GDPR: Most aren’t ready – are you?

Answers from a 2018 survey of 183 global, cross-industry businesspeople involved in preparing for GDPR

**COMPLIANCE**

Are you fully GDPR compliant?
- 7% fully compliant
- 8% US organizations fully compliant
- 5% EU organizations fully compliant

**PREPARING**

Will your organization be GDPR compliant by the May 25 deadline?
- 46% expect to be compliant
- 53% EU organizations expect to be compliant
- 30% US organizations expect to be compliant

**CHALLENGES**

What are the biggest challenges of GDPR for businesses?
- 54% say it will significantly affect how they conduct business
- 5% EU organizations fully compliant
- 8% US organizations fully compliant
- 6% US organizations expect to be compliant

**IMPACT ON AI**

How will GDPR affect artificial intelligence projects?
- Most concerning GDPR requirements:
  - Establishing informed consent.
  - Logging/presenting to auditors details on use of profiling.
  - Requiring human involvement in AI decisions.

**BENEFITS**

What benefits will GDPR bring to your business?
- 46% anticipate GDPR will improve data governance
- 68% anticipate GDPR will increase trust
- 82% anticipate GDPR will increase efficiency
- 84% anticipate GDPR will improve data protection
- 68% anticipate GDPR will increase trust
- 68% anticipate GDPR will improve data quality
- 68% anticipate GDPR will increase trust
- 68% anticipate GDPR will improve data protection

**ACTION**

How do I manage personal data protection?
- “Organizations must help their customers understand how their data is being used. To do that, organizations need to engage all business operations in a long-term GDPR and privacy program.”

Todd Wright, Senior Product Marketing Manager at SAS