

Four Steps to Ensure You Are
GDPR READY
by Mastering Your Data

What GDPR compliance is and why you should care





The **General Data Protection Regulation (GDPR)** is an EU-wide regulation designed to harmonize data privacy laws and protect the data privacy of EU citizens. It states that any company, regardless of where in the world it is based, that manages or stores EU citizens' personal data needs to know exactly what data is stored and used and must obtain the individual's explicit consent to do so.

The foundation for complying with GDPR is that the personal data you collect, store and process is updated, accessible and has clear data governance programs and business rules applied.






<p>The costs of non-compliance are high</p>	<p>x2.71 The average cost of non-compliance is 2.71 times higher than the cost of compliance¹</p>	<p>€20 Million or approximately \$22.4 million is the potential fine for non-compliance²</p>
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Four steps that will ensure you are ready for GDPR

1 Build a data-savvy organization
Personal data is everywhere in your organization, so all employees need to understand how to manage it correctly. That calls for data managers to ensure the creation and implementation of policies and guidelines. This includes:





 Documenting data procedures	 Changing procedures/processes (if required)	 Leading implementation of required changes	 Supervising compliance
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2 Map out your data landscape
This may seem easy at first, but don't be fooled. Personal data exists in more places than we expect, like HR systems, CRM, customer support systems, spreadsheets, emails and more. Often, these systems are not connected and contain duplicate or inconsistent data. Everything needs to be mapped — a challenge that requires well-defined processes.

 How is data collected?	 Where is data stored?	 Who has access to data?	 How is data used?	 How is data updated?
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59% say their top challenge in GDPR compliance is data discovery and mapping³

Personal data is found in multiple siloed applications and systems including:

 HR Systems	 CRM	 Spreadsheets	 Customer Support Systems
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3 Cleanse your data
A clean set of data is free from duplicates, always updated and ready for deletion if so required. This is difficult to achieve if your data resides in multiple silos or if you have more records on the same individual but under different names or addresses, for example. Data inconsistency will put you at risk of not being able to meet the individual person's right to be forgotten, thus infringing GDPR data protection rights.

<p>40% sales and marketing leads have inaccurate data⁴</p>	<p>50% employee productivity is lost due to bad data⁴</p>	<p>15 Million is the average annual cost due to poor quality data⁴</p>
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4 Use master data management
As an overarching solution, MDM breaks down departmental data silos and integrates your master data into a single version of the truth.

Via a matching and linking-process and by integrating external data suppliers, MDM creates golden records of customers ensuring access to a complete and single source of trusted data, eliminating out-of-date, incomplete or conflicting data sources.

MDM creates a 360° view of customers and makes it easy to access, validate (and delete) personal data, thus facilitating compliance with GDPR.

	<p>Centralized data is easy to access and verify⁵</p>	
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For more information on how you can secure GDPR compliance visit stibosystems.com/gdpr or stibosystems.com

Sources:
¹ "The True Cost of Compliance with Data Protection Regulations", Ponemon Institute and GlobalScape, 2017
² "Fines and Penalties", GDPR EU.org
³ "GDPR. The End of the Beginning", ISACA, 2018
⁴ "Poor Quality of Customer Data is Hitting Marketers Where It Hurts", Hi-Tech BPO Services, 2018
⁵ "Master Data Management: Answer to GDPR?", DZone, 2018