

# The Business Benefits of the GDPR

How you can take advantage of the GDPR changes



## The digital landscape has led to an exponential amount of data growth

While many organisations focus solely on attaining General Data Protection Regulation (GDPR) compliance, there's a raft of opportunities for you to distinguish your business from competitors by showcasing your commitment to privacy and data management.

As the May 25, 2018 deadline looms ever closer, here's 5 ways your business can take advantage of the GDPR changes:



Promote to your customers that you are - or in the process of becoming - GDPR compliant and keep them updated on your progress



Highlight your organisation's commitment to data security best practices and the systems you have in place to ensure their data is safe



Build trust and enhance relationships by demonstrating complete transparency of data storage and usage, including its deletion upon request



Reduce data storage and management costs by eliminating duplication and aligning all your structured and unstructured data from various silos into a cohesive platform



Engage customers by informing them about your initiatives following GDPR compliance and enhance your reputation as an industry leader

When it comes to GDPR compliance, it's not only the substantial financial penalties you need to consider - up to €20m or 4% of global revenue, whichever is greater - but also the cost to the reputation of your business. By looking beyond just meeting the required regulation changes, you're able to differentiate and stand-out from your competitors.