



One Year Out: Views on GDPR

A survey of 500 IT and risk professionals gives insight into their views and attitudes towards GDPR one year from the start date.

The independent survey on attitudes towards GDPR was commissioned by Varonis Systems, Inc. and carried out by VansonBourne. Respondents were 500 IT decision makers of organisations with 1,000+ employees comprised of 100 respondents each in the United Kingdom, France and Germany and 200 in the United States. The survey was conducted between 17th April and 9th May 2017.





How to Read This Data Summary

The data summary is split into topics. The statistic that supports each finding in the summary is hyperlinked to other parts in this report. The cells on the hyperlinked pages are color-matched with the topic box, so that you can easily relate the statistic to the summary finding.

Current State Of Play

Three quarters (75%) of surveyed IT and risk/fraud decision makers agree that they face serious challenges in being compliant with the EU GDPR by 25th May 2018. However, just over four in ten (42%) report that their organization does not view compliance with GDPR by the deadline as a priority ([here](#)).

Nine in ten (90%) respondents say that there will be regulations that represent a challenge to their organization with regard to meeting the EU GDPR. Around half report Article 17 - right to erasure/"to be forgotten" (55%), Article 30 - records of processing activities (52%), and Article 32 - security of processing (50%) to be among their organization's top three greatest challenges in meeting the EU GDPR ([here](#)).

Half (50%) of surveyed decision makers report that their organization does not currently have a Data Protection Officer (DPO) or equivalent. Of the 83% of respondents whose organization currently has, or is planning to appoint a DPO within the next 12 months ([here](#)), around half (47%) say that they would expect their DPO or equivalent to have a primarily IT based professional background ([here](#)).

On average, respondents report that their organization last carried out a data impact assessment or internal audit in order to examine who has access to their organization's PII data five months ago. However, nearly a third (32%) of respondents say that their organization has not carried out a data impact assessment or internal audit in the past 12 months. Of the 68% of respondents whose organization has carried out a data impact assessment or internal audit ([here](#)), nearly six in ten (59%) say that they have found at least one instance of overly permissive data access policies giving free access to PII data ([here](#)).

A third (33%) of surveyed decision makers report that Article 35 - data protection impact assessment, will represent one of the top three greatest challenges to their organization with regards to meeting the EU GDPR ([here](#)).

Nearly half (49%) of respondents believe that, of their organization's entire IT environment, the area containing PII data most likely to be among their organization's top three greatest challenges when complying to EU GDPR is employees' personal/mobile devices. Other challenging areas containing PII data for around a third or more are cloud (39%) and on premise workstations (32%) ([here](#)).



Benefits And Drawbacks

Over a third (36%) of surveyed decision makers believe that EU GDPR is going to be very beneficial for both consumers and organizations ([here](#)).

The vast majority (94%) of respondents believe that there are benefits to the EU GDPR for independent citizens. Over half believe that their PII data will be better protected (54%) or is now less likely to be passed onto third parties (53%). Respondents also report that rules such as the right to be forgotten will protect their consumer rights (46%) ([here](#)).

Just over nine in ten (91%) surveyed decision makers anticipate that there will be benefits to their organization from the EU GDPR. Approaching half (47%) of respondents believe that it will be beneficial for their organization to know the location of the PII data they hold, with a similar proportion (44%) reporting that it will reduce their organization's chances of experiencing a high profile data breach which would prove damaging to their reputation. Just over four in ten (42%) say that compulsory data removal and deletion will help them keep the amount of data held under control ([here](#)). Six in ten (60%) believe that adhering to the EU GDPR will give them a competitive advantage over other organizations in their sector ([here](#)).

However, the majority (85%) of respondents believe that there are drawbacks to EU GDPR for independent citizens, with over four in ten (44%) reporting that companies may increase prices as they aim to insulate themselves against fines ([here](#)).

Over four in ten (43%) surveyed decision makers say that the EU GDPR is great for consumers, but could prove troublesome for organizations, and a further one in ten (10%) believe that it is going to cause more problems than it is worth for organizations ([here](#)).

More than four in five (85%) respondents anticipate that there will be business drawbacks to their organization from the EU GDPR. Nearly four in ten (38%) report that ensuring compliance will mean more costs, and almost a third (32%) believe GDPR adds complexity to their job ([here](#)).

Budget

Around four in ten (38%) surveyed decision makers report that their organization has allocated a separate budget to becoming compliant and maintaining compliance with the EU GDPR and it is enough, but three in ten (30%) say that this separate budget is looking a bit short. Just over a quarter (26%) state that their organization does not currently have a separate budget allocated to becoming compliant and maintaining EU GDPR compliance ([here](#)).



Of respondents whose organization currently has, or is looking to set aside a separate budget for becoming compliant and maintaining compliance with the EU GDPR, just over four in ten (41%) report that this separate budget has been broadly derived from reassigning previous data protection budgets. Around a third (32%) state that it is a brand new budget entirely ([here](#)).

Three quarters (75%) of surveyed decision makers agree that the fines imposed as a result of breaching regulations could cripple some organizations. However, just over six in ten (62%) report that the EU GDPR has meant that their organization has extra budget available to focus resources onto 'housekeeping' tasks like data access rights that would have previously been neglected ([here](#)).

Expectations

Nine in ten (90%) of those surveyed believe that at least one EU country will enforce the EU GDPR rigorously. Just over three quarters (76%) report that Germany is among the top three EU countries that they believe will enforce the EU GDPR the most rigorously. Over half believe that the UK (57%) and France (57%) will be amongst the most rigorous ([here](#)).

The majority (92%) of respondents believe that particular industries are more likely to be made an example of if an organization from that industry breaches the EU GDPR. Just over a quarter (26%) of surveyed decision makers believe that this is most likely to happen to the banking industry ([here](#)).

Just over eight in ten (82%) respondents believe that a particular country is more likely to be made an example of should one of their organizations breach the EU GDPR. Over two in ten believe that the UK (23%) and Germany (21%) are most likely to be made an example of ([here](#)).

Just over two thirds (68%) of surveyed decision makers agree that an organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit ([here](#)).



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Which of the following statements best reflects your personal thoughts on the EU General Data Protection Regulations (GDPR)?

Base: all respondents

	Total	UK	France	Germany	US
The EU GDPR is going to be very beneficial for both consumers and organizations	36%	12%	35%	38%	47%
The EU GDPR is great for consumers, but could prove troublesome for organizations	43%	57%	41%	43%	36%
The EU GDPR is going to cause more problems than it is worth for organizations	10%	13%	15%	10%	6%
Other (please specify)	0%	0%	0%	0%	0%
I do not have any strong thoughts either way	11%	15%	7%	8%	12%
Don't know	1%	3%	2%	1%	0%
Base	500	100	100	100	200

Base: all respondents

	Total	1,000-2,999 employees	3,000-5,000 employees	More than 5,000 employees
The EU GDPR is going to be very beneficial for both consumers and organizations	36%	39%	43%	24%
The EU GDPR is great for consumers, but could prove troublesome for organizations	43%	37%	41%	51%
The EU GDPR is going to cause more problems than it is worth for organizations	10%	13%	8%	8%
Other (please specify)	0%	0%	0%	0%
I do not have any strong thoughts either way	11%	11%	6%	16%
Don't know	1%	1%	2%	1%
Base	500	171	176	153

Base: all respondents

	Total	Business and professional services	Energy, oil/gas and utilities	Financial services	IT, technology and telecoms	Manufacturing and production	Public education	Government	Public healthcare	Retail, distribution and transport	Other public sector	Other commercial sectors
The EU GDPR is going to be very beneficial for both consumers and organizations	36%	42%	33%	28%	48%	33%	40%	38%	19%	31%	25%	38%
The EU GDPR is great for consumers, but could prove troublesome for organizations	43%	40%	50%	50%	40%	37%	40%	30%	54%	46%	50%	41%
The EU GDPR is going to cause more problems than it is worth for organizations	10%	16%	6%	12%	1%	13%	16%	8%	8%	10%	0%	15%
Other (please specify)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
I do not have any strong thoughts either way	11%	2%	11%	7%	11%	17%	4%	22%	19%	9%	25%	5%
Don't know	1%	0%	0%	3%	0%	0%	0%	3%	0%	4%	0%	0%
Base	500	43	18	74	95	60	25	37	37	68	4	39

Base: all respondents

	Total	Private sector	Public sector
The EU GDPR is going to be very beneficial for both consumers and organizations	36%	37%	31%
The EU GDPR is great for consumers, but could prove troublesome for organizations	43%	43%	42%
The EU GDPR is going to cause more problems than it is worth for organizations	10%	10%	10%
Other (please specify)	0%	0%	0%
I do not have any strong thoughts either way	11%	9%	17%
Don't know	1%	1%	1%
Base	500	397	103

Base: all respondents

	Total	Business model		
		B2B focus	B2C focus	Even focus between B2B and B2C
The EU GDPR is going to be very beneficial for both consumers and organizations	36%	43%	27%	35%
The EU GDPR is great for consumers, but could prove troublesome for organizations	43%	39%	43%	45%
The EU GDPR is going to cause more problems than it is worth for organizations	10%	12%	8%	9%
Other (please specify)	0%	0%	0%	0%
I do not have any strong thoughts either way	11%	5%	20%	10%
Don't know	1%	1%	2%	1%
Base	500	165	104	231



As an independent citizen, what are the benefits/positive aspects of EU GDPR?

Base: all respondents

	Total	UK	France	Germany	US
My PII data will be better protected	54%	61%	45%	47%	59%
My PII data is now less likely to be passed on to third parties	53%	54%	61%	52%	48%
Rules such as the right to be forgotten protect my consumer rights	46%	49%	41%	55%	43%
Less of my PII data will be collected by organizations	32%	24%	35%	36%	32%
I can regain access and ownership of my PII	29%	26%	38%	24%	30%
*Other (please specify)	0%	0%	1%	0%	1%
There are no benefits to EU GDPR for independent citizens	6%	11%	6%	5%	5%
Base	500	100	100	100	200

Base: all respondents

	Total	1,000-2,999 employees	3,000-5,000 employees	More than 5,000 employees
My PII data will be better protected	54%	57%	50%	55%
My PII data is now less likely to be passed on to third parties	53%	48%	56%	54%
Rules such as the right to be forgotten protect my consumer rights	46%	44%	44%	50%
Less of my PII data will be collected by organizations	32%	30%	35%	30%
I can regain access and ownership of my PII	29%	27%	32%	29%
Other (please specify)	0%	1%	0%	1%
There are no benefits to EU GDPR for independent citizens	6%	4%	6%	9%
Base	500	171	176	153

Base: all respondents

	Total	Business and professional services	Energy, oil/gas and utilities	Financial services	IT, technology and telecoms	Manufacturing and production	Public education	Government	Public healthcare	Retail, distribution and transport	Other public sector	Other commercial sectors
My PII data will be better protected	54%	49%	44%	55%	63%	57%	32%	49%	51%	54%	50%	56%
My PII data is now less likely to be passed on to third parties	53%	47%	78%	53%	57%	52%	24%	49%	68%	56%	25%	44%
Rules such as the right to be forgotten protect my consumer rights	46%	37%	33%	49%	44%	53%	56%	38%	41%	46%	75%	54%
Less of my PII data will be collected by organizations	32%	37%	50%	26%	31%	35%	36%	19%	38%	26%	25%	41%
I can regain access and ownership of my PII	29%	35%	22%	36%	32%	23%	28%	16%	35%	31%	25%	23%
Other (please specify)	0%	0%	0%	0%	0%	2%	0%	0%	0%	1%	0%	0%
There are no benefits to EU GDPR for independent citizens	6%	7%	6%	7%	5%	7%	0%	11%	8%	7%	0%	3%
Base	500	43	18	74	95	60	25	37	37	68	4	39

Base: all respondents

	Total	Private sector	Public sector
My PII data will be better protected	54%	56%	46%
My PII data is now less likely to be passed on to third parties	53%	54%	49%
Rules such as the right to be forgotten protect my consumer rights	46%	46%	45%
Less of my PII data will be collected by organizations	32%	32%	30%
I can regain access and ownership of my PII	29%	30%	26%
Other (please specify)	0%	1%	0%
There are no benefits to EU GDPR for independent citizens	6%	6%	6%

Base: all respondents

	Total	Business model		
		B2B focus	B2C focus	Even focus between B2B and B2C
My PII data will be better protected	54%	61%	48%	52%
My PII data is now less likely to be passed on to third parties	53%	49%	57%	53%
Rules such as the right to be forgotten protect my consumer rights	46%	44%	32%	54%
Less of my PII data will be collected by organizations	32%	30%	35%	32%
I can regain access and ownership of my PII	29%	29%	24%	32%
Other (please specify)	0%	0%	1%	0%
There are no benefits to EU GDPR for independent citizens	6%	6%	11%	4%
Base	500	165	104	231



As an independent citizen, what are the drawbacks/negative aspects of EU GDPR?

