GDPR: PREPARATION IS EVERYTHING

GDPR enforcement starts in May 2018, and you have a lot to lose. With some preparation, you can come out on top.

THE STEEP PRICE OF FAILURE: GDPR FINES

- **UP TO €20 MILLION**
  - OR 4% OF ANNUAL REVENUE FOR
    - Not having customer consent to process data
    - Violating the core of Privacy by Design concepts

- **UP TO €10 MILLION**
  - OR 2% OF ANNUAL REVENUE FOR
    - Not having records in order
    - Not providing notification of a data breach
    - Not conducting impact assessment

SOURCE: Dell GDPR Global Survey

TIME TO TURN THE TIDE: GDPR READINESS

- **97%** don’t have a plan to be ready for GDPR
- **80%** of organizations know little or nothing about GDPR
- **21%** would face a penalty if GDPR were in place today
  - 36% don’t know the penalty
  - 50% believe it would be a moderate penalty

SOURCE: Dell GDPR Global Survey

To learn more about RSA products and services, visit rsa.com/GDPR