# Five Charts: How the GDPR Will Affect Marketers

Article

**A**fter months of anticipation, the EU's General Data Protection Regulation (GDPR) finally becomes enforceable today. It's too early to tell exactly how the law will shake out, but some industry observers say it could rattle the ad industry.

The GDPR stipulates that user data can be used only if that individual gives a company explicit permission. There are high stakes for marketers to get their data under control

because companies found to be in violation of the GDPR face a fine of €20 million ($22.1 million) or 4% of global revenues (whichever is greater).

But some marketers aren't feeling too self-assured in their abilities to comply with the new regulation. In a March 2018 survey of 201 US marketing professionals conducted by Openprise, respondents rated their GDPR compliance a 3.10 out of 5 (with 5 being best-in-class). That was the lowest rating assigned to any of the data management tasks they were asked about.

**Data Management Capability of Their Company According to US Marketing Operations Professionals, March 2018**
*index*

| | |
|---|---|
| Data cleansing | 3.82 |
| Account-based marketing | 3.53 |
| Lead routing | 3.51 |
| Lead-to-account matching | 3.42 |
| Data enrichment | 3.39 |
| Lead scoring | 3.37 |
| Advanced segmentation | 3.36 |
| Data de-duplication | 3.35 |
| Account scoring | 3.25 |
| GDPR compliance | 3.10 |

Note: scale of 1-5 with 5 being best-in-class
Source: Openprise, "2018 Marketing Operations Benchmarketing Report," April 24, 2018
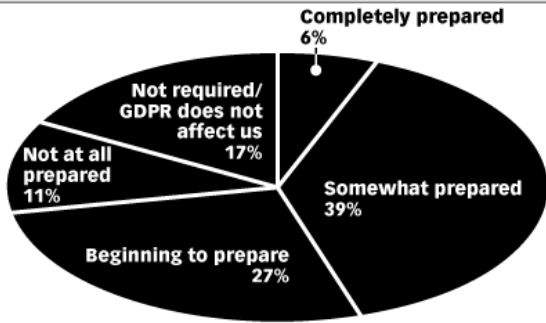
237261　　　　　　　　　　　　　　　　　　www.**e**Marketer.com

Marketers have strong incentive to tighten up their data, but the law's vagueness and uncertainty around how stringently it will be enforced have created an environment where few companies feel prepared for GDPR. Just 6% of companies in North America are completely prepared for the law, according to a November 2017 survey of IT professionals by Erwin.

**IT Professionals in North America Who Are Prepared for the General Data Protection Regulation (GDPR), Nov 2017**
*% of respondents*

Completely prepared
6%

Not required/ GDPR does not affect us
17%

Not at all prepared
11%

Somewhat prepared
39%

Beginning to prepare
27%

Note: all respondents were from organizations with 1,000 or more employees
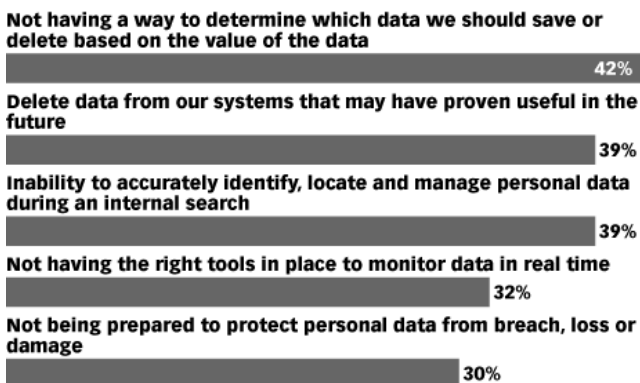Source: Erwin, "The State of Data Governance" conducted by UBM, Feb 12, 2018
235459
www.**eMarketer**.com

There are many issues that make GDPR prep work difficult.

In a spring 2017 survey of 900 business decision-makers worldwide conducted by Veritas, 32% of respondents were concerned that they didn't have the right tools in place to monitor data as they prepared for the GDPR. About four in 10 respondents said they lacked a way to determine which data they should save or delete.

**Leading Concerns About Getting Their Business Ready for General Data Protection Regulation (GDPR) According to Business Decision-Makers Worldwide, March 2017**
*% of respondents*

Not having a way to determine which data we should save or delete based on the value of the data
42%

Delete data from our systems that may have proven useful in the future
39%

Inability to accurately identify, locate and manage personal data during an internal search
39%

Not having the right tools in place to monitor data in real time
32%

Not being prepared to protect personal data from breach, loss or damage
30%

Note: n=900
Source: Veritas, "2017 Veritas GDPR Report - Chapter 1: Fears of Brand Damage, Job Loss, Company Livelihood Surface as Businesses Try to Come to Grips with GDPR Compliance" conducted by Vanson Bourne, April 25, 2017
232325
www.**eMarketer**.com

The GDPR is making users question how their data is being used. In a February 2018 survey of 1,050 UK internet users conducted by The7stars, nearly 60% of respondents said GDPR is making them question how much data companies have on them. And about a third of those polled plan to exercise their right to be forgotten.

**UK Internet Users' Attitudes Toward the General Data Protection Regulation (GDPR), Feb 2018**
*% of respondents*

|  | Agree | Disagree | No opinion |
|---|---|---|---|
| The government needs to make it clear what GDPR is and how it affects me | 75% | 8% | 17% |
| GDPR is making me question how much data others hold on me | 58% | 11% | 31% |
| I think GDPR is a positive step in the world of data privacy and protection | 58% | 9% | 33% |
| I will exercise my right to be forgotten once GDPR comes into force | 34% | 14% | 52% |
| GDPR will make me trust brands more about how they use my data | 32% | 26% | 41% |
| I understand what GDPR is and how it affects me | 27% | 45% | 28% |
| I am confident that my personal data is used in the best possible way by those who have access to it | 19% | 55% | 26% |

*Note: ages 18+; numbers may not add up to 100% due to rounding*
*Source: The7stars, Feb 16, 2018*
235596 www.**eMarketer**.com

Complying with GDPR requires lots of legal and data-related work. Many companies have begun to adapt to the law, but few are in complete compliance today. In a March 2018 survey of 531 US IT and compliance professionals conducted by Crowd Research Partners and Cybersecurity Insiders, just 7% of respondents said they're in compliance right now, while about two-thirds said they had entered the process of becoming compliant.

**Current State of General Data Protection Regulation (GDPR) Compliance According to US IT, Cybersecurity and Compliance Professionals, March 2018**
*% of respondents*

We're in compliance today
7%

We're well into the process and confident of being compliant by the deadline
33%

We have initiated the process of being compliant, but not confident of meeting the deadline
32%

We have developed plans, but not started the compliance process
28%

*Source: Crowd Research Partners and Cybersecurity Insiders, "2018 GDPR Compliance Report," April 17, 2018*
237620 www.**eMarketer**.com