Base: all respondents

	Total	UK	France	Germany	US
Companies may increase prices as they aim to insulate themselves against fines	44%	56%	34%	37%	46%
My data is no safer as a result, cyber attackers will still find a way to access it if they want	37%	44%	35%	47%	30%
There is the risk of important data being deleted	36%	31%	41%	40%	34%
With companies collecting less of my data, the customer experience will be negatively impacted	30%	22%	31%	28%	34%
By not passing on my data to third parties, I may lose out on relevant offers and deals	19%	9%	28%	15%	22%
Other (please specify)	0%	0%	0%	0%	0%
There are no drawbacks to EU GDPR for independent citizens	15%	11%	23%	15%	14%
Base	500	100	100	100	200

Base: all respondents

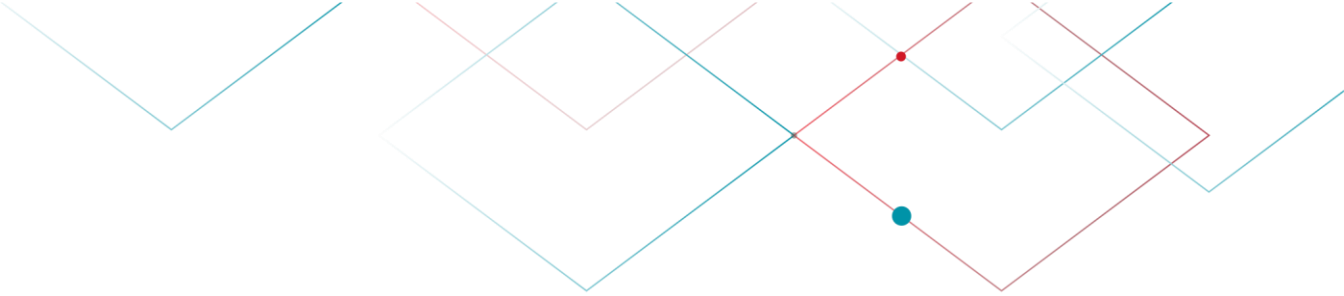
	Total	1,000-2,999 employees	3,000-5,000 employees	More than 5,000 employees
Companies may increase prices as they aim to insulate themselves against fines	44%	43%	44%	44%
My data is no safer as a result, cyber attackers will still find a way to access it if they want	37%	33%	41%	36%
There is the risk of important data being deleted	36%	32%	39%	37%
With companies collecting less of my data, the customer experience will be negatively impacted	30%	29%	32%	28%
By not passing on my data to third parties, I may lose out on relevant offers and deals	19%	15%	22%	20%
Other (please specify)	0%	0%	0%	0%
There are no drawbacks to EU GDPR for independent citizens	15%	20%	15%	10%
Base	500	171	176	153

Base: all respondents

	Total	Business and professional services	Energy, oil/gas and utilities	Financial services	IT, technology and telecoms	Manufacturing and production	Public education	Government	Public healthcare	Retail, distribution and transport	Other public sector	Other commercial sectors
Companies may increase prices as they aim to insulate themselves against fines	44%	42%	56%	36%	46%	53%	36%	32%	51%	46%	25%	41%
My data is no safer as a result, cyber attackers will still find a way to access it if they want	37%	40%	33%	45%	28%	38%	52%	27%	43%	35%	75%	33%
There is the risk of important data being deleted	36%	26%	44%	35%	40%	33%	40%	27%	30%	40%	25%	46%
With companies collecting less of my data, the customer experience will be negatively impacted	30%	28%	50%	16%	37%	23%	28%	30%	35%	25%	25%	46%
By not passing on my data to third parties, I may lose out on relevant offers and deals	19%	9%	17%	15%	22%	17%	20%	16%	30%	28%	0%	13%
Other (please specify)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
There are no drawbacks to EU GDPR for independent citizens	15%	28%	22%	20%	15%	17%	4%	14%	11%	13%	0%	8%
Base	500	43	18	74	95	60	25	37	37	68	4	39

Base: all respondents

	Total	Private sector	Public sector
Companies may increase prices as they aim to insulate themselves against fines	44%	45%	40%
My data is no safer as a result, cyber attackers will still find a way to access it if they want	37%	36%	41%
There is the risk of important data being deleted	36%	37%	31%
With companies collecting less of my data, the customer experience will be negatively impacted	30%	29%	31%
By not passing on my data to third parties, I may lose out on relevant offers and deals	19%	18%	21%
Other (please specify)	0%	0%	0%
There are no drawbacks to EU GDPR for independent citizens	15%	17%	10%
Base	500	397	103



Base: all respondents

	Total	Business model		
		B2B focus	B2C focus	Even focus between B2B and B2C
Companies may increase prices as they aim to insulate themselves against fines	44%	38%	40%	50%
My data is no safer as a result, cyber attackers will still find a way to access it if they want	37%	36%	38%	37%
There is the risk of important data being deleted	36%	38%	22%	41%
With companies collecting less of my data, the customer experience will be negatively impacted	30%	31%	33%	28%
By not passing on my data to third parties, I may lose out on relevant offers and deals	19%	22%	13%	19%
Other (please specify)	0%	0%	0%	0%
There are no drawbacks to EU GDPR for independent citizens	15%	15%	14%	16%
Base	500	165	104	231



What do you anticipate will be the business benefits to your organization from EU GDPR?

Base: all respondents

	Total	UK	France	Germany	US
It will be beneficial for my organization to know the location of PII data held by my organization	47%	42%	47%	48%	50%
It reduces the chances of us experiencing a high profile data breach which would prove damaging to our reputation	44%	37%	37%	42%	53%
Compulsory data removal and deletion will help us keep the amount of data held under control	42%	41%	46%	50%	38%
It will give us a competitive advantage	30%	14%	35%	26%	38%
GDPR simplifies my job	27%	13%	38%	25%	31%
GDPR will eventually lead to cost savings	16%	7%	20%	11%	22%
Other (please specify)	0%	0%	0%	0%	0%
There would be no business benefits to my organization	9%	22%	7%	11%	4%
Base	500	100	100	100	200

Base: all respondents

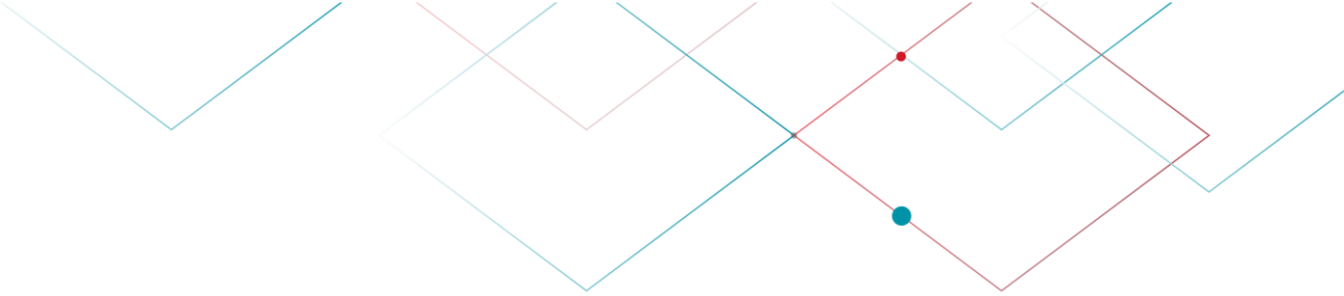
	Total	1,000-2,999 employees	3,000-5,000 employees	More than 5,000 employees
It will be beneficial for my organization to know the location of PII data held by my organization	47%	52%	50%	39%
It reduces the chances of us experiencing a high profile data breach which would prove damaging to our reputation	44%	41%	45%	46%
Compulsory data removal and deletion will help us keep the amount of data held under control	42%	41%	39%	48%
It will give us a competitive advantage	30%	29%	34%	27%
GDPR simplifies my job	27%	23%	36%	22%
GDPR will eventually lead to cost savings	16%	18%	14%	18%
Other (please specify)	0%	0%	0%	0%
There would be no business benefits to my organization	9%	8%	9%	12%
Base	500	171	176	153

Base: all respondents

	Total	Business and professional services	Energy, oil/gas and utilities	Financial services	IT, technology and telecoms	Manufacturing and production	Public education	Government	Public healthcare	Retail, distribution and transport	Other public sector	Other commercial sectors
It will be beneficial for my organization to know the location of PII data held by my organization	47%	37%	67%	47%	59%	42%	28%	30%	54%	50%	75%	46%
It reduces the chances of us experiencing a high profile data breach which would prove damaging to our reputation	44%	44%	50%	49%	45%	45%	36%	27%	51%	46%	25%	44%
Compulsory data removal and deletion will help us keep the amount of data held under control	42%	35%	44%	45%	42%	48%	32%	38%	57%	37%	50%	44%
It will give us a competitive advantage	30%	37%	28%	20%	43%	23%	20%	35%	11%	32%	25%	36%
GDPR simplifies my job	27%	21%	33%	19%	38%	23%	28%	30%	27%	29%	0%	26%
GDPR will eventually lead to cost savings	16%	7%	22%	19%	18%	17%	4%	19%	22%	16%	25%	15%
Other (please specify)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
There would be no business benefits to my organization	9%	7%	6%	11%	6%	17%	8%	11%	3%	13%	0%	8%

Base: all respondents

	Total	Private sector	Public sector
It will be beneficial for my organization to know the location of PII data held by my organization	47%	49%	40%
It reduces the chances of us experiencing a high profile data breach which would prove damaging to our reputation	44%	46%	38%
Compulsory data removal and deletion will help us keep the amount of data held under control	42%	42%	44%
It will give us a competitive advantage	30%	32%	22%
GDPR simplifies my job	27%	27%	27%
GDPR will eventually lead to cost savings	16%	16%	17%
Other (please specify)	0%	0%	0%
There would be no business benefits to my organization	9%	10%	7%
Base	500	397	103



	Total	Business model		
		B2B focus	B2C focus	Even focus between B2B and B2C
Base: all respondents				
It will be beneficial for my organization to know the location of PII data held by my organization	47%	55%	39%	46%
It reduces the chances of us experiencing a high profile data breach which would prove damaging to our reputation	44%	43%	35%	49%
Compulsory data removal and deletion will help us keep the amount of data held under control	42%	37%	41%	47%
It will give us a competitive advantage	30%	35%	23%	30%
GDPR simplifies my job	27%	29%	17%	31%
GDPR will eventually lead to cost savings	16%	15%	13%	19%
Other (please specify)	0%	0%	0%	0%
There would be no business benefits to my organization	9%	7%	17%	7%
Base	500	165	104	231



What do you anticipate will be the business drawbacks to your organization from EU GDPR?

Base: all respondents	Total	UK	France	Germany	US
Ensuring compliance will mean more costs	38%	50%	33%	32%	39%
GDPR adds complexity to my job	32%	48%	21%	38%	26%
Compulsory data removal and deletion could mean that we are deleting valuable information	21%	21%	20%	22%	21%
It will not reduce the chances of us experiencing a high profile data breach which would prove damaging to our reputation	17%	16%	23%	21%	14%
It is impossible to know the location of all the PII data held by my organization	15%	14%	16%	20%	12%
It will reduce our ability to be competitive	11%	9%	9%	10%	15%
*Other (please specify)	0%	1%	0%	0%	0%
There would be no business drawbacks to my organization	15%	10%	24%	7%	17%
Base	500	100	100	100	200

*Other (please specify): We are going to have serious difficulties when it comes to checking a large amount of data in order to classify it

Base: all respondents	Total	1,000-2,999 employees	3,000-5,000 employees	More than 5,000 employees
Ensuring compliance will mean more costs	38%	39%	37%	40%
GDPR adds complexity to my job	32%	30%	31%	34%
Compulsory data removal and deletion could mean that we are deleting valuable information	21%	23%	26%	14%
It will not reduce the chances of us experiencing a high profile data breach which would prove damaging to our reputation	17%	18%	16%	18%
It is impossible to know the location of all the PII data held by my organization	15%	10%	16%	18%
It will reduce our ability to be competitive	11%	15%	11%	8%
Other (please specify)	0%	0%	0%	1%
There would be no business drawbacks to my organization	15%	16%	16%	12%
Base	500	171	176	153

