

# Organizations Worldwide Fear GDPR Non-Compliance Could Put Them Out of Business

Almost half of firms globally fear they won't meet the fast approaching regulatory deadline for **General Data Protection Regulation (GDPR)**.



## 86%

of firms think non-compliance will have a major negative impact on their business

## €20m (\$21m)

or 4% of annual turnover - whichever is greater

potential fine for non-compliance, with many organizations concerned about its impact on their business

## Potential GDPR Fallout



## 21%

The high penalties could lead to a workforce reduction



## 19%

The negative media or social coverage could cause us to lose customers



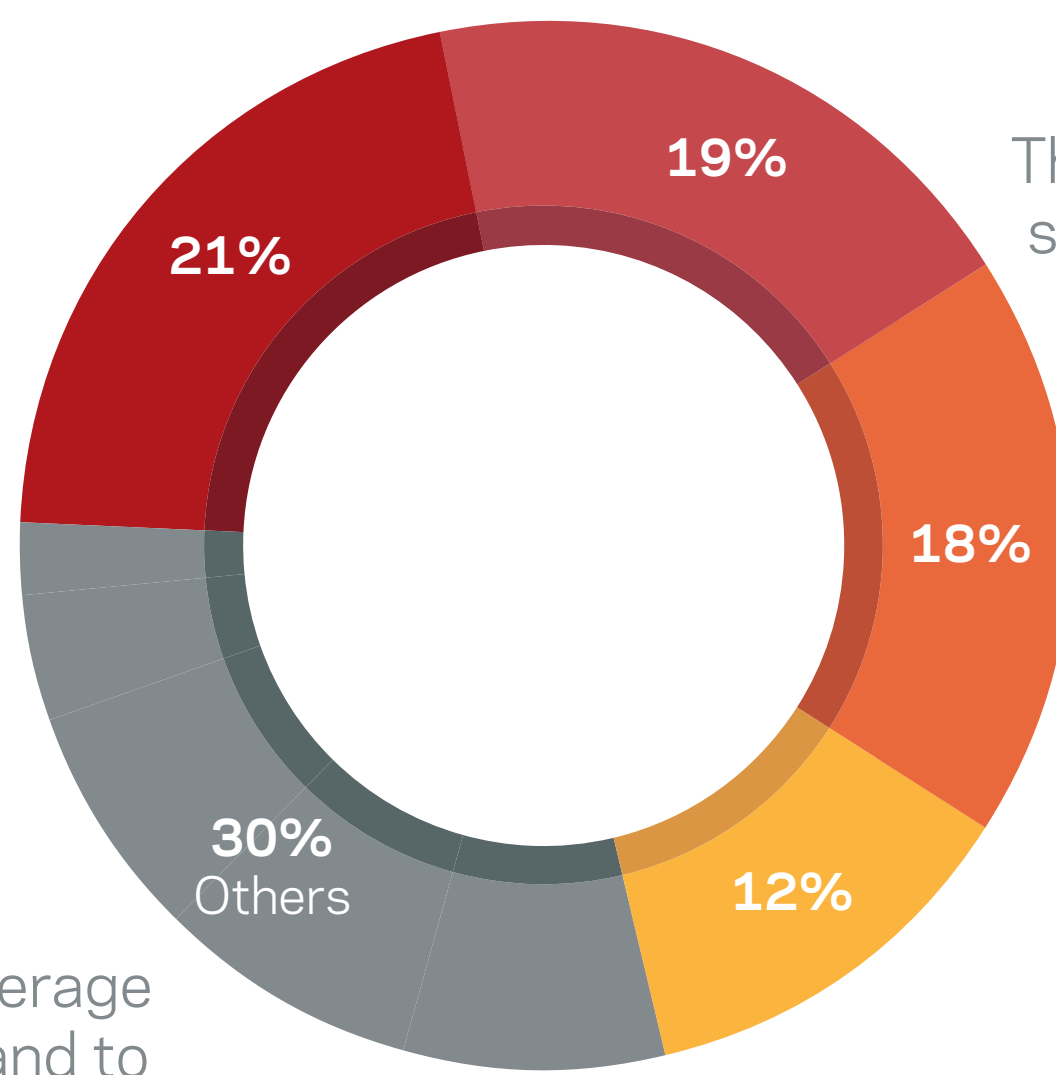
## 12%

The negative media or social coverage could cause our brand to be de-valued



## 18%

The high penalties could cause us to go out of business



## Lack of Technology Hindering GDPR Compliance



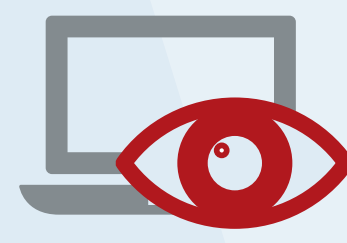
## 1/3

of respondents fear their current technology stack is unable to manage their data effectively



## 39%

of respondents say their organization cannot accurately identify and locate relevant data



## 42%

admit to having no system in place to determine which data should be saved or deleted based on its value

## Substantial investment required to deliver on GDPR readiness journey

## €1.3m (\$1.4m)

On average, firms are forecasting spending in excess of €1.3m (\$1.4m) on GDPR readiness initiatives

For information on how organizations can become GDPR compliant visit:

[veritas.com/gdpr](https://veritas.com/gdpr)

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