

BUSINESS SURVEY ON GDPR

Results



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INTRODUCTION

Brodies commissioned Ipsos MORI Scotland to conduct a survey of UK businesses to explore awareness and perceptions of the General Data Protection Regulation (GDPR), which comes into force in May 2018.

The survey was conducted online using a sample of 1,000 businesses, provided by a commercial business database supplier. The sample was designed to be representative of the UK business population in terms of sector and size (although legal businesses were excluded from the sample).

The survey was also made available through an open link, promoted through Brodies website, social media and other communication channels.

Fieldwork was conducted between 30 March and 11 May. In total, 92 respondents completed at least part of the survey. As not all 92 respondents completed all parts of the survey, results for each question are based on the number of respondents providing an answer to that question.



GDPR SURVEY RESULTS

How would you rate your organisation's awareness of GDPR?

INSIGHT

A majority of businesses were aware of GDPR, but a quarter were unaware.

25% Very aware

45% Aware

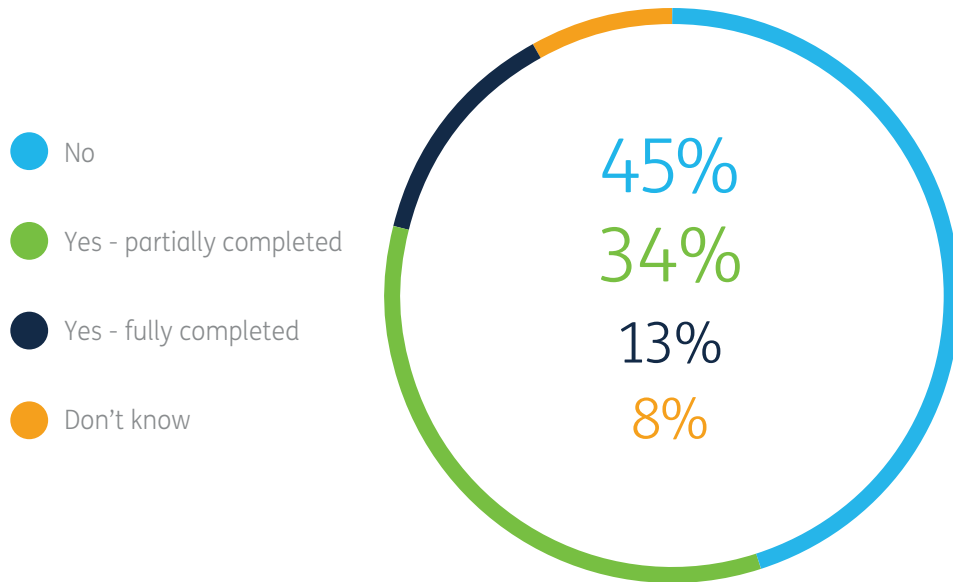
25% Not aware

5% Don't know



GDPR SURVEY RESULTS

Have you conducted an information audit to assess the impact of GDPR on your organisation?



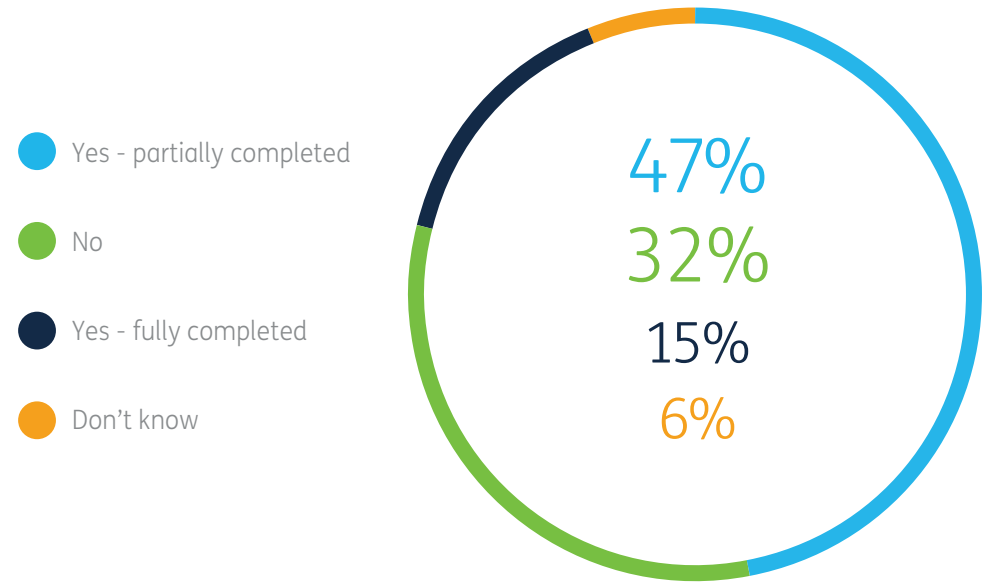
INSIGHT

Just under half had completed an information audit, while a similar proportion had not.