Base: all respondents	Total	Business and professional services	Energy, oil/gas and utilities	Financial services	IT, technology and telecoms	Manufacturing and production	Public education	Government	Public healthcare	Retail, distribution and transport	Other public sector	Other commercial sectors
Ensuring compliance will mean more costs	38%	42%	28%	41%	32%	52%	44%	30%	43%	35%	50%	36%
GDPR adds complexity to my job	32%	26%	33%	34%	32%	32%	24%	27%	41%	34%	50%	31%
Compulsory data removal and deletion could mean that we are deleting valuable information	21%	19%	33%	18%	19%	17%	20%	16%	19%	28%	25%	31%
It will not reduce the chances of us experiencing a high profile data breach which would prove damaging to our reputation	17%	9%	11%	9%	23%	22%	28%	16%	22%	13%	25%	21%
It is impossible to know the location of all the PII data held by my organization	15%	5%	11%	14%	14%	15%	28%	11%	24%	12%	0%	26%
It will reduce our ability to be competitive	11%	9%	22%	5%	15%	12%	12%	5%	5%	15%	0%	18%
Other (please specify)	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	0%
There would be no business drawbacks to my organization	15%	30%	17%	18%	14%	13%	4%	14%	11%	16%	25%	5%
Base	500	43	18	74	95	60	25	37	37	68	4	39

Base: all respondents	Total	Private sector	Public sector
Ensuring compliance will mean more costs	38%	38%	39%
GDPR adds complexity to my job	32%	32%	32%
Compulsory data removal and deletion could mean that we are deleting valuable information	21%	22%	18%
It will not reduce the chances of us experiencing a high profile data breach which would prove damaging to our reputation	17%	16%	21%
It is impossible to know the location of all the PII data held by my organization	15%	14%	19%
It will reduce our ability to be competitive	11%	13%	7%
Other (please specify)	0%	0%	1%
There would be no business drawbacks to my organization	15%	16%	11%
Base	500	397	103



	Total	Business model		
		B2B focus	B2C focus	Even focus between B2B and B2C
Base: all respondents				
Ensuring compliance will mean more costs	38%	41%	35%	39%
GDPR adds complexity to my job	32%	29%	33%	33%
Compulsory data removal and deletion could mean that we are deleting valuable information	21%	25%	13%	22%
It will not reduce the chances of us experiencing a high profile data breach which would prove damaging to our reputation	17%	18%	24%	14%
It is impossible to know the location of all the PII data held by my organization	15%	11%	17%	16%
It will reduce our ability to be competitive	11%	14%	9%	11%
Other (please specify)	0%	0%	1%	0%
There would be no business drawbacks to my organization	15%	15%	14%	15%
Base	500	165	104	231



Which of the following rules do you believe are going to represent the greatest challenge to your organization with regard to meeting the EU GDPR?

Combination of responses ranked first, second and third

Base: all respondents	Total	UK	France	Germany	US
Right to erasure/"to be forgotten" (Article 17) – data subject has the right to obtain their PII data from the organization and have this erased if they so wish; data is no longer necessary for the purpose it was collected	55%	71%	50%	57%	48%
Records of processing activities (Article 30) – maintenance of an asset register of sensitive files including visibility of who has access to what data and when data can and should be deleted	52%	50%	51%	52%	53%
Security of processing (Article 32) – automate and impose least privilege access, implement accountability via data owners, and provide reports that policies and processes are in place	50%	41%	53%	55%	51%
Data protection by design (Article 25) – minimized data collection and retention, consent must be gained from consumers when processing data	48%	43%	35%	52%	55%
Data protection impact assessment (Article 35) – carry out regular quantified data risk assessments for special classes of sensitive data	33%	33%	28%	21%	43%
Notification of a personal data breach to the supervisory authority (Article 33) – the supervisory authority is to be notified within 72 hours of a PII data breach	33%	32%	38%	39%	28%
Other (please specify)	0%	0%	0%	0%	0%
None of the regulations will represent a challenge for my organization	8%	4%	12%	8%	7%
Don't know	2%	6%	3%	0%	1%
Base	500	100	100	100	200



Base: all respondents

	Total	1,000-2,999 employees	3,000-5,000 employees	More than 5,000 employees
Right to erasure/"to be forgotten" (Article 17) – data subject has the right to obtain their PII data from the organization and have this erased if they so wish; data is no longer necessary for the purpose it was collected	55%	53%	56%	56%
Records of processing activities (Article 30) – maintenance of an asset register of sensitive files including visibility of who has access to what data and when data can and should be deleted	52%	48%	57%	50%
Security of processing (Article 32) – automate and impose least privilege access, implement accountability via data owners, and provide reports that policies and processes are in place	50%	49%	55%	46%
Data protection by design (Article 25) – minimized data collection and retention, consent must be gained from consumers when processing data	48%	53%	45%	45%
Data protection impact assessment (Article 35) – carry out regular quantified data risk assessments for special classes of sensitive data	33%	30%	32%	38%
Notification of a personal data breach to the supervisory authority (Article 33) – the supervisory authority is to be notified within 72 hours of a PII data breach	33%	34%	33%	31%
Other (please specify)	0%	0%	0%	0%
None of the regulations will represent a challenge for my organization	8%	9%	7%	7%
Don't know	2%	2%	1%	4%
Base	500	171	176	153

Base: all respondents

	Total	Business and professional services	Energy, oil/gas and utilities	Financial services	IT, technology and telecoms	Manufacturing and production	Public education	Government	Public healthcare	Retail, distribution and transport	Other public sector	Other commercial sectors
Right to erasure/"to be forgotten" (Article 17) – data subject has the right to obtain their PII data from the organization and have this erased if they so wish; data is no longer necessary for the purpose it was collected	55%	56%	39%	49%	74%	48%	44%	54%	65%	49%	50%	46%
Records of processing activities (Article 30) – maintenance of an asset register of sensitive files including visibility of who has access to what data and when data can and should be deleted	52%	58%	50%	51%	46%	47%	68%	51%	51%	46%	50%	69%
Security of processing (Article 32) – automate and impose least privilege access, implement accountability via data owners, and provide reports that policies and processes are in place	50%	42%	50%	53%	48%	57%	60%	38%	59%	57%	25%	33%
Data protection by design (Article 25) – minimized data collection and retention, consent must be gained from consumers when processing data	48%	28%	44%	45%	54%	55%	48%	49%	38%	49%	75%	56%
Data protection impact assessment (Article 35) – carry out regular quantified data risk assessments for special classes of sensitive data	33%	30%	28%	34%	31%	22%	32%	49%	35%	38%	25%	41%
Notification of a personal data breach to the supervisory authority (Article 33) – the supervisory authority is to be notified within 72 hours of a PII data breach	33%	23%	39%	41%	28%	42%	36%	19%	35%	31%	0%	38%
Other (please specify)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
None of the regulations will represent a challenge for my organization	8%	21%	17%	8%	4%	7%	0%	11%	3%	7%	0%	5%
Don't know	2%	0%	0%	1%	2%	3%	4%	3%	3%	3%	25%	0%
Base	500	43	18	74	95	60	25	37	37	68	4	39



Base: all respondents

	Total	Private sector	Public sector
Right to erasure/"to be forgotten" (Article 17) – data subject has the right to obtain their PII data from the organization and have this erased if they so wish; data is no longer necessary for the purpose it was collected	55%	55%	55%
Records of processing activities (Article 30) – maintenance of an asset register of sensitive files including visibility of who has access to what data and when data can and should be deleted	52%	51%	55%
Security of processing (Article 32) – automate and impose least privilege access, implement accountability via data owners, and provide reports that policies and processes are in place	50%	50%	50%
Data protection by design (Article 25) – minimized data collection and retention, consent must be gained from consumers when processing data	48%	48%	46%
Data protection impact assessment (Article 35) – carry out regular quantified data risk assessments for special classes of sensitive data	33%	32%	39%
Notification of a personal data breach to the supervisory authority (Article 33) – the supervisory authority is to be notified within 72 hours of a PII data breach	33%	34%	28%
Other (please specify)	0%	0%	0%
None of the regulations will represent a challenge for my organization	8%	8%	5%
Don't know	2%	2%	4%
Base	500	397	103

Base: all respondents

	Total	Business model		
		B2B focus	B2C focus	Even focus between B2B and B2C
Right to erasure/"to be forgotten" (Article 17) – data subject has the right to obtain their PII data from the organization and have this erased if they so wish; data is no longer necessary for the purpose it was collected	55%	58%	46%	56%
Records of processing activities (Article 30) – maintenance of an asset register of sensitive files including visibility of who has access to what data and when data can and should be deleted	52%	56%	51%	49%
Security of processing (Article 32) – automate and impose least privilege access, implement accountability via data owners, and provide reports that policies and processes are in place	50%	48%	45%	53%
Data protection by design (Article 25) – minimized data collection and retention, consent must be gained from consumers when processing data	48%	44%	45%	52%
Data protection impact assessment (Article 35) – carry out regular quantified data risk assessments for special classes of sensitive data	33%	30%	35%	35%
Notification of a personal data breach to the supervisory authority (Article 33) – the supervisory authority is to be notified within 72 hours of a PII data breach	33%	31%	38%	32%
Other (please specify)	0%	0%	0%	0%
None of the regulations will represent a challenge for my organization	8%	9%	8%	6%
Don't know	2%	2%	6%	1%
Base	500	165	104	231



Has your organization carried out a data impact assessment, or internal audit in order to examine who has access to your organization's PII data?

Base: all respondents

	Total	UK	France	Germany	US
Yes, we carried this out <u>within the last month</u>	14%	4%	14%	9%	22%
Yes, we did this between <u>one and six months ago</u>	31%	26%	22%	31%	38%
Yes, we did this between <u>six months and a year ago</u>	23%	30%	22%	25%	18%
No, but we are planning to do this <u>within the next six months</u>	21%	25%	22%	24%	16%
No, but we are planning to do this in between <u>six months and a year's time</u>	5%	6%	7%	6%	4%
No, but we are planning to do this in <u>more than a year's time</u>	2%	1%	6%	1%	2%
No, and we are not planning to do this	4%	8%	7%	4%	2%
Average number of months since respondents' organizations have carried out a data impact assessment, or internal audit to examine who has access to their PII data	5	6	5	5	4
Base	500	100	100	100	200

Base: all respondents

	Total	1,000-2,999 employees	3,000-5,000 employees	More than 5,000 employees
Yes, we carried this out <u>within the last month</u>	14%	8%	20%	14%
Yes, we did this between <u>one and six months ago</u>	31%	34%	31%	27%
Yes, we did this between <u>six months and a year ago</u>	23%	23%	20%	25%
No, but we are planning to do this <u>within the next six months</u>	21%	23%	18%	21%
No, but we are planning to do this in between <u>six months and a year's time</u>	5%	6%	5%	5%
No, but we are planning to do this in <u>more than a year's time</u>	2%	2%	3%	1%
No, and we are not planning to do this	4%	3%	3%	7%
Average number of months since respondents' organizations have carried out a data impact assessment, or internal audit to examine who has access to their PII data	5	5	4	5
Base	500	171	176	153

Base: all respondents

	Total	Business and professional services	Energy, oil/gas and utilities	Financial services	IT, technology and telecoms	Manufacturing and production	Public education	Government	Public healthcare	Retail, distribution and transport	Other public sector	Other commercial sectors
Yes, we carried this out <u>within the last month</u>	14%	16%	22%	15%	24%	5%	8%	22%	11%	3%	25%	13%
Yes, we did this between <u>one and six months ago</u>	31%	30%	22%	22%	36%	25%	36%	22%	32%	35%	0%	51%
Yes, we did this between <u>six months and a year ago</u>	23%	9%	17%	26%	23%	32%	20%	14%	22%	29%	25%	18%
No, but we are planning to do this <u>within the next six months</u>	21%	26%	28%	32%	8%	23%	28%	24%	24%	18%	0%	10%
No, but we are planning to do this in between <u>six months and a year's time</u>	5%	12%	0%	3%	1%	12%	4%	5%	5%	6%	0%	5%
No, but we are planning to do this in <u>more than a year's time</u>	2%	2%	0%	1%	3%	0%	4%	3%	3%	3%	25%	0%
No, and we are not planning to do this	4%	5%	11%	1%	4%	3%	0%	11%	3%	6%	25%	3%
Average number of months since respondents' organizations have carried out a data impact assessment, or internal audit to examine who has access to their PII data	5	4	4	5	4	6	5	4	5	6	5	4
Base	500	43	18	74	95	60	25	37	37	68	4	39



Base: all respondents

	Total	Private sector	Public sector
Yes, we carried this out <u>within the last month</u>	14%	14%	15%
Yes, we did this between <u>one and six months ago</u>	31%	32%	28%
Yes, we did this between <u>six months and a year ago</u>	23%	24%	18%
No, but we are planning to do this <u>within the next six months</u>	21%	20%	24%
No, but we are planning to do this in between <u>six months and a year's time</u>	5%	5%	5%
No, but we are planning to do this in <u>more than a year's time</u>	2%	2%	4%
No, and we are not planning to do this	4%	4%	6%
Average number of months since respondents' organizations have carried out a data impact assessment, or internal audit to examine who has access to their PII data	5	5	4
Base	500	397	103

Base: all respondents

	Total	Business model		
		B2B focus	B2C focus	Even focus between B2B and B2C
Yes, we carried this out <u>within the last month</u>	14%	15%	9%	16%
Yes, we did this between <u>one and six months ago</u>	31%	33%	29%	30%
Yes, we did this between <u>six months and a year ago</u>	23%	23%	21%	23%
No, but we are planning to do this <u>within the next six months</u>	21%	18%	23%	22%
No, but we are planning to do this in between <u>six months and a year's time</u>	5%	5%	6%	5%
No, but we are planning to do this in <u>more than a year's time</u>	2%	2%	4%	1%
No, and we are not planning to do this	4%	3%	9%	3%
Average number of months since respondents' organizations have carried out a data impact assessment, or internal audit to examine who has access to their PII data	5	5	5	5
Base	500	165	104	231



When thinking about your organization's entire IT environment, what areas containing PII data are most likely to pose the greatest challenge when complying to EU GDPR?

