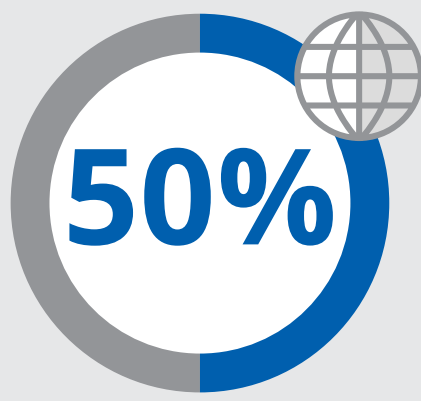


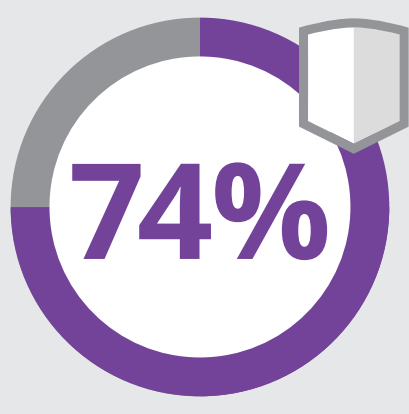
# Will data privacy make businesses more competitive?

As they face numerous regulations, enterprises believe data privacy can create a competitive advantage. But are they ready for the new General Data Protection Regulation (GDPR)? Here are the concerns and strategies of 800+ senior executives from industries around the world.



## Data in a Turbulent World

Nearly half of organizations say they will migrate data as a result of regulation or changing government policies.



## Data Protection as a Competitive Advantage

A significant majority of respondents believe proper data protection will attract new customers.

## GDPR Awareness, Preparation & Response

After an average of 2 years of GDPR planning:

**26%**

Few organizations believe they can meet the 72-hour breach report deadline.

**11 days**

On average, 11 days elapsed before breaches were reported.

**24%**

Nearly a quarter admit their reporting time is more than 2 weeks.

**63%**

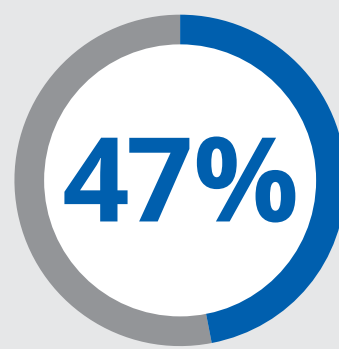
More than 6 of every ten executives feel there's a stigma attached to reporting breaches.

**Almost Half**

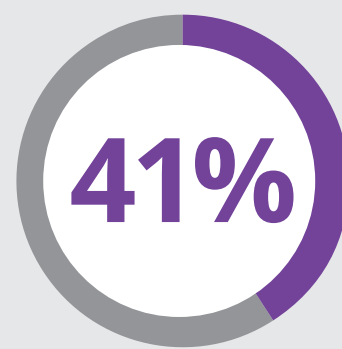
Almost half prefer to be fined than publicly disclose a breach.

## Where Is My Data?

We asked respondents how confident they were that they know where their organization's corporate data is physically stored.



**Completely Confident**  
We know where it's all located, all of the time.



**Somewhat Confident**  
We know the country it's stored in, most of the time.



**Somewhat confident**  
We know the region it's stored in all of the time, but not the country.

Download our full report, *Beyond GDPR: Data residency insights from around the world*, visit [www.mcafee.com/beyondGDPR](http://www.mcafee.com/beyondGDPR).