

# GDPR Chapter 3

## GDPR Compliance Drives Culture Change Worldwide



**31%**

of organizations said that their enterprise already conforms to GDPR

But upon closer inspection, only

**2%**

are truly compliant to the legislation's key requirements

**88%**

of organizations plan to deploy training, rewards, penalties and contracts to encourage GDPR-compliant behaviors from their employees

### Rewards and disciplinary actions



**47%**

of businesses plan to add mandatory GDPR policy adherence into employment agreements



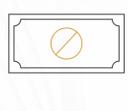
**34%**

plan on rewarding employees for behaviors associated with GDPR compliance



**41%**

plan to implement employee disciplinary procedures for GDPR compliance violations



**25%**

would consider withholding benefits and bonuses from employees found to be non-compliant

### Top ways to establish a culture of good data governance



**91%**

admit that their organization lacks a culture of good data governance



**63%**

of organizations believe all employees must receive mandatory training on GDPR policies

### Business Benefits of GDPR Compliance



**95%**

of employees see substantial business benefits to achieving GDPR compliance

#### Key benefits include



**92%**

Better data hygiene, accuracy and policy enforcement



**68%**

Generate more insights for better customer experience



**59%**

Strengthen brand reputation



**68%**

Save money



**51%**

Improve data protection



**45%**

Increase revenue and market share



**25%**

Drive innovation and R&D



**22%**

Hire more people

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