Combination of responses ranked first, second and third

Base: all respondents	Total	UK	France	Germany	US
Employees' personal/mobile devices	49%	45%	49%	48%	51%
File shares/network attached storage	43%	46%	45%	45%	40%
Externally hosted applications/application databases	41%	35%	33%	44%	46%
Cloud	39%	41%	43%	40%	36%
File sharing devices	38%	37%	38%	29%	42%
On premise workstations	32%	28%	39%	36%	29%
Application databases	26%	32%	25%	29%	21%
Third party/external service providers	24%	21%	13%	23%	33%
Other (please specify)	0%	0%	0%	0%	0%
Don't know	3%	5%	5%	2%	1%
Base	500	100	100	100	200

Base: all respondents	Total	1,000-2,999 employees	3,000-5,000 employees	More than 5,000 employees
Employees' personal/mobile devices	49%	47%	51%	49%
File shares/network attached storage	43%	44%	43%	42%
Externally hosted applications/application databases	41%	41%	42%	39%
Cloud	39%	42%	38%	39%
File sharing devices	38%	42%	38%	33%
On premise workstations	32%	31%	34%	31%
Application databases	26%	25%	25%	27%
Third party/external service providers	24%	24%	26%	24%
Other (please specify)	0%	0%	0%	0%
Don't know	3%	2%	2%	5%
Base	500	171	176	153

Base: all respondents	Total	Business and professional services	Energy, oil/gas and utilities	Financial services	IT, technology and telecoms	Manufacturing and production	Public education	Government	Public healthcare	Retail, distribution and transport	Other public sector	Other commercial sectors
Employees' personal/mobile devices	49%	49%	50%	43%	48%	52%	40%	46%	59%	50%	50%	51%
File shares/network attached storage	43%	60%	28%	47%	39%	43%	28%	41%	43%	44%	25%	44%
Externally hosted applications/application databases	41%	33%	50%	41%	46%	47%	36%	32%	32%	34%	50%	54%
Cloud	39%	19%	56%	47%	36%	42%	36%	38%	43%	43%	25%	38%
File sharing devices	38%	47%	44%	31%	40%	33%	64%	35%	30%	35%	25%	36%
On premise workstations	32%	42%	28%	27%	45%	27%	40%	27%	19%	29%	0%	31%
Application databases	26%	21%	6%	28%	25%	17%	40%	35%	43%	24%	50%	15%
Third party/external service providers	24%	16%	39%	31%	11%	30%	16%	30%	22%	32%	0%	31%
Other (please specify)	0%	5%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	3%	5%	0%	1%	3%	3%	0%	5%	3%	3%	25%	0%
Base	500	43	18	74	95	60	25	37	37	68	4	39

Base: all respondents	Total	Private sector	Public sector
Employees' personal/mobile devices	49%	49%	50%
File shares/network attached storage	43%	44%	38%
Externally hosted applications/application databases	41%	43%	34%
Cloud	39%	39%	39%
File sharing devices	38%	37%	40%
On premise workstations	32%	34%	26%
Application databases	26%	22%	40%
Third party/external service providers	24%	25%	22%
Other (please specify)	0%	0%	0%
Don't know	3%	3%	4%
Base	500	397	103



Base: all respondents

	Total	Business model		
		B2B focus	B2C focus	Even focus between B2B and B2C
Employees' personal/mobile devices	49%	50%	46%	49%
File shares/network attached storage	43%	44%	39%	44%
Externally hosted applications/application databases	41%	39%	40%	42%
Cloud	39%	36%	38%	42%
File sharing devices	38%	41%	38%	35%
On premise workstations	32%	38%	28%	30%
Application databases	26%	24%	28%	26%
Third party/external service providers	24%	22%	32%	23%
Other (please specify)	0%	0%	0%	0%
Don't know	3%	2%	4%	3%
Base	500	165	104	231



Upon conducting a data impact assessment or internal audit into who has access to your organization's PII data, did you discover any instances of overly permissive data access policies giving free access to PII data?

Base: respondents whose organization has carried out a data impact assessment, or internal audit to examine who has access to their PII data (sheet 10)

	Total	UK	France	Germany	US
Yes, we have discovered multiple instances of this	27%	15%	24%	15%	38%
Yes, we have discovered one instance of this	31%	32%	45%	40%	23%
No, we have not discovered this but cannot be certain that it isn't happening	27%	25%	19%	32%	28%
No, we have not discovered instances of this and do not expect to	11%	17%	5%	11%	12%
Don't know	4%	12%	7%	2%	0%
Base	338	60	58	65	155

Base: respondents whose organization has carried out a data impact assessment, or internal audit to examine who has access to their PII data (sheet 10)

	Total	1,000-2,999 employees	3,000-5,000 employees	More than 5,000 employees
Yes, we have discovered multiple instances of this	27%	25%	31%	25%
Yes, we have discovered one instance of this	31%	29%	31%	34%
No, we have not discovered this but cannot be certain that it isn't happening	27%	33%	22%	25%
No, we have not discovered instances of this and do not expect to	11%	11%	11%	12%
Don't know	4%	2%	4%	5%
Base	338	112	125	101

Base: respondents whose organization has carried out a data impact assessment, or internal audit to examine who has access to their PII data (sheet 10)

	Total	Business and professional services	Energy, oil/gas and utilities	Financial services	IT, technology and telecoms	Manufacturing and production	Public education	Government	Public healthcare	Retail, distribution and transport	Other public sector	Other commercial sectors
Yes, we have discovered multiple instances of this	27%	17%	9%	37%	41%	19%	44%	24%	8%	26%	0%	16%
Yes, we have discovered one instance of this	31%	42%	55%	30%	25%	14%	25%	38%	33%	37%	0%	44%
No, we have not discovered this but cannot be certain that it isn't happening	27%	25%	18%	15%	24%	41%	25%	19%	50%	26%	100%	22%
No, we have not discovered instances of this and do not expect to	11%	17%	9%	13%	6%	22%	6%	14%	8%	7%	0%	16%
Don't know	4%	0%	9%	4%	4%	5%	0%	5%	0%	4%	0%	3%
Base	338	24	11	46	79	37	16	21	24	46	2	32

Base: respondents whose organization has carried out a data impact assessment, or internal audit to examine who has access to their PII data (sheet 10)

	Total	Private sector	Public sector
Yes, we have discovered multiple instances of this	27%	28%	22%
Yes, we have discovered one instance of this	31%	31%	32%
No, we have not discovered this but cannot be certain that it isn't happening	27%	25%	35%
No, we have not discovered instances of this and do not expect to	11%	12%	10%
Don't know			

Base: respondents whose organization has carried out a data impact assessment, or internal audit to examine who has access to their PII data (sheet 10)

	Total	Business model		
		B2B focus	B2C focus	Even focus between B2B and B2C
Yes, we have discovered multiple instances of this	27%	31%	21%	27%
Yes, we have discovered one instance of this	31%	31%	30%	32%
No, we have not discovered this but cannot be certain that it isn't happening	27%	20%	34%	28%
No, we have not discovered instances of this and do not expect to	11%	11%	11%	11%
Don't know	4%	7%	3%	1%
Base	338	118	61	159



Do you have a Data Protection Officer (DPO) or equivalent within your organization?

Base: all respondents

	Total	UK	France	Germany	US
Yes	47%	60%	28%	39%	54%
No, but we will be appointing someone within the next six months	19%	12%	20%	20%	22%
No, but we will be appointing someone within the next 12 months	17%	12%	22%	30%	12%
No, but we will be appointing someone in more than 12 months' time	7%	5%	12%	6%	6%
No, and we have no plans to appoint anyone	4%	4%	5%	2%	6%
No, we are not required to appoint anyone	2%	2%	5%	3%	1%
Don't know	3%	5%	8%	0%	1%
Base	500	100	100	100	200

Base: all respondents

	Total	1,000-2,999 employees	3,000-5,000 employees	More than 5,000 employees
Yes	47%	42%	47%	53%
No, but we will be appointing someone within the next six months	19%	23%	16%	18%
No, but we will be appointing someone within the next 12 months	17%	18%	19%	15%
No, but we will be appointing someone in more than 12 months' time	7%	9%	7%	4%
No, and we have no plans to appoint anyone	4%	4%	6%	3%
No, we are not required to appoint anyone	2%	2%	2%	3%
Don't know	3%	2%	3%	4%
Base	500	171	176	153

Base: all respondents

	Total	Business and professional services	Energy, oil/gas and utilities	Financial services	IT, technology and telecoms	Manufacturing and production	Public education	Government	Public healthcare	Retail, distribution and transport	Other public sector	Other commercial sectors
Yes	47%	33%	22%	46%	67%	45%	44%	65%	41%	35%	50%	38%
No, but we will be appointing someone within the next six months	19%	23%	22%	19%	13%	18%	24%	16%	27%	22%	0%	21%
No, but we will be appointing someone within the next 12 months	17%	14%	33%	18%	12%	20%	12%	11%	22%	18%	25%	28%
No, but we will be appointing someone in more than 12 months' time	7%	14%	6%	11%	2%	10%	8%	0%	11%	4%	0%	8%
No, and we have no plans to appoint anyone	4%	5%	11%	4%	3%	3%	8%	5%	0%	9%	0%	0%
No, we are not required to appoint anyone	2%	9%	0%	0%	0%	2%	0%	0%	0%	6%	25%	3%
Don't know	3%	2%	6%	3%	3%	2%	4%	3%	0%	6%	0%	3%
Base	500	43	18	74	95	60	25	37	37	68	4	39

Base: all respondents

	Total	Private sector	Public sector
Yes	47%	46%	50%
No, but we will be appointing someone within the next six months	19%	19%	21%
No, but we will be appointing someone within the next 12 months	17%	18%	16%
No, but we will be appointing someone in more than 12 months' time	7%	7%	6%
No, and we have no plans to appoint anyone	4%	5%	4%
No, we are not required to appoint anyone	2%	3%	1%
Don't know	3%	3%	2%
Base	500	397	103

Base: all respondents

	Total	Business model		
		B2B focus	B2C focus	Even focus between B2B and B2C
Yes	47%	47%	50%	45%
No, but we will be appointing someone within the next six months	19%	19%	18%	19%
No, but we will be appointing someone within the next 12 months	17%	15%	9%	23%
No, but we will be appointing someone in more than 12 months' time	7%	10%	6%	5%
No, and we have no plans to appoint anyone	4%	2%	9%	4%
No, we are not required to appoint anyone	2%	4%	2%	1%
Don't know	3%	3%	7%	1%
Base	500	165	104	231



What professional background does/do you expect your DPO or equivalent to primarily have?

