



Don't over react

How to achieve the perfect balance between GDPR compliance and analytics that give you a competitive edge

In amongst all the noise reminding you to 'prepare for the GDPR', we want to ask you to think **a little bigger, a little more long term.**

Consider preparing for how to ensure compliance while maintaining your competitive edge, so you can avoid any negative impact on the customer experience you've spent years working to perfect.

With SAS, you can prepare your analytics for the GDPR, whilst also safeguarding your competitiveness.



What will your business look like *after* the 25th May 2018?

The EU General Data Protection Regulation (GDPR) comes into force on 25th May 2018.

While companies that fail to comply could be fined up to €20 million or 4% of their global turnover (whichever is greater) per incident, there is also the matter of ensuring competitiveness after meeting the parameters for compliance.

Ensuring compliance does not need to impact day-to-day business initiatives and stifle your competitiveness.

SAS can help you avoid:

- The inability to reach customers with tailored marketing or respond to those that present a threat
- Difficulties for the business in managing risk
- A deterioration of the single view of the customer you've established
- A negative impact on low-level business operations and high-level decision-making

What the GDPR means for customers and businesses

Customers have the right to:

- Access their personal data
- Know how it's being used
- Ask for errors to be rectified
- Restrict processing of their data
- Obtain and reuse their personal data
- Object to certain uses
- Request the deletion or removal of data
- An explanation about automated decisions

Businesses have to demonstrate that:

- They are keeping personal data secure and protected
- They have appropriate governance and controls in place
- They use it in a transparent, appropriate, fair and permitted way
- They have measures to minimise errors and correct inaccuracies
- They can respond adequately in the event of a breach





How ready are you for the GDPR?

Can you confidently describe...

What personal data is, and where it is generated?

Where it is stored, and who has access?

How it is used, and what systems keep it secure?

What would happen...

In the event of a breach, would you be prepared?

If someone chose to exercise their new rights, would you know how to respond and keep them informed?

If you found data to be inaccurate or no longer required, would you know how to correct or delete it?

When analysing personal data...

Are you sure you have permission to do so?
Are you doing it fairly?

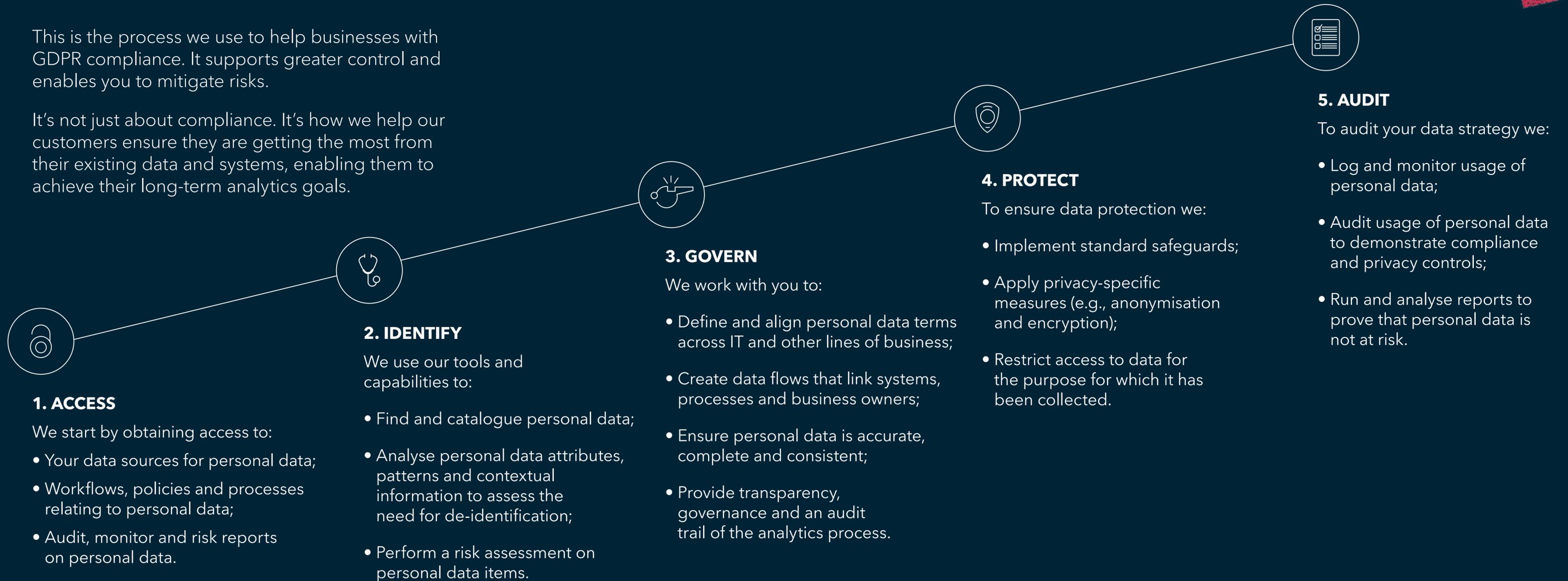
Do you have a transparent process? Is the system secure and protected?

Are measures in place to ensure accuracy? Can you respond quickly if there's a problem?

The roadmap for compliance

This is the process we use to help businesses with GDPR compliance. It supports greater control and enables you to mitigate risks.

It's not just about compliance. It's how we help our customers ensure they are getting the most from their existing data and systems, enabling them to achieve their long-term analytics goals.



Workshop invite Tailoring the roadmap for your business

Why meet with SAS?

Our tools and solutions hold the key to helping you ensure compliance without stifling competitiveness. It's a fine balance to strike and, as a responsible partner, we're here to help you get that balance right.

During the workshop, we'll scope out how this methodology can be applied to your business and your individual challenges - agreeing key milestones, priorities and timeframes.

To secure a date for your workshop, please speak to your SAS account manager or get in touch via:

www.sas.com/uk/gdpr-contact

Proposed agenda for one-hour workshop

- **Discuss your current priorities and challenges;**
- **Examine existing programmes to identify how you can get the most out of them;**
- **Highlight key areas where new tools, streamlined processes and automation will have the biggest impact;**
- **Scope-out milestones and timeframes for implementing our methodology;**
- **Agree next steps - one of which will be coming back to you with a personalised roadmap.**