Base: All respondents providing an answer (85)

OF THOSE WHO WERE AWARE OF GDPR

Have you conducted an information audit to assess the impact of GDPR on your organisation?



INSIGHT

Among those who were aware of GDPR, a majority had completed an audit, but a third had not.

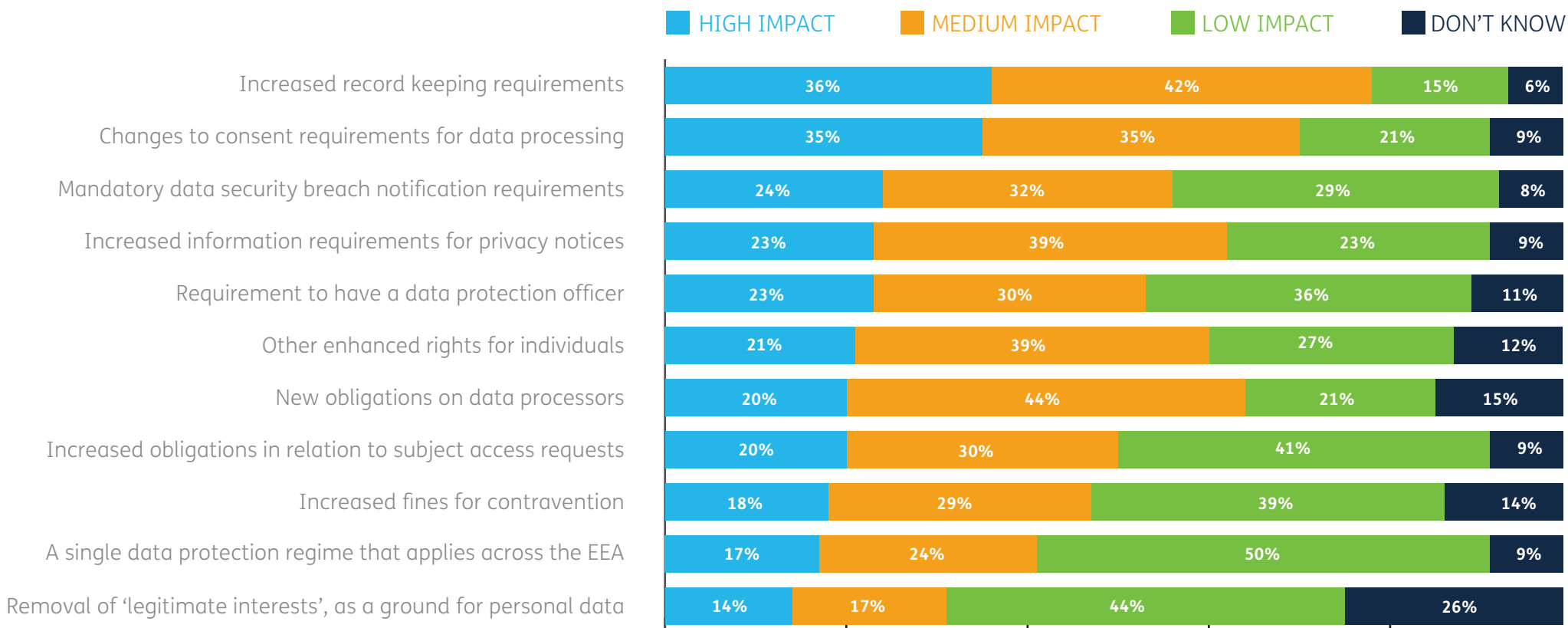
Base: All respondents providing an answer (60)

GDPR SURVEY RESULTS

Below are a number of changes introduced by GDPR. How much of an impact do you think each will have on your organisation?

INSIGHT

The biggest perceived impacts of GDPR related to increased record keeping, changes to consent requirements and mandatory security breach notifications

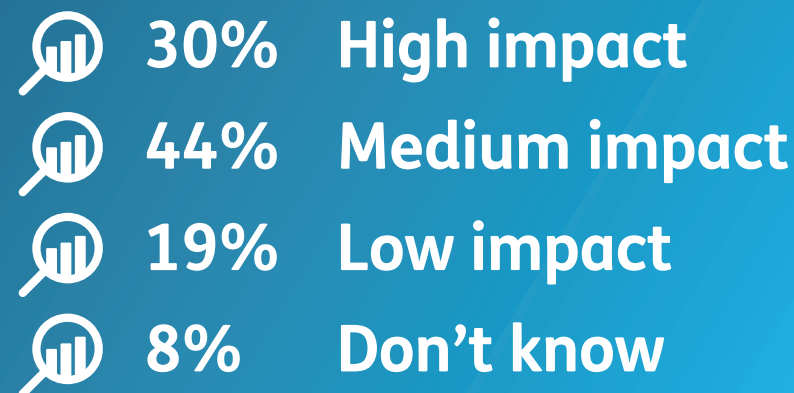


GDPR SURVEY RESULTS

Overall, what is your assessment of the impact that GDPR will have on your organisation?

