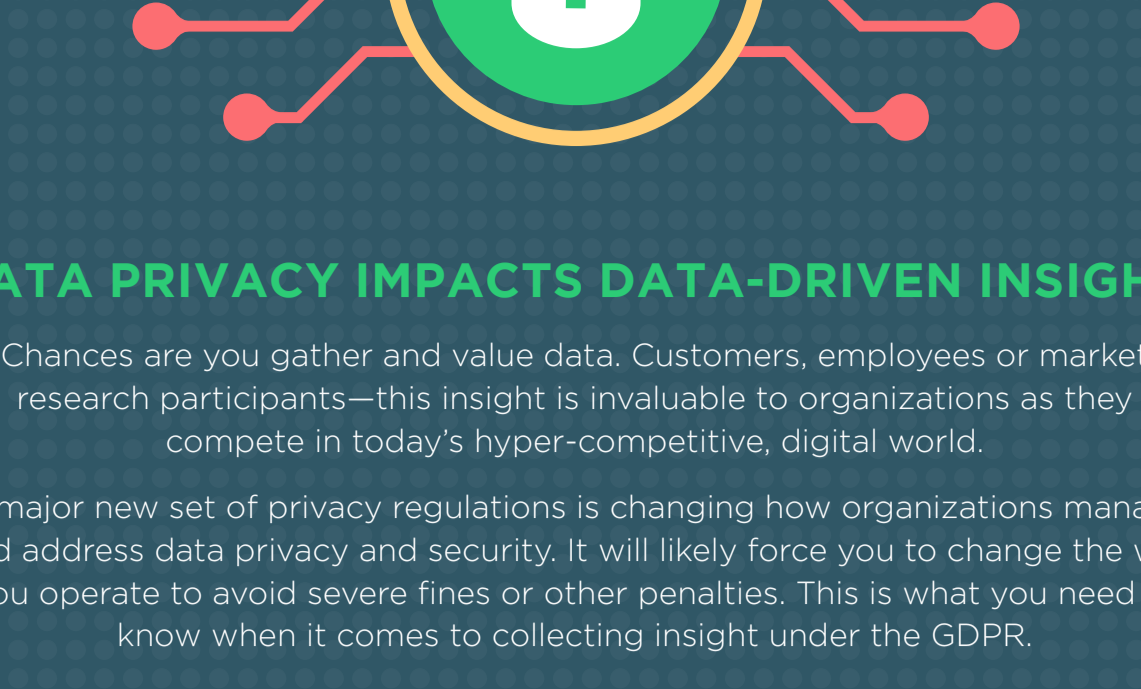


# DATA PRIVACY MATTERS: A QUICK GUIDE TO THE GDPR

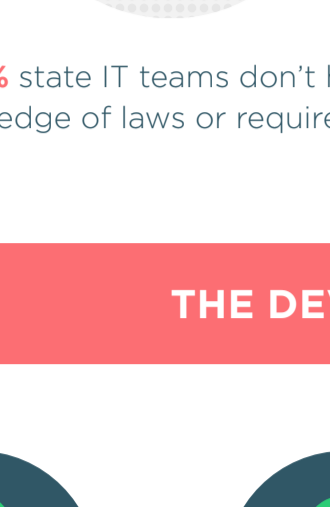


## DATA PRIVACY IMPACTS DATA-DRIVEN INSIGHT.

Chances are you gather and value data. Customers, employees or market research participants—this insight is invaluable to organizations as they compete in today's hyper-competitive, digital world.

A major new set of privacy regulations is changing how organizations manage and address data privacy and security. It will likely force you to change the way you operate to avoid severe fines or other penalties. This is what you need to know when it comes to collecting insight under the GDPR.

