



TAKE THE GUESSWORK OUT OF GDPR COMPLIANCE

If you do business in Europe or handle the data of EU residents, you must comply with General Data Protection Regulation (GDPR) rules. You know you need to act, but where do you begin? As Forrester suggests, start by changing your mindset, and view GDPR as a chance to align your security goals with your business goals.

HOW GDPR CAN BENEFIT YOU

It's a Golden Opportunity to Redesign and Boost Security

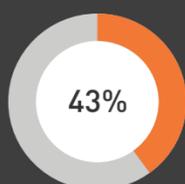
"Tackling this new set of rules requires important changes for all organizations that handle customer data, but it comes with a golden opportunity for security, risk and privacy professionals. In times when privacy grabs the board's attention and organizations are growing their privacy budgets, security, risk and privacy folks have the chance to elevate the privacy discussion from a mere compliance need to a business strategy for growth."

"The EU General Data Protection Regulation (GDPR) Is Here," April 2016 Forrester Blog Post, Enza Iannopollo

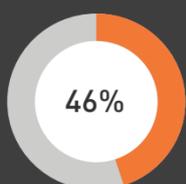
ORGANIZATIONS WORLDWIDE ARE INVESTING IN SECURITY ...

Yet, only **5%** of organizations are "completely ready" for GDPR¹

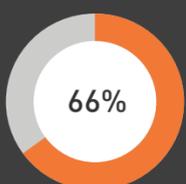
GDPR will definitely help improve security and governance²



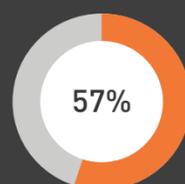
GDPR is a competitive advantage³



Security budgets are increasing to prepare for GDPR⁴



Compliance is driving security programs⁵



Bridge the Compliance Gap: Become a GDPR-Ready Organization

Our GDPR solution helps you identify personal data and defend it from today's advanced attacks. If something goes wrong, we enable you to respond to attacks swiftly and report them accurately. And we help you continually assess and stay on top of your GDPR compliance status.



FACT:
ONLY **49%** of businesses know about and have documented the personal EU data they process.⁶

ACTION:
Identify and classify customer data and determine who can access it on the network and in the cloud.

FACT:
64% of respondents have suffered a data breach at least once in the last two years.⁷

ACTION:
Detect and block malware and non-malware email attacks and protect data from compromise.

FACT:
JUST **28%** of businesses have a plan in place to detect, respond to and report on breaches of personal EU data.⁸

ACTION:
Accelerate incident response and learn from every attack to prepare for new attacks.

Are you GDPR compliant?

Get started today. Download our GDPR Playbook:
www.proofpoint.com/us/white-papers/gdpr-playbook

1 "The Procrastinator's Guide to Preparing for the GDPR," An Osterman Research White Paper, published February 2018
2 Ibid.
3 "The Great Disconnect: Perception and Reality of GDPR Readiness in the UK, France and Germany, Proofpoint, Inc.,
4 Ibid.
5 "The Procrastinator's Guide to Preparing for the GDPR," An Osterman Research White Paper, published February 2018
6 "The Great Disconnect: Perception and Reality of GDPR Readiness in the UK, France and Germany, Proofpoint, Inc.,
7 Ibid.
8 Ibid.