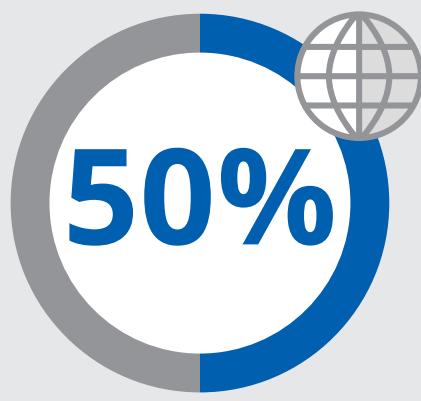


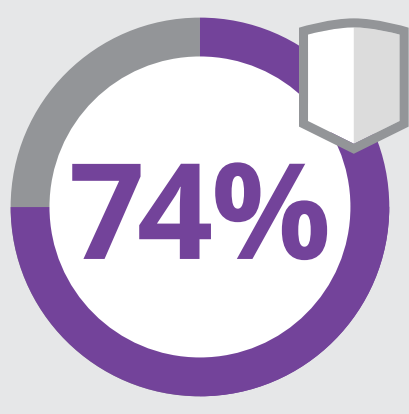
Will data privacy make businesses more competitive?

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.

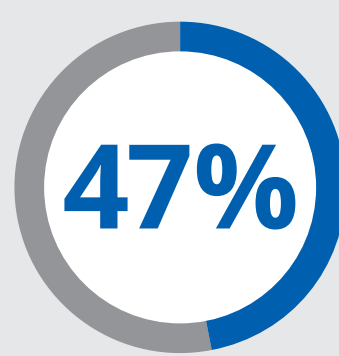
GDPR Awareness, Preparation & Response

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.