INSIGHT

Almost three-quarters felt that GDPR would have a high or medium impact on their organisation.



GDPR SURVEY RESULTS

How would you assess your organisation's readiness for the changes in data protection law that GDPR will bring?

INSIGHT

A small minority felt ready for GDPR, while two thirds were on track for compliance by May 2018. Just over one in ten felt unlikely to be compliant



Base: All respondents providing an answer (64)

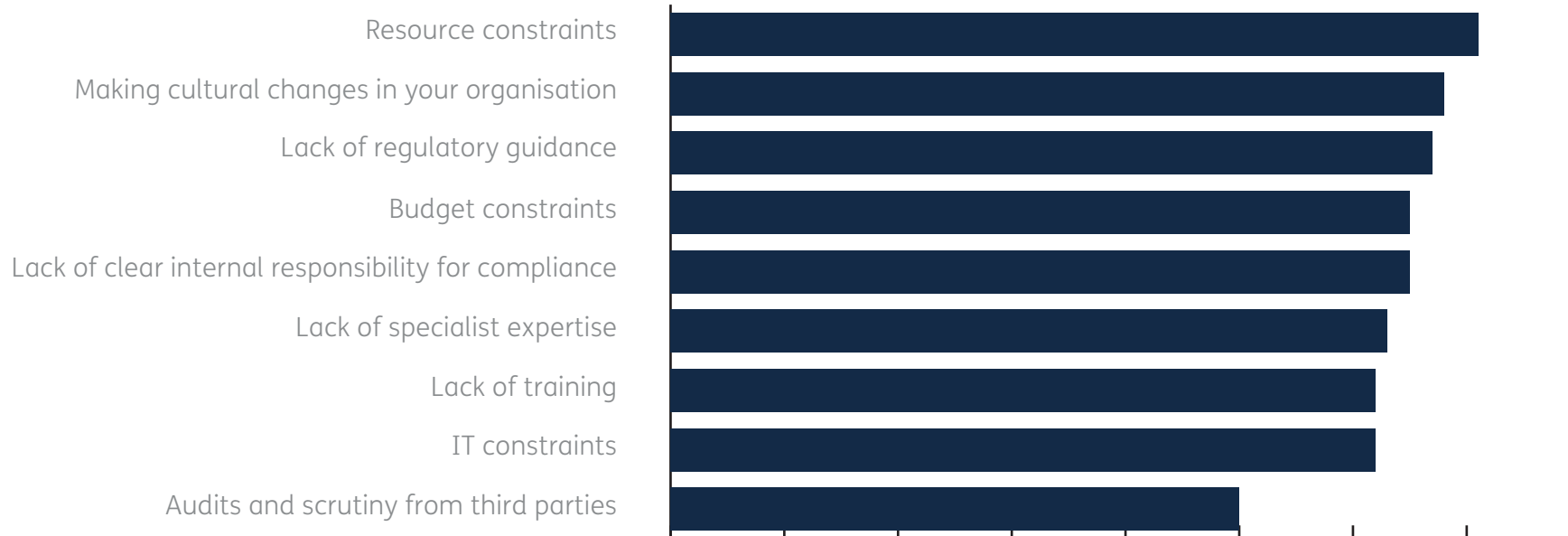
GDPR SURVEY RESULTS

Which are the biggest challenges you face in terms of making sure your organisation is compliant with GDPR?

(Rank top 3 biggest challenges)

INSIGHT - 3 BIGGEST CHALLENGES

1. **Resource** constraints
2. Making **cultural changes**
3. Lack of **regulatory guidance**



GDPR SURVEY RESULTS

There are a number of factors that might encourage an organisation to become compliant with GDPR. Which of these are the most important for yours?

(Rank top 3 in order of importance)

1 Legal compliance

2 Reputation management

3 Consumer trust

INSIGHT

The factors considered most important were legal compliance, reputation management and consumer trust.

4. Risk management

5. Ability to continue business operations

6. Increased fines for breach

7. Audits and scrutiny from third parties

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