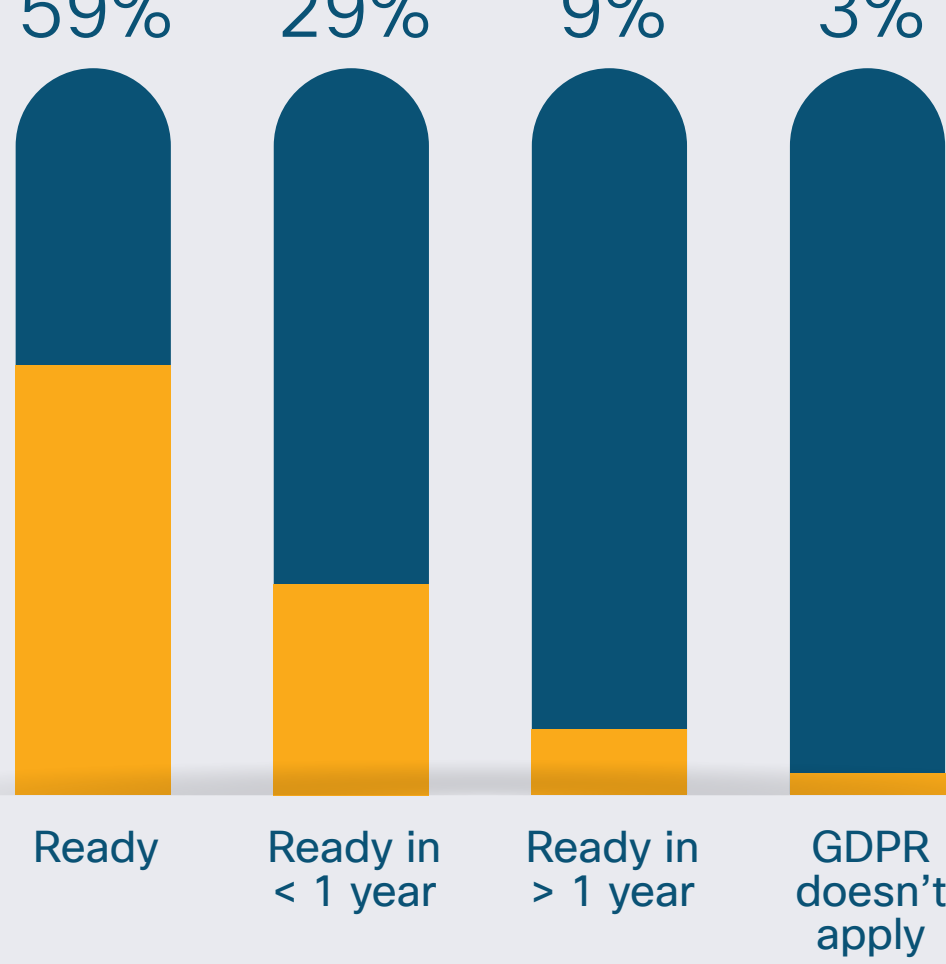


Capturing business benefits of privacy investments

Who is ready for GDPR?



Readiness by country

Sales delays due to customer privacy concerns



87% of organizations have delays
13% of organizations have no delays



GDPR ready companies have shorter delays

Did you know?

GDPR-ready companies have fewer and less costly breaches

Percentage who had a data breach



Number of records impacted



Percentage who had breach losses > \$500,000



System downtime



Privacy benefits

97% getting one or more benefits

42%

Agility and innovation

41%

Competitive advantage

41%

Operational efficiency

39%

Lower losses from data breaches

37%

Shorter sales delays

36%

Investor appeal



Data privacy goes hand-in-hand with security



Significant business benefits for privacy



Organizations can work to maximize the value of their privacy investments