Base: respondents whose organization currently has, or is planning to appoint a Data Protection Officer within the next 12 months (sheet 16)

	Total	UK	France	Germany	US
IT	47%	33%	54%	45%	52%
Legal/risk/fraud/compliance/governance	23%	36%	9%	24%	22%
Security	23%	23%	29%	18%	22%
Human resources	2%	2%	6%	0%	1%
Operations	1%	1%	0%	3%	1%
Business direction and strategy	1%	1%	1%	2%	1%
Finance	1%	0%	1%	3%	1%
Other (please specify)	0%	0%	0%	0%	0%
Don't know	2%	4%	0%	4%	1%
Base	417	84	70	89	174

Base: respondents whose organization currently has, or is planning to appoint a Data Protection Officer within the next 12 months (sheet 16)

	Total	1,000-2,999 employees	3,000-5,000 employees	More than 5,000 employees
IT	47%	49%	44%	48%
Legal/risk/fraud/compliance/governance	23%	23%	23%	22%
Security	23%	23%	22%	23%
Human resources	2%	1%	3%	0%
Operations	1%	1%	1%	2%
Business direction and strategy	1%	1%	2%	2%
Finance	1%	0%	2%	2%
Other (please specify)	0%	0%	0%	0%
Don't know	2%	1%	2%	2%
Base	417	142	143	132

Base: respondents whose organization currently has, or is planning to appoint a Data Protection Officer within the next 12 months (sheet 16)

	Total	Business and professional services	Energy, oil/gas and utilities	Financial services	IT, technology and telecoms	Manufacturing and production	Public education	Government	Public healthcare	Retail, distribution and transport	Other public sector	Other commercial sectors
IT	47%	27%	29%	31%	69%	44%	30%	50%	48%	47%	67%	53%
Legal/risk/fraud/compliance/governance	23%	40%	36%	31%	14%	22%	15%	9%	24%	31%	0%	18%
Security	23%	27%	29%	33%	13%	28%	35%	26%	24%	14%	33%	15%
Human resources	2%	0%	0%	2%	1%	4%	0%	3%	0%	2%	0%	3%
Operations	1%	0%	0%	0%	1%	0%	10%	0%	0%	2%	0%	6%
Business direction and strategy	1%	3%	7%	0%	1%	0%	0%	9%	0%	0%	0%	0%
Finance	1%	0%	0%	3%	1%	0%	5%	0%	3%	0%	0%	0%
Other (please specify)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	2%	3%	0%	0%	0%	2%	5%	3%	0%	4%	0%	6%
Base	417	30	14	61	87	50	20	34	33	51	3	34

Base: respondents whose organization currently has, or is planning to appoint a Data Protection Officer within the next 12 months (sheet 16)

	Total	Private sector	Public sector
IT	47%	47%	46%
Legal/risk/fraud/compliance/governance	23%	25%	16%
Security	23%	21%	28%
Human resources	2%	2%	1%
Operations	1%	1%	2%
Business direction and strategy	1%	1%	3%
Finance	1%	1%	2%
Other (please specify)	0%	0%	0%
Don't know	2%	2%	2%

Base: respondents whose organization currently has, or is planning to appoint a Data Protection Officer within the next 12 months (sheet 16)

	Total	Business model		
		B2B focus	B2C focus	Even focus between B2B and B2C
IT	47%	46%	36%	52%
Legal/risk/fraud/compliance/governance	23%	21%	29%	22%
Security	23%	26%	23%	21%
Human resources	2%	4%	1%	0%
Operations	1%	0%	4%	1%
Business direction and strategy	1%	2%	1%	1%
Finance	1%	1%	3%	1%
Other (please specify)	0%	0%	0%	0%
Don't know	2%	2%	4%	1%
Base	417	133	80	204



Has a separate budget been allocated to becoming compliant and maintaining compliance with the EU GDPR by your organization?

Base: all respondents

	Total	UK	France	Germany	US
Yes, we have a separate budget for this and it is enough	38%	15%	38%	35%	52%
Yes, but the budget allocated to this is looking a bit short	30%	30%	33%	41%	24%
No, but we are currently looking at setting aside budget for this	18%	27%	17%	16%	16%
No, we are not sure where we are going to find the budget for this	7%	10%	6%	6%	7%
Don't know	6%	18%	6%	2%	2%
Base	500	100	100	100	200

Base: all respondents

	Total	1,000-2,999 employees	3,000-5,000 employees	More than 5,000 employees
Yes, we have a separate budget for this and it is enough	38%	35%	44%	35%
Yes, but the budget allocated to this is looking a bit short	30%	32%	28%	31%
No, but we are currently looking at setting aside budget for this	18%	24%	16%	14%
No, we are not sure where we are going to find the budget for this	7%	4%	7%	11%
Don't know	6%	6%	4%	8%
Base	500	171	176	153

Base: all respondents

	Total	Business and professional services	Energy, oil/gas and utilities	Financial services	IT, technology and telecoms	Manufacturing and production	Public education	Government	Public healthcare	Retail, distribution and transport	Other public sector	Other commercial sectors
Yes, we have a separate budget for this and it is enough	38%	35%	33%	39%	58%	35%	24%	27%	27%	38%	25%	31%
Yes, but the budget allocated to this is looking a bit short	30%	16%	28%	28%	26%	23%	52%	30%	30%	35%	25%	49%
No, but we are currently looking at setting aside budget for this	18%	30%	28%	19%	9%	32%	12%	19%	22%	13%	0%	13%
No, we are not sure where we are going to find the budget for this	7%	14%	6%	8%	2%	3%	4%	8%	19%	9%	25%	3%
Don't know	6%	5%	6%	5%	4%	7%	8%	16%	3%	4%	25%	5%
Base	500	43	18	74	95	60	25	37	37	68	4	39

Base: all respondents

	Total	Private sector	Public sector
Yes, we have a separate budget for this and it is enough	38%	41%	26%
Yes, but the budget allocated to this is looking a bit short	30%	29%	35%
No, but we are currently looking at setting aside budget for this	18%	19%	17%
No, we are not sure where we are going to find the budget for this	7%	6%	12%
Don't know	6%	5%	10%
Base	500	397	103

Base: all respondents

	Total	Business model		
		B2B focus	B2C focus	Even focus between B2B and B2C
Yes, we have a separate budget for this and it is enough	38%	45%	26%	39%
Yes, but the budget allocated to this is looking a bit short	30%	26%	29%	34%
No, but we are currently looking at setting aside budget for this	18%	18%	17%	19%
No, we are not sure where we are going to find the budget for this	7%	6%	14%	5%
Don't know	6%	5%	13%	3%
Base	500	165	104	231



Where is this separate budget broadly being derived from?

Base: respondents whose organization currently has, or is looking to set aside a separate budget for becoming compliant and maintaining compliance with the EU GDPR (sheet 18)

	Total	UK	France	Germany	US
It has been reassigned from previous data protection budgets	41%	39%	33%	49%	43%
Brand new budget	32%	28%	33%	34%	33%
It has been reassigned from previous security budgets	23%	28%	31%	14%	23%
*It has been reassigned from specific department's budgets (please specify the departments)	1%	1%	1%	1%	1%
Other (please specify)	0%	0%	0%	0%	0%
Don't know	2%	4%	2%	2%	1%
Base	434	72	88	92	182

*It has been reassigned from specific department's budgets (please specify the departments): IT department; Legal department; Market research and development department; Marketing department

Base: respondents whose organization currently has, or is looking to set aside a separate budget for becoming compliant and maintaining compliance with the EU GDPR (sheet 18)

	Total	1,000-2,999 employees	3,000-5,000 employees	More than 5,000 employees
It has been reassigned from previous data protection budgets	41%	37%	39%	50%
Brand new budget	32%	33%	32%	33%
It has been reassigned from previous security budgets	23%	28%	25%	15%
It has been reassigned from specific department's budgets (please specify the departments)	1%	1%	1%	2%
Other (please specify)	0%	0%	0%	0%
Don't know	2%	2%	3%	1%
Base	434	155	156	123

Base: respondents whose organization currently has, or is looking to set aside a separate budget for becoming compliant and maintaining compliance with the EU GDPR (sheet 18)

	Total	Business and professional services	Energy, oil/gas and utilities	Financial services	IT, technology and telecoms	Manufacturing and production	Public education	Government	Public healthcare	Retail, distribution and transport	Other public sector	Other commercial sectors
It has been reassigned from previous data protection budgets	41%	29%	50%	36%	39%	30%	55%	43%	52%	47%	50%	56%
Brand new budget	32%	37%	31%	33%	40%	31%	27%	43%	24%	19%	0%	33%
It has been reassigned from previous security budgets	23%	34%	19%	30%	18%	33%	18%	11%	21%	27%	50%	8%
It has been reassigned from specific department's budgets (please specify the departments)	1%	0%	0%	0%	1%	0%	0%	0%	0%	3%	0%	3%
Other (please specify)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	2%	0%	0%	2%	1%	6%	0%	4%	3%	3%	0%	0%
Base	434	35	16	64	89	34	22	28	29	59	2	36

Base: respondents whose organization currently has, or is looking to set aside a separate budget for becoming compliant and maintaining compliance with the EU GDPR (sheet 18)

	Total	Private sector	Public sector
It has been reassigned from previous data protection budgets	41%	40%	49%
Brand new budget	32%	33%	31%
It has been reassigned from previous security budgets	23%	25%	17%
It has been reassigned from specific department's budgets (please specify the departments)	1%	1%	0%
Other (please specify)	0%	0%	0%
Don't know	2%	2%	2%
Base	434	353	81

Base: respondents whose organization currently has, or is looking to set aside a separate budget for becoming compliant and maintaining compliance with the EU GDPR (sheet 18)

	Total	Business model		
		B2B focus	B2C focus	Even focus between B2B and B2C
It has been reassigned from previous data protection budgets	41%	34%	45%	46%
Brand new budget	32%	38%	27%	31%
It has been reassigned from previous security budgets	23%	25%	25%	22%
It has been reassigned from specific department's budgets (please specify the departments)	1%	1%	1%	1%
Other (please specify)	0%	0%	0%	0%
Don't know	2%	3%	1%	1%
Base	434	146	75	213



Which of the following EU countries do you believe will enforce the EU GDPR the most rigorously?

Combination of responses ranked first, second and third

Base: all respondents	Total	UK	France	Germany	US
Germany	76%	84%	69%	85%	70%
UK	57%	76%	35%	24%	76%
France	57%	52%	62%	59%	56%
Netherlands	27%	24%	26%	50%	18%
Belgium	18%	15%	22%	27%	13%
Spain	11%	4%	13%	7%	15%
Italy	11%	3%	5%	4%	21%
Republic of Ireland	9%	11%	9%	6%	9%
Portugal	4%	2%	6%	5%	3%
Greece	1%	1%	1%	0%	3%
*Another European country (please specify)	1%	1%	1%	3%	1%
I do not think that any country will be rigorous at all	6%	4%	10%	8%	3%
Don't know	4%	5%	7%	2%	3%
Base	500	100	100	100	200

*Another European country (please specify): Austria; Denmark (x2); Luxembourg; Sweden (x2)

Base: all respondents	Total	1,000-2,999 employees	3,000-5,000 employees	More than 5,000 employees
Germany	76%	77%	77%	73%
UK	57%	57%	59%	56%
France	57%	61%	60%	50%
Netherlands	27%	30%	24%	27%
Belgium	18%	11%	18%	25%
Spain	11%	8%	14%	10%
Italy	11%	11%	13%	8%
Republic of Ireland	9%	7%	11%	8%
Portugal	4%	2%	5%	4%
Greece	1%	1%	1%	2%
Another European country (please specify)	1%	1%	0%	3%
I do not think that any country will be rigorous at all	6%	8%	3%	6%
Don't know	4%	4%	3%	5%
Base	500	171	176	153

Base: all respondents	Total	Business and professional services	Energy, oil/gas and utilities	Financial services	IT, technology and telecoms	Manufacturing and production	Public education	Government	Public healthcare	Retail, distribution and transport	Other public sector	Other commercial sectors
Germany	76%	67%	72%	84%	79%	80%	80%	70%	76%	74%	75%	62%
UK	57%	67%	50%	58%	61%	48%	60%	54%	65%	56%	25%	51%
France	57%	58%	61%	58%	61%	53%	48%	41%	73%	54%	25%	62%
Netherlands	27%	26%	39%	27%	22%	35%	28%	24%	27%	21%	75%	31%
Belgium	18%	5%	28%	20%	16%	18%	16%	16%	24%	22%	0%	18%
Spain	11%	2%	6%	7%	13%	8%	12%	11%	5%	19%	25%	18%
Italy	11%	12%	6%	7%	12%	12%	20%	11%	3%	13%	0%	13%
Republic of Ireland	9%	2%	22%	9%	8%	10%	12%	8%	5%	7%	0%	13%
Portugal	4%	2%	0%	3%	2%	3%	8%	3%	3%	7%	0%	8%
Greece	1%	2%	0%	1%	0%	3%	4%	0%	3%	0%	0%	3%
Another European country (please specify)	1%	0%	0%	1%	1%	3%	0%	5%	0%	0%	0%	0%
I do not think that any country will be rigorous at all	6%	19%	6%	7%	4%	5%	0%	3%	3%	3%	25%	5%
Don't know	4%	0%	0%	1%	4%	3%	4%	16%	3%	6%	0%	3%
Base	500	43	18	74	95	60	25	37	37	68	4	39



Base: all respondents

	Total	Private sector	Public sector
Germany	76%	76%	75%
UK	57%	57%	58%
France	57%	58%	53%
Netherlands	27%	27%	28%
Belgium	18%	18%	18%
Spain	11%	11%	10%
Italy	11%	11%	10%
Republic of Ireland	9%	9%	8%
Portugal	4%	4%	4%
Greece	1%	1%	2%
Another European country (please specify)	1%	1%	2%
I do not think that any country will be rigorous at all	6%	6%	3%
Don't know	4%	3%	8%
Base	500	397	103

Base: all respondents

	Total	Business model		
		B2B focus	B2C focus	Even focus between B2B and B2C
Germany	76%	74%	69%	80%
UK	57%	56%	61%	56%
France	57%	56%	62%	56%
Netherlands	27%	25%	21%	31%
Belgium	18%	13%	17%	21%
Spain	11%	14%	7%	10%
Italy	11%	9%	17%	9%
Republic of Ireland	9%	10%	6%	9%
Portugal	4%	4%	5%	3%
Greece	1%	1%	3%	1%
Another European country (please specify)	1%	2%	1%	1%
I do not think that any country will be rigorous at all	6%	10%	1%	4%
Don't know	4%	2%	10%	3%
Base	500	165	104	231



Which industry do you believe is most likely to be made an example of if an organization from that industry breaches the EU GDPR?

