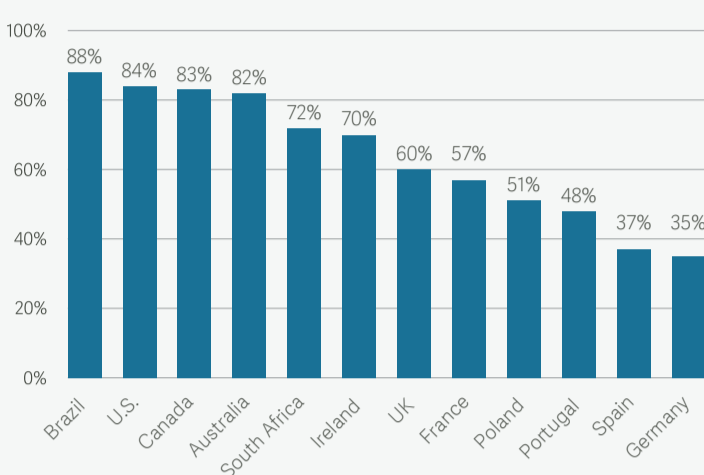


GDPR insights, awareness and benchmarks: Who's prepared — and who isn't

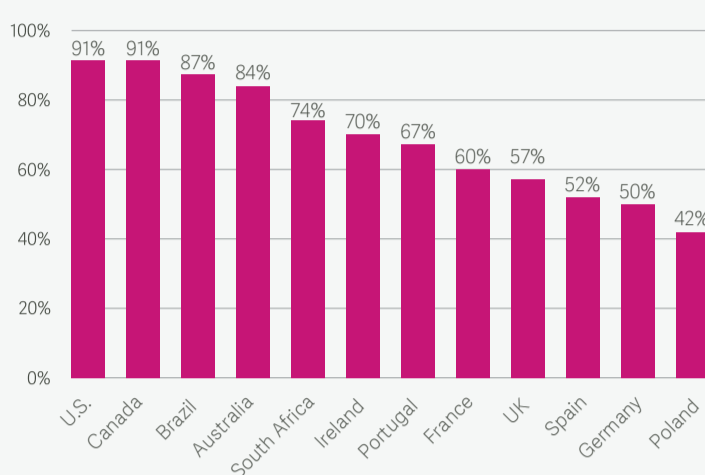
As a measure of due diligence, Sage conducted a global survey to gather insights into customer awareness of and preparedness for the General Data Protection Regulation (GDPR) which comes into effect May 25, 2018. Highlights from the research presented here can serve as a benchmark for customers to see how they stack up against regional peers.

Lack awareness and understanding of the impact of the GDPR on their business

Don't understand what GDPR means for their business



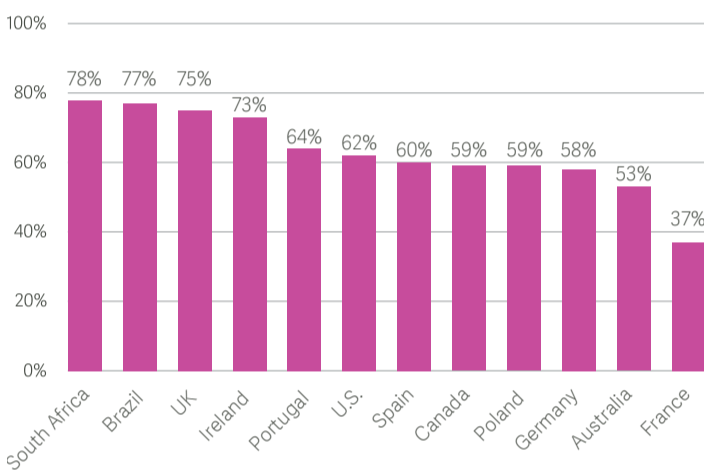
Currently lack awareness around GDPR



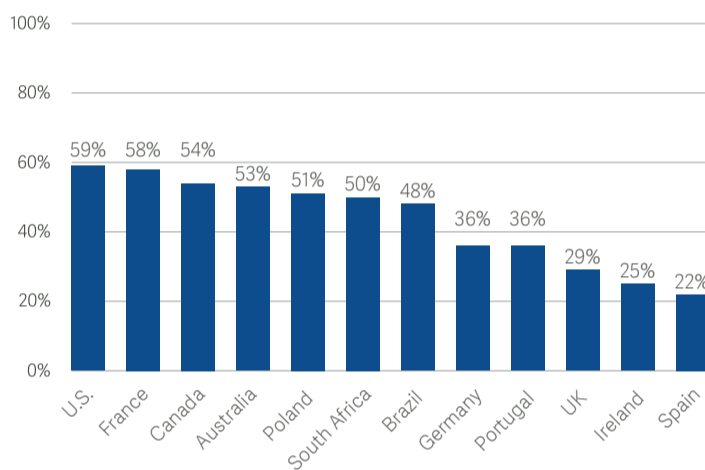
Many do not understand what the General Data Protection Regulation means for their business. With the exception of certain countries like Germany which have already had exposure to extensive personal data protection and privacy laws, almost all regions report the majority of businesses are lacking in understanding.

