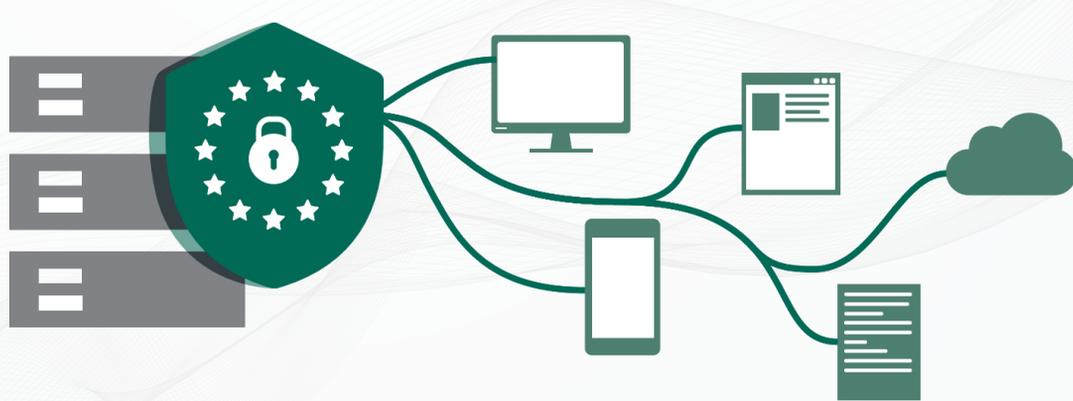


# Think Your U.S. Business Is Not Affected By GDPR Regulations? YOU'RE PROBABLY WRONG.

## What Is GDPR?

The General Data Protection Regulation (GDPR) is a new mandate in the European Union (EU) that went into effect on May 25, 2018, and is designed to protect the confidential personal data and privacy of EU citizens. Although GDPR is an EU regulation, if you're a US-based organization and assume you're not affected, think again. Continue reading to learn if you may be subjected to GDPR's regulations.



## Does Your Us-Based Company Need To Comply With GDPR?

Any EU or non-EU company that processes data about EU citizens must comply with GDPR. A physical presence in the EU is not required. If your organization collects personal data or plans to collect personal data from EU citizens, you must be GDPR compliant.

If you can answer **YES** to any of the questions listed below, then your US-based organization will need to comply with GDPR. **Does your company:**

- Offer Goods Or Services Within The EU?
- Employ EU Residents Or Citizens?
- Manage Consumer Data Within Or From The EU?
- Move Consumer Or Employee Data Outside Of The EU?

## Why Your US-Based Company Needs To Comply With GDPR:

### 1 Costly Data Breaches Are Now Public Knowledge

The global average total cost of a data breach is **\$3.9M**

The US has the highest country average at a whopping

**\$8.19M**

Under GDPR, organizations now have a 72-hour window to notify the appropriate supervisory authority of a data breach, along with identifying how and what personal data was affected, as well as a drafted comprehensive containment plan.

**According to the Cost of a Data Breach Report' released by IBM Security & the Ponemon Institute:**

### 2 Tough Non-Compliance Fines

You could be fined up to 20M Euros or 4% of your annual global revenue (whichever is greater).

**\$ 459,160,586**

**is the amount of GDPR Fines imposed as of March 2020**

Source: enforcementtracker.com

### 2 Customer Confidence

The work to improve security and compliance will pay off when it comes to consumer confidence. Organizations should embrace the level of consciousness that GDPR is creating in the business world.

**65%**

of consumers would stop using a brand that was dishonest about how it was using their data - *Acquia*

**36%**

of respondents trust companies and organizations with their personal data more since the GDPR privacy regulation came into effect one year ago - *TrustArc*

**160,000**  
Data Breach Notifications Reported

As of January 2020 according to the European Commission

Gartner predicts that by 2020, the backup of archiving personal data will present the largest area of privacy risk for 70% of organizations.

## Meeting And Maintaining GDPR Readiness Is A Process That Will Take Time, Planning, And Implementing The Right Tools.

Ready To Learn More About GDPR & Globalscape EFT? Click On A Link Below.



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WHITEPAPER: GDPR COMPLIANCE & HOW EFT CAN HELP



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