

# What is GDPR?

The **General Data Protection Regulation**

is a **regulation** intended to  
**strengthen** and **unify**  
**data protection**  
for **all individuals**  
within the European Union (EU)

**The Clock is Ticking**

GDPR becomes enforceable on **May 25, 2018**



**Who must comply?** Any organization that:



The definition of **personal data** is broad in scope,  
which means the



**vast majority**  
of U.S. organizations are expected to be  
**compliant with GDPR**

## How to Prepare for GDPR



**1 | Educate the Team**  
From board level to individual contributor, understand the scope and impact



**4 | Build a Compliance Plan**  
Map out specific actions to ensure GDPR readiness



**2 | Engage an Expert**  
Get help to navigate this complex regulation



**5 | Execute the Plan**  
Implement the plan of action identified for compliance



**3 | Evaluate Your Data**  
What data exists? Where is it held? Who has access? How is it managed?

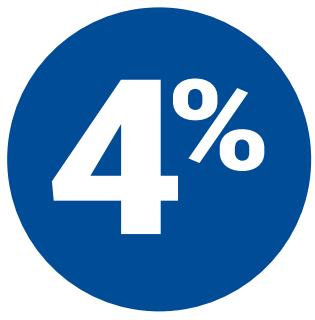


**6 | Perform Ongoing Reviews**  
Monitor systems, policies and processes and ensure compliance is maintained



**MAXIMUM RESPONSE TIME FOR A BREACH UNDER THE REGULATION**

## Consequences for Non-Compliance



Non-compliant organizations can be fined up to **4% of their global revenue**. **Business disruption** and a damage to **brand reputation** are other potential consequences.

## Data Requirements

EU citizens have the following rights:

**Right of Access**  
(article 15)

**Right to Data Portability**  
(article 20)

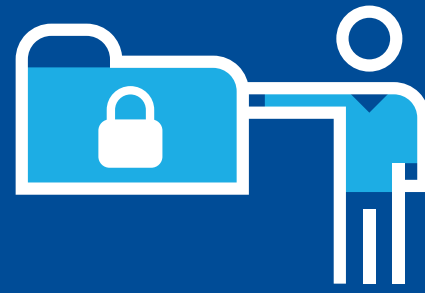
**Timely Data Breach Reporting**  
(articles 33 and 34)

**Data Protection Officers**  
(article 37)

**Right to be Forgotten**  
(article 17)

**Personal Data Protection**  
(articles 25 and 32)

**Data Risks Assessments**  
(article 35)



## Top Priority

**92%**  
**TOP DATA PRIORITY**

92% of US businesses list GDPR as a Top Data Protection Priority

**68%**  
**TO SPEND \$1-\$10 MILLION**

68% of US businesses plan to spend \$1-\$10 million on GDPR preparation

**9%**  
**TO SPEND \$10+ MILLION**

9% more plan to spend more than \$10 million on GDPR preparation

Source: Pricewaterhouse Coopers

For more info on **GDPR compliance**, visit [criticalstart.com/gdpr](http://criticalstart.com/gdpr)