## THE DATA PRIVACY GAP



97% of people expressed concern that businesses and government might misuse their data



93% of IT pros report challenges with data privacy



27% state IT teams don't have knowledge of laws or requirements



Only 16% have a high degree of confidence over their preparations and state of GDPR readiness

## THE DEVELOPMENT OF THE GDPR



Most comprehensive data protection law ever enacted



Included a 2-year grace period ending on May 25, 2018



1 set of regulations covering 31 countries



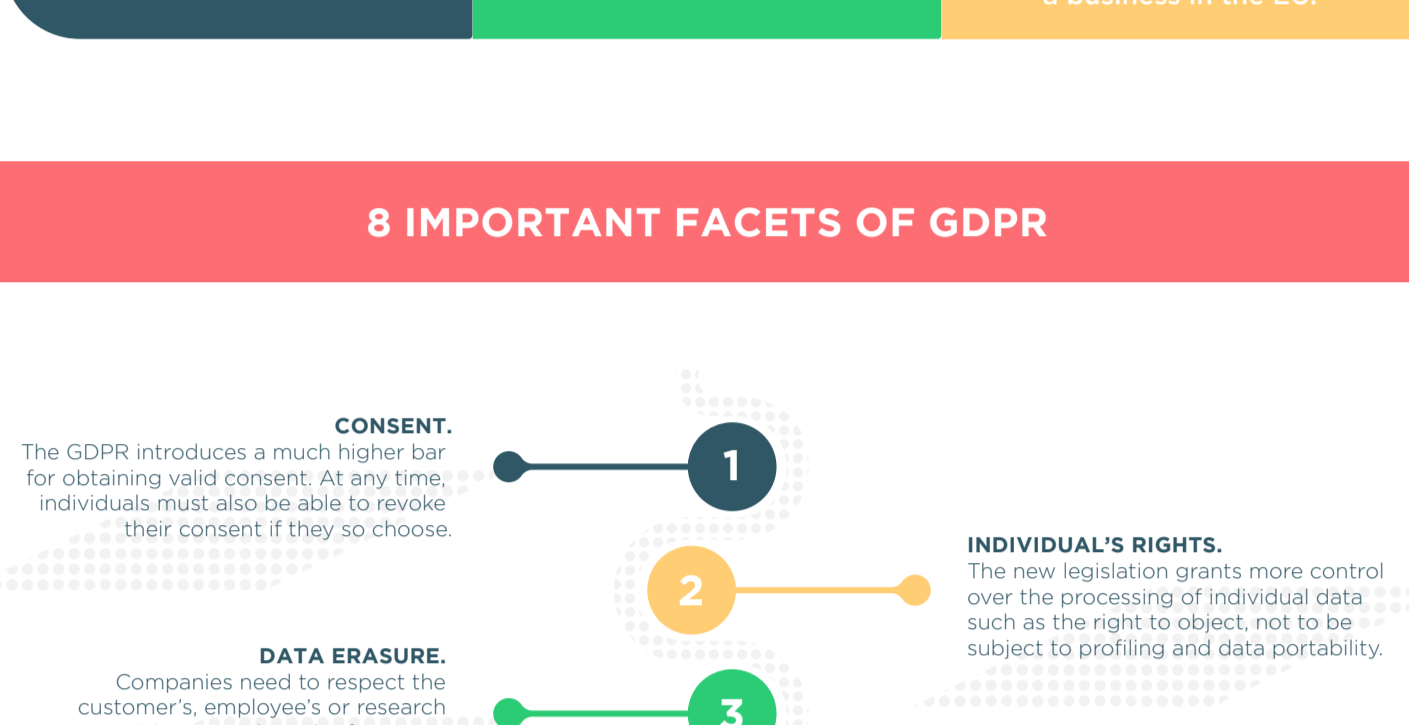
8 important facets to the GDPR

**"...consumer expectations of privacy and the accompanying regulations are translating business risk into cyber risk across the globe."**

- RSA, Data Privacy & Security Report

## WHO DOES GDPR IMPACT?

All businesses that:



## 8 IMPORTANT FACETS OF GDPR

- 1. CONSENT.** The GDPR introduces a much higher bar for obtaining valid consent. At any time, individuals must also be able to revoke their consent if they so choose.
- 2. DATA ERASURE.** Companies need to respect the customer's, employee's or research participant's right to be forgotten by deleting personal data when it's no longer relevant.
- 3. BREACH NOTIFICATION.** Companies must inform their supervisory authorities within 72 hours of finding out about a data breach. They also have to inform their customers, employees or research participants with undue delay if the data breach is likely to result in a high risk to their rights.
- 4. ACCOUNTABILITY.** Companies must establish a data management system which requires them to document their technical and operational processing activities.
- 5. INDIVIDUAL'S RIGHTS.** The new legislation grants more control over the processing of individual data such as the right to object, not to be subject to profiling and data portability.
- 6. PRIVACY NOTICES.** The GDPR increases the amount of information that companies must provide to individuals if they want to collect and process personal data. This information must be provided in an easily accessible form using clear and plain language.
- 7. PRIVACY BY DESIGN, PRIVACY BY DEFAULT.** Companies must build systems or select solutions with privacy by design and by default—data privacy cannot be tacked on as an afterthought.
- 8. EXTENDED ECOSYSTEM.** Companies must undertake a due selection of "processors" to ensure their partners, vendors and suppliers meet the same GDPR standards as themselves when it comes to data privacy.

## GDPR IS HERE, BUT ARE YOU READY?

Less than 40% know where their data is stored

- 52% were confident in the US
- 39% were confident in the UK

Nearly 3 of 10 EU businesses are not in the implementation phase of their compliance program

Over 8 of 10 businesses were not ready for the GDPR

Nearly 70% feared they wouldn't meet the GDPR deadline; only 15% were prepared on May 25, 2018

## RISK, REPUTATION & COMPETITION

More than half think not being in compliance will hurt their reputation

- 41% in the UK
- 52% in the US
- 49% in France

- 35% of business are faced with existential risk
- 2 of 3 US companies think it will require them to rethink their strategy in Europe
- 85% see GDPR as putting them at a competitive disadvantage
- More than 2 of 5 believe complying with GDPR will be a competitive advantage

## THE PENALTY FOR NON-COMPLIANCE

- 22% still unaware that they must comply with GDPR
- Half will not be in full compliance
- 52% of companies believe they will be fined for non-compliance

Penalty of 20M Euro or 4% of annual turnover, whichever is higher

**"Threats of hefty fines, as well as the increasingly empowered position of individual data subjects, tilt the business case for compliance, and should cause decision makers to re-evaluate measures to safely process personal data."**

- Gartner

## WHY DATA PRIVACY MATTERS FOR BUSINESSES

- 62% of consumers say they blame the company for data loss, not the hackers
- Almost 3/4 would boycott a company that appeared to disregard the protection of their data
- Half would be more likely to shop at a company that proves it takes data protection seriously

## ESTABLISHING TRUST IN A DIGITAL ECONOMY

- Trust is worth \$12.4 trillion annually in the US alone
- 68% will actively recommend trusted companies
- More than 8 out of 10 of executives believe trust is the cornerstone of the digital economy

**"Trust is fundamental for businesses to compete today. It requires redefined constructs around governance, accountability and transparency. GDPR is a perfect example, a step in the right direction when it comes to data security, privacy and trust."**

- Frank Møllerop, Questback CEO

## QUESTBACK AND THE GDPR

- 2015** - The year we started preparing for the GDPR
- Industry-leading**, fully encrypted web-based solutions
- SOC3** Sys Trust Seal of Assurance for independently-verified standards compliance
- ISO/IEC 27001** certified data warehousing

## 5 EXECUTIVES

Questback has five executives and their teams leading our GDPR effort including:

- Marc Oetzel**, Privacy Counsel
- Sara Habberstad**, General Counsel and Compliance Officer
- Eric Roßner**, Chief Information Security Officer
- Heiko Bornemann**, Director of IT Operations
- Arve Føyen**, Data Protection Officer

At Questback, we take privacy, security and compliance seriously. To this end, our team has been preparing for the GDPR for nearly three years to ensure that our solutions help our customers access the critical data they need to grow their operations—without having to worry about violating the new set of regulations. Questback's solutions will enable you to create and conduct your surveys in a privacy-compliant fashion.

Adapting to any major changes in legislation is hard work. We're here to help make your transition as seamless as possible.

With Questback, it's that simple.

When it comes to your customer, employee or market insight, **Questback is the safe choice.**