Aren't sure if they need a DPO & lack confidence in having adequate readiness resources

Don't know if they need a Data Protection Officer or not



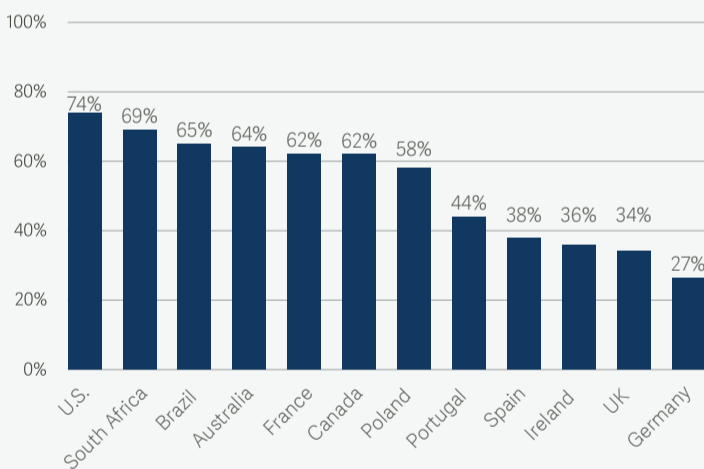
Feel they lack resources to ensure GDPR compliance



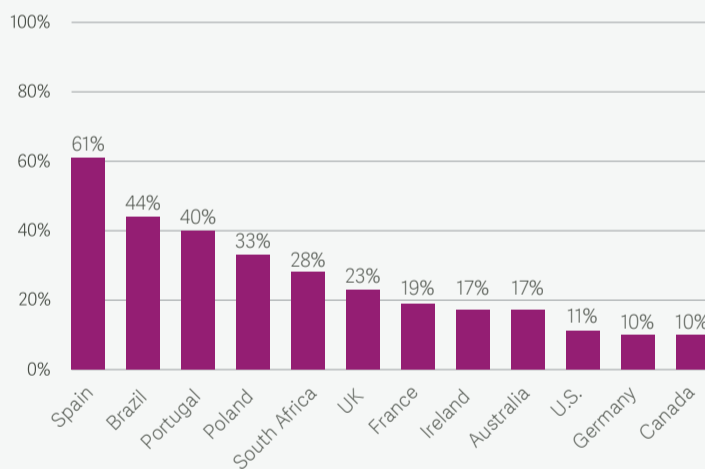
The GDPR has identified a new role—Data Protection Officer (DPO)—that businesses may want to consider appointing, as it may end up being obligatory. This role requires expert knowledge of data protection law and it could be filled by an employee or via a service contact. Many businesses don't know whether or not they will need to appoint a DPO to comply with GDPR. On the flip side, lower percentages of businesses feel they lack the resources to ensure GDPR compliance. When comparing these insights to those on awareness, it appears most businesses don't understand what they'll need to do and so are underestimating the support they'll need.

Lack confidence they'll be ready for GDPR by May 2018 & fear they may be fined as a result

Lack confidence they'll be GDPR ready by May 2018



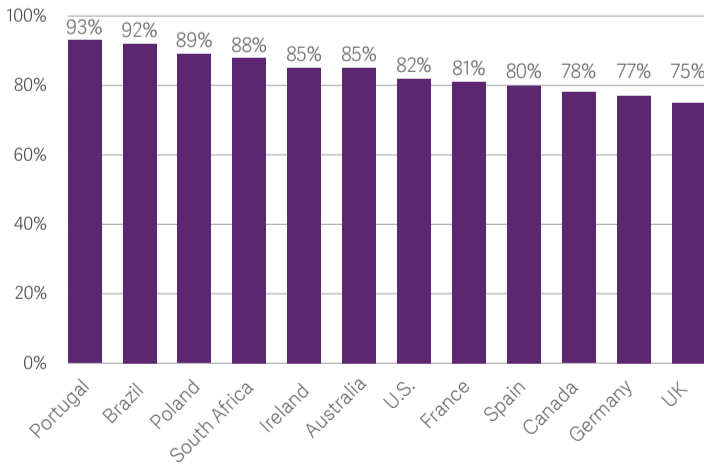
Fear they'll be fined due to lack of compliance



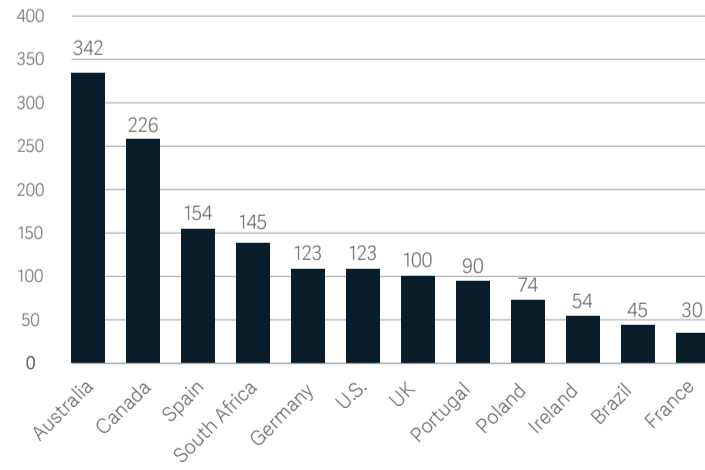
In France, nearly 2/3 lack confidence they'll be ready but only 1/3 are afraid they'll be fined. With the exception of Portugal, many countries show similar trends, reporting a higher lack of confidence than a fear of being fined.

Interested in learning more about GDPR and specifically in receiving training from Sage

Interested in receiving GDPR training from Sage



Number of total respondents



One thing that is consistent across all the countries is a high interest (75%+) in receiving GDPR training from Sage. In fact, the lowest reported interest percentage was 75% from the UK and as of the end of January, 428 UK customers (more than 4x the number who took the UK survey) had already signed up to attend GDPR webinar training sessions.

We hope you have found these insights informative and even helpful in comparing the awareness and preparedness of your own business versus others in your region.

If you would like access to more information on the GDPR, please visit [Sage.com/GDPR](https://www.sage.com/GDPR).

#ProtectData

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Be
GDPR
ready