Base: all respondents	Total	UK	France	Germany	US
Banking	26%	52%	18%	15%	23%
IT, technology and telecoms	20%	6%	19%	22%	27%
Financial services (excluding banking and insurance)	8%	11%	3%	9%	10%
Business and professional services	5%	3%	10%	1%	7%
Government	5%	3%	5%	6%	6%
Manufacturing and production	4%	2%	8%	4%	4%
Consumer services	4%	3%	3%	7%	3%
Retail, distribution and transport	3%	4%	3%	1%	5%
Insurance	3%	1%	4%	4%	3%
Media, leisure and entertainment	3%	5%	2%	6%	1%
Public healthcare	3%	1%	3%	3%	3%
Energy, oil/gas and utilities	2%	2%	1%	1%	4%
Construction and property	2%	1%	1%	3%	3%
Legal	1%	0%	4%	3%	0%
Public education	1%	0%	2%	0%	1%
Other public sector (please specify)	0%	0%	0%	0%	0%
Other commercial sector (please specify)	0%	0%	0%	0%	0%
I do not think that any industry in particular is more likely to be made an example of should one of their organization's breach GDPR	8%	6%	14%	15%	4%
Base	500	100	100	100	200

Base: all respondents	Total	1,000-2,999 employees	3,000-5,000 employees	More than 5,000 employees
Banking	26%	26%	23%	29%
IT, technology and telecoms	20%	22%	22%	16%
Financial services (excluding banking and insurance)	8%	9%	7%	9%
Business and professional services	5%	7%	6%	3%
Government	5%	4%	3%	8%
Manufacturing and production	4%	4%	5%	4%
Consumer services	4%	2%	3%	6%
Retail, distribution and transport	3%	4%	4%	3%
Insurance	3%	2%	4%	3%
Media, leisure and entertainment	3%	3%	3%	2%
Public healthcare	3%	3%	1%	4%
Energy, oil/gas and utilities	2%	2%	2%	3%
Construction and property	2%	2%	3%	1%
Legal	1%	2%	1%	1%
Public education	1%	1%	1%	0%
Other public sector (please specify)	0%	0%	0%	0%
Other commercial sector (please specify)	0%	0%	0%	0%
I do not think that any industry in particular is more likely to be made an example of should one of their organization's breach GDPR	8%	7%	10%	8%
Base	500	171	176	153



Base: all respondents

	Total	Business and professional services	Energy, oil/gas and utilities	Financial services	IT, technology and telecoms	Manufacturing and production	Public education	Government	Public healthcare	Retail, distribution and transport	Other public sector	Other commercial sectors
Banking	26%	28%	22%	32%	24%	33%	36%	30%	35%	13%	50%	10%
IT, technology and telecoms	20%	9%	22%	9%	49%	8%	4%	14%	19%	21%	0%	15%
Financial services (excluding banking and insurance)	8%	7%	0%	19%	3%	10%	4%	3%	8%	10%	0%	10%
Business and professional services	5%	16%	6%	7%	4%	0%	0%	3%	3%	6%	0%	10%
Government	5%	2%	6%	1%	3%	3%	12%	22%	11%	0%	0%	5%
Manufacturing and production	4%	0%	11%	1%	2%	18%	0%	2%	8%	3%	0%	0%
Consumer services	4%	0%	0%	4%	2%	2%	8%	3%	3%	4%	0%	10%
Retail, distribution and transport	3%	5%	0%	0%	0%	3%	4%	3%	0%	16%	0%	0%
Insurance	3%	2%	0%	5%	1%	2%	4%	0%	3%	4%	0%	5%
Media, leisure and entertainment	3%	2%	11%	4%	2%	2%	4%	0%	0%	3%	0%	5%
Public healthcare	3%	9%	0%	3%	1%	2%	0%	0%	3%	3%	25%	3%
Energy, oil/gas and utilities	2%	0%	17%	1%	1%	3%	0%	0%	3%	3%	0%	5%
Construction and property	2%	2%	0%	0%	3%	0%	4%	3%	0%	3%	0%	8%
Legal	1%	0%	0%	0%	2%	3%	8%	0%	0%	0%	25%	0%
Public education	1%	0%	0%	1%	0%	0%	8%	0%	0%	1%	0%	0%
Other public sector (please specify)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other commercial sector (please specify)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
I do not think that any industry in particular is more likely to be made an example of should one of their organization's breach GDPR	8%	16%	6%	11%	1%	10%	4%	14%	5%	9%	0%	13%
Base	500	43	18	74	95	60	25	37	37	68	4	39

Base: all respondents

	Total	Private sector	Public sector
Banking	26%	24%	34%
IT, technology and telecoms	20%	22%	13%
Financial services (excluding banking and insurance)	8%	9%	5%
Business and professional services	5%	6%	2%
Government	5%	3%	15%
Manufacturing and production	4%	5%	4%
Consumer services	4%	3%	6%
Retail, distribution and transport	3%	4%	2%
Insurance	3%	3%	2%
Media, leisure and entertainment	3%	3%	1%
Public healthcare	3%	3%	2%
Energy, oil/gas and utilities	2%	3%	1%
Construction and property	2%	2%	2%
Legal	1%	1%	3%
Public education	1%	1%	2%
Other public sector (please specify)	0%	0%	0%
Other commercial sector (please specify)	0%	0%	0%
I do not think that any industry in particular is more likely to be made an example of should one of their organization's breach GDPR	8%	9%	8%
Base	500	397	103

Base: all respondents

	Total	Business model		
		B2B focus	B2C focus	Even focus between B2B and B2C
Banking	26%	23%	35%	25%
IT, technology and telecoms	20%	21%	13%	23%
Financial services (excluding banking and insurance)	8%	5%	10%	10%
Business and professional services	5%	7%	7%	4%
Government	5%	4%	5%	6%
Manufacturing and production	4%	5%	4%	4%
Consumer services	4%	3%	5%	4%
Retail, distribution and transport	3%	4%	5%	2%
Insurance	3%	4%	1%	3%
Media, leisure and entertainment	3%	2%	2%	4%
Public healthcare	3%	6%	1%	1%
Energy, oil/gas and utilities	2%	2%	3%	3%
Construction and property	2%	2%	2%	2%
Legal	1%	1%	0%	2%
Public education	1%	1%	1%	1%
Other public sector (please specify)	0%	0%	0%	0%
Other commercial sector (please specify)	0%	0%	0%	0%
I do not think that any industry in particular is more likely to be made an example of should one of their organization's breach GDPR	8%	10%	8%	7%
Base	500	165	104	231



Which country do you believe is most likely to be made an example of if an organization from that country breaches the EU GDPR?

Base: all respondents

	Total	UK	France	Germany	US
UK	23%	48%	2%	11%	27%
Germany	21%	10%	30%	47%	9%
US	19%	9%	6%	7%	36%
France	10%	4%	28%	7%	6%
China	4%	0%	0%	1%	9%
Brazil	2%	3%	3%	0%	2%
Canada	1%	1%	3%	0%	2%
Japan	1%	0%	0%	0%	2%
Australia	0%	0%	0%	0%	0%
*Another European country (please specify)	1%	1%	1%	1%	1%
Another APAC country (please specify)	0%	0%	0%	0%	0%
Another country in the Americas (please specify)	0%	0%	0%	0%	0%
Don't know	6%	6%	12%	13%	1%
I do not think that any country in particular is more likely to be made an example of should one of their organization's breach GDPR	12%	18%	15%	13%	7%
Base	500	100	100	100	200

*Another European country (please specify): Greece (x3); Italy; Spain

Base: all respondents

	Total	1,000-2,999 employees	3,000-5,000 employees	More than 5,000 employees
UK	23%	23%	20%	27%
Germany	21%	24%	18%	21%
US	19%	19%	19%	18%
France	10%	7%	14%	9%
China	4%	5%	3%	3%
Brazil	2%	1%	2%	3%
Canada	1%	2%	2%	0%
Japan	1%	0%	1%	1%
Australia	0%	0%	0%	0%
Another European country (please specify)	1%	1%	1%	1%
Another APAC country (please specify)	0%	0%	0%	0%
Another country in the Americas (please specify)	0%	0%	0%	0%
Don't know	6%	6%	8%	5%
I do not think that any country in particular is more likely to be made an example of should one of their organization's breach GDPR	12%	13%	11%	12%
Base	500	171	176	153

Base: all respondents

	Total	Business and professional services	Energy, oil/gas and utilities	Financial services	IT, technology and telecoms	Manufacturing and production	Public education	Government	Public healthcare	Retail, distribution and transport	Other public sector	Other commercial sectors
UK	23%	19%	22%	27%	26%	12%	16%	27%	32%	22%	25%	23%
Germany	21%	26%	17%	27%	20%	17%	16%	27%	8%	26%	25%	15%
US	19%	16%	22%	14%	28%	13%	20%	16%	19%	15%	0%	23%
France	10%	9%	22%	9%	9%	10%	4%	11%	14%	10%	0%	10%
China	4%	2%	6%	3%	2%	12%	8%	0%	0%	3%	0%	5%
Brazil	2%	2%	0%	1%	1%	0%	12%	5%	0%	3%	0%	0%
Canada	1%	5%	0%	1%	0%	0%	4%	0%	3%	1%	0%	3%
Japan	1%	2%	0%	0%	0%	2%	0%	0%	0%	0%	0%	3%
Australia	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Another European country (please specify)	1%	2%	0%	1%	0%	2%	4%	0%	0%	0%	25%	0%
Another APAC country (please specify)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Another country in the Americas (please specify)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Don't know	6%	2%	0%	4%	3%	15%	12%	0%	16%	6%	25%	5%
I do not think that any country in particular is more likely to be made an example of should one of their organization's breach GDPR	12%	14%	11%	12%	9%	18%	4%	14%	8%	13%	0%	13%
Base	500	43	18	74	95	60	25	37	37	68	4	39



Base: all respondents

	Total	Private sector	Public sector
UK	23%	22%	26%
Germany	21%	22%	17%
US	19%	19%	17%
France	10%	10%	10%
China	4%	4%	2%
Brazil	2%	1%	5%
Canada	1%	1%	2%
Japan	1%	1%	0%
Australia	0%	0%	0%
Another European country (please specify)	1%	1%	2%
Another APAC country (please specify)	0%	0%	0%
Another country in the Americas (please specify)	0%	0%	0%
Don't know	6%	6%	10%
I do not think that any country in particular is more likely to be made an example of should one of their organization's breach GDPR	12%	13%	9%
Base	500	397	103

Base: all respondents

	Total	Business model		
		B2B focus	B2C focus	Even focus between B2B and B2C
UK	23%	24%	23%	22%
Germany	21%	19%	14%	25%
US	19%	18%	23%	17%
France	10%	10%	11%	10%
China	4%	4%	3%	4%
Brazil	2%	2%	3%	2%
Canada	1%	2%	4%	0%
Japan	1%	1%	1%	0%
Australia	0%	0%	0%	0%
Another European country (please specify)	1%	1%	1%	1%
Another APAC country (please specify)	0%	0%	0%	0%
Another country in the Americas (please specify)	0%	0%	0%	0%
Don't know	6%	2%	5%	10%
I do not think that any country in particular is more likely to be made an example of should one of their organization's breach GDPR	12%	16%	13%	9%
Base	500	165	104	231



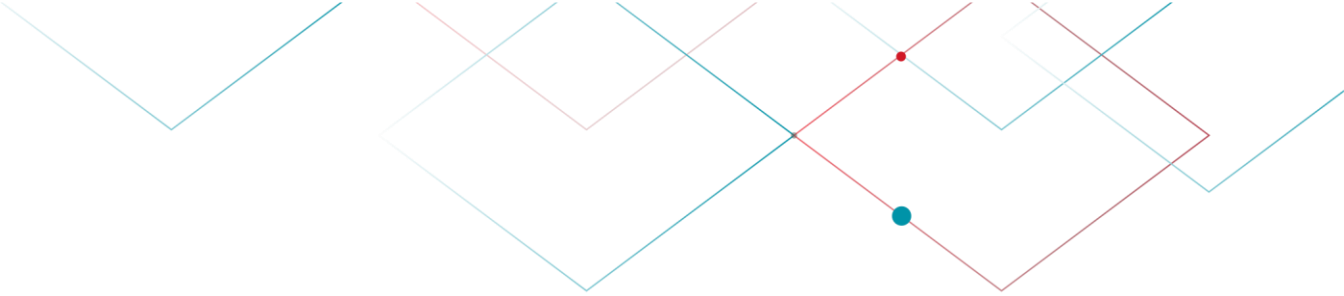
To what extent do you agree or disagree with the following statements?

