

# GDPR:

## Most aren't ready – are you?

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

### 1 COMPLIANCE

Are you fully GDPR compliant?

7%  
fully compliant

8%  
US organizations  
fully compliant

5%  
EU organizations  
fully compliant



### 2 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



### 3 CHALLENGES

What are the biggest challenges of GDPR for businesses?

63%  
say it will significantly  
affect how they  
conduct business



75%  
say it will significantly  
impact IT operations



More  
challenges

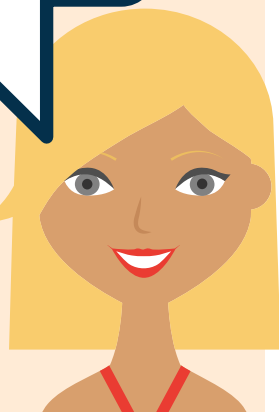
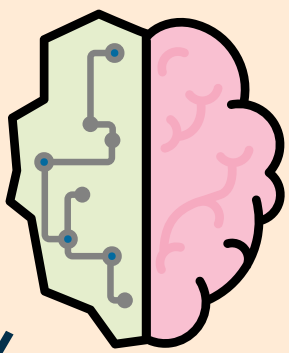
- Identifying all personal data.
- Acquiring skills to manage compliance.

### 4 IMPACT ON AI

How will GDPR affect artificial intelligence projects?

49%  
said GDPR would significantly impact their AI projects

- Most concerning GDPR requirements:
  - Establishing informed consent.
  - Logging/presenting to auditors details on use of profiling.
  - Requiring human involvement in AI decisions.



### 5 BENEFITS

What benefits will GDPR bring to your business?

84%  
anticipate GDPR will  
improve data governance

68%  
anticipate GDPR will increase trust

More benefits

- Improved personal data quality.
- Enhanced image.
- Move toward data-driven business.



### 6 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

> Learn more

