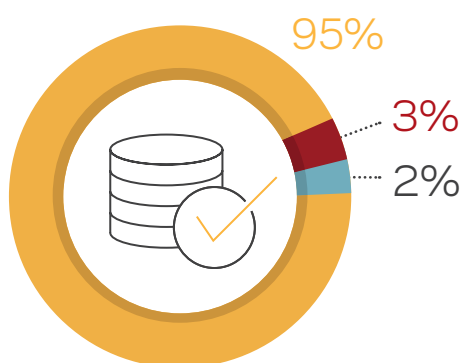


**Save Money:** Seven in ten (**68 percent**) think that their organization will save money



**Increase revenues:** Nearly half of respondents (**45 percent**) expect to reduce costs, increase revenue or market share with better data management. In fact, one in five (22 percent) think it will ultimately help their organizations have more disposable cash, which can be used to invest in research and development (R&D) or to deploy additional resources to drive innovation

## POSITIVE OUTCOMES OF GDPR COMPLIANCE



- There will be positive outcomes to being GDPR compliant
- There will be no positive outcomes to being GDPR compliant
- I don't know

Figure 2: Analysis of whether respondents believe that their organization will experience positive business outcomes through achieving GDPR compliance. Asked to all 900 respondents



These types of results can have lasting effects for organizations: improve customer loyalty, heighten brand reputation, and create competitive differentiation in the market.

## VERITAS RECOMMENDATIONS

GDPR compliance isn't an option—it's mandatory and it applies to any organization – inside or outside the EU – that offers goods or services to EU residents, or monitors their behavior. With the deadline for compliance just months away, it's imperative that organizations around the world take immediate steps to achieve compliance. Now may be a good time to seek an advisory service to check readiness and create a path forward. The clock is ticking and it's not just fines that are at stake, but jobs, brand reputation and the livelihood of businesses globally.

Veritas combines market-leading technologies and the expertise of our Professional Services advisors to lead you toward GDPR compliance.

For information on how Veritas Technologies can help your organization become GDPR compliant visit <https://www.veritas.com/gdpr>



## METHODOLOGY

Veritas commissioned independent technology market research specialist Vanson Bourne to undertake the research upon which this report is based.

A total of 900 business decision makers were interviewed in February and March 2017 across the US, the UK, France, Germany, Australia, Singapore, Japan and the Republic of Korea. The respondents were from organizations with at least 1,000 employees, and could be from any sector. To qualify for the research, respondents had to be from organizations who do at least some business within the EU.

Interviews were conducted online using a rigorous multi-level screening process to ensure that only suitable candidates had the opportunity to participate.

---

## ABOUT VERITAS TECHNOLOGIES LLC

Veritas Technologies empowers businesses of all sizes to discover the truth in information—their most important digital asset. Using the Veritas platform, customers can accelerate their digital transformation and solve pressing IT and business challenges including multi-cloud data management, data protection, storage optimization, compliance readiness and workload portability—with no cloud vendor lock-in. Eighty-six percent of Fortune 500 companies rely on Veritas today to reveal data insights that drive competitive advantage. Learn more at [www.veritas.com](http://www.veritas.com) or follow us on Twitter at @veritastechllc.

---

Veritas Technologies LLC  
500 East Middlefield Road  
Mountain View, CA 94043 USA  
+1 (866) 837 4827  
[veritas.com](http://veritas.com)

For specific country offices and contact numbers, please visit our website.  
<https://www.veritas.com/about/contact.html>

**VERITAS™**

The truth in information.

V0465 08/17