Country

	Total				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Base: all respondents (500)					
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	21%	54%	17%	5%	3%
The fines imposed as a result of breaching regulations could cripple some organizations	26%	49%	17%	3%	5%
The EU GDPR will not have enough regulators to enforce the mandate	17%	41%	27%	5%	10%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	17%	43%	26%	6%	8%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	23%	45%	18%	5%	10%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	18%	45%	25%	7%	6%
Our organization does not view compliance with GDPR by the deadline as a priority	13%	29%	33%	19%	6%

	UK				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Base: respondents from the UK (100)					
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	15%	58%	18%	2%	7%
The fines imposed as a result of breaching regulations could cripple some organizations	20%	54%	16%	0%	10%
The EU GDPR will not have enough regulators to enforce the mandate	9%	47%	23%	1%	20%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	5%	33%	39%	12%	11%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	23%	47%	12%	3%	15%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	10%	38%	29%	8%	15%
Our organization does not view compliance with GDPR by the deadline as a priority	6%	28%	38%	17%	11%

	France				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Base: respondents from France (100)					
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	23%	51%	14%	7%	5%
The fines imposed as a result of breaching regulations could cripple some organizations	29%	35%	21%	6%	9%
The EU GDPR will not have enough regulators to enforce the mandate	16%	48%	18%	9%	9%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	19%	44%	19%	8%	10%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	17%	41%	27%	4%	11%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	23%	37%	26%	9%	5%
Our organization does not view compliance with GDPR by the deadline as a priority	10%	26%	30%	25%	9%



	Germany				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Base: respondents from Germany (100)					
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	17%	64%	15%	4%	0%
The fines imposed as a result of breaching regulations could cripple some organizations	27%	48%	20%	2%	3%
The EU GDPR will not have enough regulators to enforce the mandate	18%	42%	31%	3%	6%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	10%	46%	33%	6%	5%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	20%	37%	28%	7%	8%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	14%	56%	23%	6%	1%
Our organization does not view compliance with GDPR by the deadline as a priority	10%	48%	31%	9%	2%

	US				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Base: respondents from the US (200)					
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	25%	50%	18%	5%	3%
The fines imposed as a result of breaching regulations could cripple some organizations	27%	54%	15%	3%	2%
The EU GDPR will not have enough regulators to enforce the mandate	21%	35%	31%	7%	7%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	26%	46%	19%	3%	8%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	28%	49%	12%	5%	7%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	21%	47%	24%	6%	4%
Our organization does not view compliance with GDPR by the deadline as a priority	19%	23%	32%	22%	5%



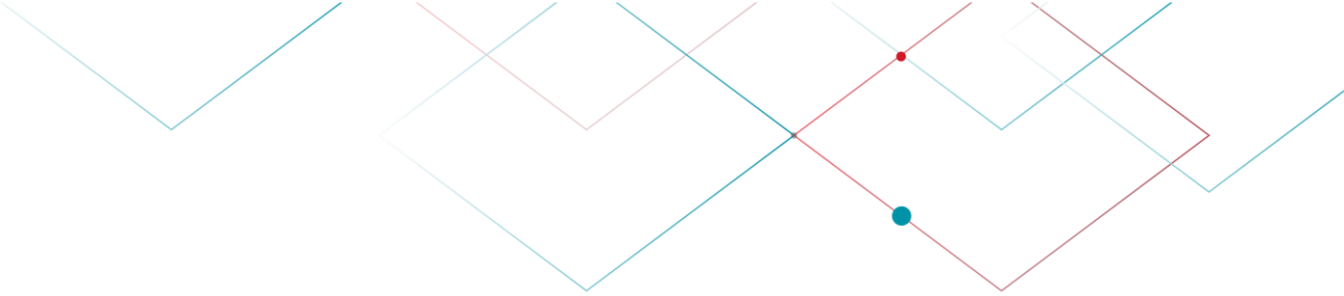
To what extent do you agree or disagree with the following statements?

Size

	Total				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Base: all respondents (500)					
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	21%	54%	17%	5%	3%
The fines imposed as a result of breaching regulations could cripple some organizations	26%	49%	17%	3%	5%
The EU GDPR will not have enough regulators to enforce the mandate	17%	41%	27%	5%	10%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	17%	43%	26%	6%	8%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	23%	45%	18%	5%	10%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	18%	45%	25%	7%	6%
Our organization does not view compliance with GDPR by the deadline as a priority	13%	29%	33%	19%	6%

	1,000-2,999 employees				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Base: respondents from organizations with 1,000-2,999 employees (171)					
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	16%	58%	18%	5%	3%
The fines imposed as a result of breaching regulations could cripple some organizations	20%	50%	23%	4%	4%
The EU GDPR will not have enough regulators to enforce the mandate	17%	42%	25%	6%	10%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	19%	44%	23%	5%	9%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	19%	50%	18%	4%	9%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	15%	43%	29%	8%	6%
Our organization does not view compliance with GDPR by the deadline as a priority	14%	29%	34%	19%	4%

	3,000-5,000 employees				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Base: respondents from organizations with 3,000-5,000 employees (176)					
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	24%	55%	11%	6%	3%
The fines imposed as a result of breaching regulations could cripple some organizations	33%	45%	14%	3%	5%
The EU GDPR will not have enough regulators to enforce the mandate	20%	42%	25%	6%	7%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	19%	45%	22%	7%	7%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	27%	41%	18%	6%	8%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	20%	46%	22%	6%	6%
Our organization does not view compliance with GDPR by the deadline as a priority	13%	34%	31%	16%	7%



Base: respondents from organizations with more than 5,000 employees (153)

	More than 5,000 employees				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	23%	50%	21%	2%	5%
The fines imposed as a result of breaching regulations could cripple some organizations	24%	52%	14%	1%	8%
The EU GDPR will not have enough regulators to enforce the mandate	14%	40%	30%	4%	12%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	13%	39%	33%	7%	9%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	23%	42%	18%	5%	12%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	17%	46%	25%	7%	5%
Our organization does not view compliance with GDPR by the deadline as a priority	11%	25%	33%	22%	8%



To what extent do you agree or disagree with the following statements?

Sector

	Total				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Base: all respondents (500)					
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	21%	54%	17%	5%	3%
The fines imposed as a result of breaching regulations could cripple some organizations	26%	49%	17%	3%	5%
The EU GDPR will not have enough regulators to enforce the mandate	17%	41%	27%	5%	10%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	17%	43%	26%	6%	8%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	23%	45%	18%	5%	10%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	18%	45%	25%	7%	6%
Our organization does not view compliance with GDPR by the deadline as a priority	13%	29%	33%	19%	6%

	Business and professional services				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Base: respondents from organizations in the business and professional services sector (43)					
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	2%	60%	33%	5%	0%
The fines imposed as a result of breaching regulations could cripple some organizations	26%	44%	21%	9%	0%
The EU GDPR will not have enough regulators to enforce the mandate	16%	44%	26%	5%	9%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	21%	37%	28%	9%	5%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	16%	40%	26%	7%	12%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	12%	40%	26%	19%	5%
Our organization does not view compliance with GDPR by the deadline as a priority	7%	21%	47%	26%	0%

	Energy, oil/gas and utilities				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Base: respondents from organizations in the energy, oil/gas and utilities sector (18)					
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	28%	44%	22%	6%	0%
The fines imposed as a result of breaching regulations could cripple some organizations	28%	56%	17%	0%	0%
The EU GDPR will not have enough regulators to enforce the mandate	22%	56%	11%	11%	0%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	17%	39%	28%	6%	11%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	28%	50%	22%	0%	0%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	0%	67%	28%	0%	6%
Our organization does not view compliance with GDPR by the deadline as a priority	17%	33%	22%	22%	6%



Base: respondents from organizations in the financial services sector (74)

	Financial services				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	19%	57%	18%	4%	3%
The fines imposed as a result of breaching regulations could cripple some organizations	19%	54%	20%	1%	5%
The EU GDPR will not have enough regulators to enforce the mandate	12%	45%	30%	3%	11%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	20%	46%	26%	7%	1%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	24%	49%	18%	1%	8%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	19%	39%	30%	8%	4%
Our organization does not view compliance with GDPR by the deadline as a priority	9%	24%	35%	28%	3%

Base: respondents from organizations in the IT, technology and telecoms sector (95)

	IT, technology and telecoms				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	31%	51%	11%	5%	3%
The fines imposed as a result of breaching regulations could cripple some organizations	31%	49%	14%	3%	3%
The EU GDPR will not have enough regulators to enforce the mandate	19%	36%	23%	8%	14%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	21%	47%	19%	4%	8%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	23%	54%	12%	4%	7%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	22%	51%	16%	4%	7%
Our organization does not view compliance with GDPR by the deadline as a priority	23%	26%	29%	16%	5%

Base: respondents from organizations in the manufacturing and production sector (60)

	Manufacturing and production				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	18%	48%	23%	8%	2%
The fines imposed as a result of breaching regulations could cripple some organizations	18%	57%	17%	5%	3%
The EU GDPR will not have enough regulators to enforce the mandate	12%	45%	27%	8%	8%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	15%	38%	37%	7%	3%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	18%	45%	20%	7%	10%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	13%	52%	25%	7%	3%
Our organization does not view compliance with GDPR by the deadline as a priority	5%	38%	32%	22%	3%



Base: respondents from organizations in the public education sector (25)

	Public education				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	16%	80%	0%	0%	4%
The fines imposed as a result of breaching regulations could cripple some organizations	20%	68%	12%	0%	0%
The EU GDPR will not have enough regulators to enforce the mandate	20%	32%	36%	0%	12%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	4%	52%	32%	8%	4%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	24%	36%	20%	8%	12%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	16%	48%	24%	4%	8%
Our organization does not view compliance with GDPR by the deadline as a priority	0%	48%	36%	8%	8%

Base: respondents from organizations in the government sector (37)

	Government				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	24%	41%	19%	3%	14%
The fines imposed as a result of breaching regulations could cripple some organizations	27%	35%	16%	0%	22%
The EU GDPR will not have enough regulators to enforce the mandate	19%	32%	32%	3%	14%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	22%	27%	22%	11%	19%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	24%	46%	8%	5%	16%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	16%	32%	22%	14%	16%
Our organization does not view compliance with GDPR by the deadline as a priority	24%	22%	27%	14%	14%

Base: respondents from organizations in the public healthcare sector (37)

	Public healthcare				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	19%	68%	11%	0%	3%
The fines imposed as a result of breaching regulations could cripple some organizations	22%	57%	22%	0%	0%
The EU GDPR will not have enough regulators to enforce the mandate	11%	51%	32%	3%	3%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	11%	59%	14%	0%	16%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	30%	46%	14%	5%	5%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	16%	51%	24%	3%	5%
Our organization does not view compliance with GDPR by the deadline as a priority	3%	41%	32%	22%	3%



Base: respondents from organizations in the retail, distribution and transport sector (68)

	Retail, distribution and transport				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	22%	49%	18%	7%	4%
The fines imposed as a result of breaching regulations could cripple some organizations	32%	34%	19%	3%	12%
The EU GDPR will not have enough regulators to enforce the mandate	22%	37%	24%	7%	10%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	15%	34%	32%	7%	12%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	19%	43%	25%	0%	13%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	19%	35%	37%	6%	3%
Our organization does not view compliance with GDPR by the deadline as a priority	13%	28%	34%	13%	12%

Base: respondents from organizations in other public sectors (4)

	Other public sector				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	25%	50%	25%	0%	0%
The fines imposed as a result of breaching regulations could cripple some organizations	25%	75%	0%	0%	0%
The EU GDPR will not have enough regulators to enforce the mandate	0%	75%	0%	0%	25%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	0%	0%	50%	0%	50%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	25%	25%	25%	0%	25%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	0%	50%	50%	0%	0%
Our organization does not view compliance with GDPR by the deadline as a priority	0%	25%	25%	0%	50%

Base: respondents from organizations in other commercial sectors (39)

	Other commercial sectors				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	23%	62%	10%	3%	3%
The fines imposed as a result of breaching regulations could cripple some organizations	36%	44%	15%	3%	3%
The EU GDPR will not have enough regulators to enforce the mandate	23%	44%	28%	3%	3%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	18%	54%	18%	5%	5%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	31%	26%	23%	13%	8%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	28%	46%	18%	3%	5%
Our organization does not view compliance with GDPR by the deadline as a priority	18%	28%	28%	15%	10%



To what extent do you agree or disagree with the following statements?

