

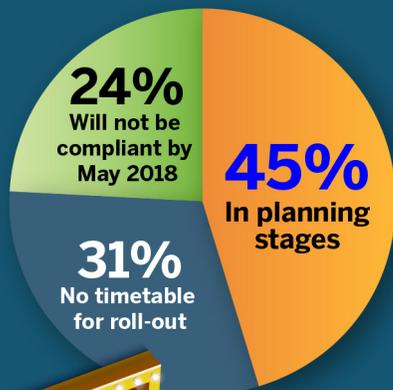
PREPARING FOR GDPR

GDPR will have a major impact on companies worldwide that manage the private information of European citizens. Our SC Media survey looked at the status of U.S. companies' preparations for GDPR, their priorities and compliance expectations.



While just under a third of U.S. respondents have processes in place to identify data records from EU citizens, more than a quarter (26.4%) have yet to start working on it.

GDPR Compliance begins in May 2018. Where is your company overall in planning and implementing GDPR?



BEHIND ON YOUR PLANNING? YOU'RE NOT ALONE!



20.8%

Despite the potentially massive fines for GDPR non-compliance, more than one in five respondents said they had not yet begun planning efforts to identify where personal data about EU citizens is being stored on their systems, let alone initial testing of their data identification applications.

52.8%

considered Data Security and Breach Notification Standards the most important components of GDPR, followed closely by Mapping Customer Data.

14.2%

of U.S. respondents to the SC Media survey say that simply divesting their EU operations altogether provides them with an easy get-out clause from the new regulations. But they might be underestimating how complicated this is to do.

36.5%

of U.S. respondents said they would be increasing their technology spending on data classification, while **20.8%** said they would be decreasing their spending, and **42.6%** said they would maintain spending.