Private vs. public sector

	Total				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Base: all respondents (500)					
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	21%	54%	17%	5%	3%
The fines imposed as a result of breaching regulations could cripple some organizations	26%	49%	17%	3%	5%
The EU GDPR will not have enough regulators to enforce the mandate	17%	41%	27%	5%	10%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	17%	43%	26%	6%	8%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	23%	45%	18%	5%	10%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	18%	45%	25%	7%	6%
Our organization does not view compliance with GDPR by the deadline as a priority	13%	29%	33%	19%	6%

	Private sector				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Base: respondents from organizations in the private sector (397)					
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	21%	53%	18%	6%	3%
The fines imposed as a result of breaching regulations could cripple some organizations	27%	48%	17%	4%	5%
The EU GDPR will not have enough regulators to enforce the mandate	17%	42%	25%	6%	10%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	18%	43%	26%	6%	6%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	22%	45%	19%	4%	9%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	18%	45%	25%	7%	5%
Our organization does not view compliance with GDPR by the deadline as a priority	14%	28%	33%	20%	6%

	Public sector				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Base: respondents from organizations in the public sector (103)					
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	20%	60%	12%	1%	7%
The fines imposed as a result of breaching regulations could cripple some organizations	23%	52%	17%	0%	8%
The EU GDPR will not have enough regulators to enforce the mandate	16%	41%	32%	2%	10%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	13%	44%	22%	6%	16%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	26%	43%	14%	6%	12%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	16%	44%	24%	7%	10%
Our organization does not view compliance with GDPR by the deadline as a priority	10%	35%	31%	15%	10%

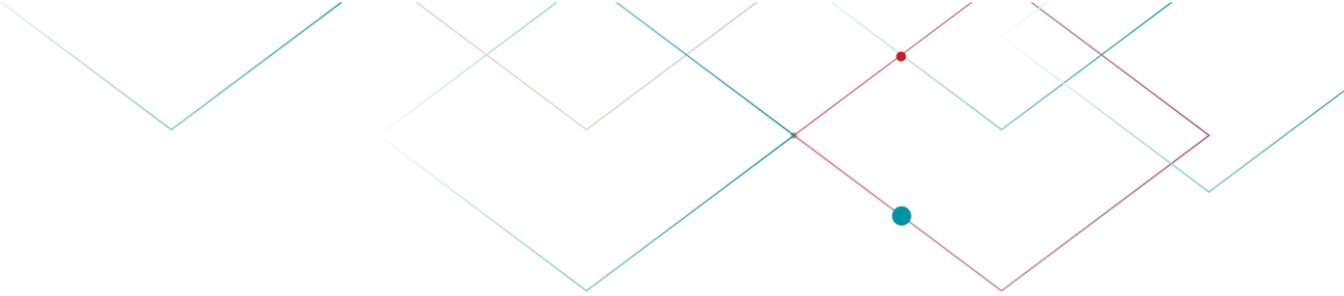


To what extent do you agree or disagree with the following statements?

Business model

	Total				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Base: all respondents (500)					
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	21%	54%	17%	5%	3%
The fines imposed as a result of breaching regulations could cripple some organizations	26%	49%	17%	3%	5%
The EU GDPR will not have enough regulators to enforce the mandate	17%	41%	27%	5%	10%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	17%	43%	26%	6%	8%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	23%	45%	18%	5%	10%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	18%	45%	25%	7%	6%
Our organization does not view compliance with GDPR by the deadline as a priority	13%	29%	33%	19%	6%

	B2B focus				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Base: respondents from organizations that have a primarily B2B focus (165)					
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	24%	47%	20%	7%	1%
The fines imposed as a result of breaching regulations could cripple some organizations	29%	46%	16%	4%	4%
The EU GDPR will not have enough regulators to enforce the mandate	17%	41%	26%	10%	7%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	22%	36%	28%	8%	5%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	26%	42%	22%	4%	6%
The EU GDPR has meant my organization has					
	B2C focus				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
Base: respondents from organizations that have a primarily B2C focus (104)					
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	20%	53%	14%	3%	10%
The fines imposed as a result of breaching regulations could cripple some organizations	26%	51%	13%	1%	9%
The EU GDPR will not have enough regulators to enforce the mandate	21%	37%	24%	3%	15%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	13%	37%	29%	8%	14%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	22%	41%	16%	6%	14%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	16%	38%	28%	7%	12%
Our organization does not view compliance with GDPR by the deadline as a priority	9%	26%	36%	17%	13%



Base: respondents from organization that have an even focus between B2B and B2C (231)

	Even focus between B2B and B2C				
	Strongly agree	Agree	Disagree	Strongly disagree	Don't know
We face some serious challenges in being compliant with the EU GDPR by 25th May 2018	19%	60%	15%	3%	2%
The fines imposed as a result of breaching regulations could cripple some organizations	24%	50%	19%	3%	4%
The EU GDPR will not have enough regulators to enforce the mandate	15%	44%	28%	3%	9%
We believe that adhering to the EU GDPR will give us a competitive advantage over other organizations in our sector	16%	50%	22%	4%	7%
An organization from the UK will be made an example of should they breach any part of the EU GDPR, as a result of Brexit	21%	48%	16%	5%	10%
The EU GDPR has meant my organization has extra budget available to focus resource onto 'housekeeping' tasks like data access rights that would have previously been neglected	15%	52%	25%	4%	4%
Our organization does not view compliance with GDPR by the deadline as a priority	15%	35%	30%	15%	6%



Demographics

How many employees does your organization have in your country?

Base: all respondents

	Total	UK	France	Germany	US
1,000-2,999 employees	34%	29%	35%	35%	36%
3,000-5,000 employees	35%	35%	35%	35%	36%
More than 5,000 employees	31%	36%	30%	30%	29%
Base	500	100	100	100	200

Base: all respondents

	Total	Business and professional services	Energy, oil/gas and utilities	Financial services	IT, technology and telecoms	Manufacturing and production	Public education	Government	Public healthcare	Retail, distribution and transport	Other public sector	Other commercial sectors
1,000-2,999 employees	34%	44%	22%	38%	33%	45%	28%	24%	24%	32%	25%	36%
3,000-5,000 employees	35%	40%	44%	24%	41%	27%	40%	11%	46%	44%	25%	41%
More than 5,000 employees	31%	16%	33%	38%	26%	28%	32%	65%	30%	24%	50%	23%
Base	500	43	18	74	95	60	25	37	37	68	4	39

Base: all respondents

	Total	Private sector	Public sector
1,000-2,999 employees	34%	37%	25%
3,000-5,000 employees	35%	36%	31%
More than 5,000 employees	31%	27%	44%
Base	500	397	103

Base: all respondents

	Total	Business model		
		B2B focus	B2C focus	Even focus between B2B and B2C
1,000-2,999 employees	34%	36%	26%	36%
3,000-5,000 employees	35%	41%	37%	31%
More than 5,000 employees	31%	23%	38%	33%
Base	500	165	104	231



Within which sector is your organization?

Base: all respondents	Total	UK	France	Germany	US
IT, technology and telecoms	19%	20%	18%	15%	21%
Financial services	15%	20%	15%	19%	10%
Retail, distribution and transport	14%	11%	11%	18%	14%
Manufacturing and production	12%	14%	10%	12%	12%
Business and professional services	9%	9%	16%	2%	8%
Government	7%	8%	9%	7%	7%
Public healthcare	7%	8%	10%	3%	8%
Public education	5%	4%	1%	8%	6%
Energy, oil/gas and utilities	4%	1%	4%	6%	4%
*Other public sector (please specify)	1%	1%	1%	2%	0%
**Other commercial sector (please specify)	8%	4%	5%	8%	11%
Base	500	100	100	100	200

*Other public sector (please specify): Judiciary; Local authority; Military; Scientific research

**Other commercial sectors (please specify): Biotechnology; Construction and property (x16); Consumer services (x13); Media, leisure and entertainment (x9)

Base: all respondents	Total	1,000-2,999 employees	3,000-5,000 employees	More than 5,000 employees
IT, technology and telecoms	19%	18%	22%	16%
Financial services	15%	16%	10%	18%
Retail, distribution and transport	14%	13%	17%	10%
Manufacturing and production	12%	16%	9%	11%
Business and professional services	9%	11%	10%	5%
Government	7%	5%	2%	16%
Public healthcare	7%	5%	10%	7%
Public education	5%	4%	6%	5%
Energy, oil/gas and utilities	4%	2%	5%	4%
Other public sector (please specify)	1%	1%	1%	1%
Other commercial sector (please specify)	8%	8%	9%	6%
Base	500	171	176	153

Base: all respondents	Total	Private sector	Public sector
IT, technology and telecoms	19%	24%	0%
Financial services	15%	19%	0%
Retail, distribution and transport	14%	17%	0%
Manufacturing and production	12%	15%	0%
Business and professional services	9%	11%	0%
Government	7%	0%	36%
Public healthcare	7%	0%	36%
Public education	5%	0%	24%
Energy, oil/gas and utilities	4%	5%	0%
Other public sector (please specify)	1%	0%	4%
Other commercial sector (please specify)	8%	10%	0%
Base	500	397	103

Base: all respondents	Total	Business model		
		B2B focus	B2C focus	Even focus between B2B and B2C
IT, technology and telecoms	19%	19%	12%	23%
Financial services	15%	14%	13%	16%
Retail, distribution and transport	14%	13%	14%	13%
Manufacturing and production	12%	16%	7%	11%
Business and professional services	9%	18%	5%	4%
Government	7%	4%	10%	9%
Public healthcare	7%	4%	15%	6%
Public education	5%	1%	13%	4%
Energy, oil/gas and utilities	4%	4%	2%	4%
Other public sector (please specify)	1%	1%	0%	1%
Other commercial sector (please specify)	8%	5%	11%	8%
Base	500	165	104	231



In which one of these functional areas are you primarily employed within your organization?

Base: all respondents

	Total	UK	France	Germany	US
Information technology	92%	99%	92%	96%	86%
Risk/fraud/compliance/governance	8%	1%	8%	4%	15%
Base	500	100	100	100	200

Base: all respondents

	Total	1,000-2,999 employees	3,000-5,000 employees	More than 5,000 employees
Information technology	92%	94%	90%	91%
Risk/fraud/compliance/governance	8%	6%	10%	9%
Base	500	171	176	153

Base: all respondents

	Total	Business and professional services	Energy, oil/gas and utilities	Financial services	IT, technology and telecoms	Manufacturing and production	Public education	Government	Public healthcare	Retail, distribution and transport	Other public sector	Other commercial sectors
Information technology	92%	86%	94%	97%	99%	100%	92%	73%	84%	87%	100%	87%
Risk/fraud/compliance/governance	8%	14%	6%	3%	1%	0%	8%	27%	16%	13%	0%	13%
Base	500	43	18	74	95	60	25	37	37	68	4	39

Base: all respondents

	Total	Private sector	Public sector
Information technology	92%	94%	83%
Risk/fraud/compliance/governance	8%	6%	17%
Base	500	397	103

Base: all respondents

	Total	Business model		
		B2B focus	B2C focus	Even focus between B2B and B2C
Information technology	92%	95%	84%	93%
Risk/fraud/compliance/governance	8%	5%	16%	7%
Base	500	165	104	231



What business model is the primary focus of your organization?

Base: all respondents

	Total	UK	France	Germany	US
B2B	33%	36%	47%	24%	29%
B2C	21%	25%	13%	8%	29%
We have an even focus between B2B and B2C	46%	39%	40%	68%	42%
Base	500	100	100	100	200

Base: all respondents

	Total	1,000-2,999 employees	3,000-5,000 employees	More than 5,000 employees
B2B	33%	35%	38%	25%
B2C	21%	16%	22%	25%
We have an even focus between B2B and B2C	46%	49%	40%	50%
Base	500	171	176	153

Base: all respondents

	Total	Business and professional services	Energy, oil/gas and utilities	Financial services	IT, technology and telecoms	Manufacturing and production	Public education	Government	Public healthcare	Retail, distribution and transport	Other public sector	Other commercial sectors
B2B focus	33%	67%	39%	31%	33%	45%	8%	19%	16%	32%	50%	23%
B2C focus	21%	12%	11%	18%	13%	12%	52%	27%	43%	22%	0%	28%
Even focus between B2B and B2C	46%	21%	50%	51%	55%	43%	40%	54%	41%	46%	50%	49%
Base	500	43	18	74	95	60	25	37	37	68	4	39

Base: all respondents

	Total	Private sector	Public sector
B2B	33%	37%	17%
B2C	21%	16%	38%
We have an even focus between B2B and B2C	46%	46%	46%
Base	500	397	103