

# Embrace GDPR to Be Competitive



The EU's General Data Protection Regulation globally raised the bar for privacy protection. Embracing it helps organizations to remain competitive and to grow.

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... ***Privacy Compliance is a table stake of revenue generation***

GDPR was created, not just to prevent misuse of EU citizen data, but to set a new global standard for how privacy should be protected.

Many enterprises, both within the EU and outside along with EU and member state regulatory bodies, are already following suit in order to remain relevant in today's digital economy.

Making GDPR standards part of your digital strategy helps confidently expand your market penetration outside of EU jurisdictions, grow your customer base, and increase your business competitiveness. Many companies see GDPR as a turning point in the modern data-driven economy, where privacy is one of the key components for revenue-generation.

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- **Global Reach of GDPR**
  - **Why Comply?**
  - **Who Owns it?**
  - **Consent is the King**
  - **Next steps...**

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## The General Data Protection opportunity

What winning companies really want to know is how they can use the GDPR to their advantage. Key lessons from Leveraging Privacy as a Key Competitive Advantage:



1. Data Breaches Are At An All-Time High
2. Most Consumers Won't Buy from Companies Known To Lack Adequate Data Protection
3. Companies That Provide Clear Privacy Data Protection
4. Those Who Give Customers Control Will Have Fewer Breaches
5. Increased Customers loyalty, satisfaction, and engagement

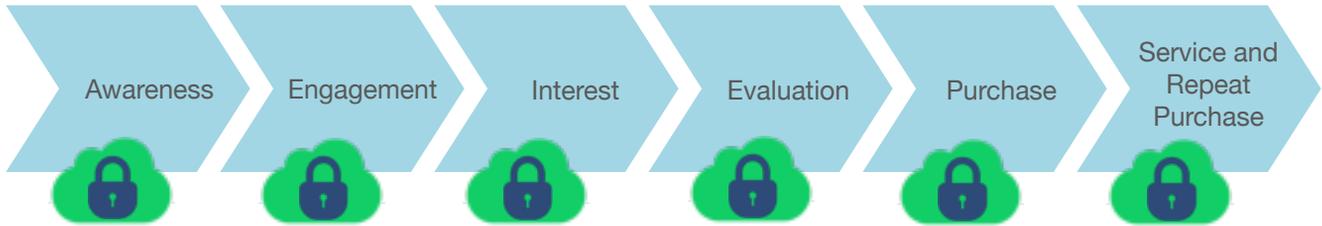


Consumer data processed with consent (or another lawful basis under GDPR) gains additional trust and provides new opportunities to communicate with customers.

Many operational efficiencies and performance gains are made through privacy compliant data practices. Getting a data map is not only required to ensure GDPR, it helps streamline operations by removing duplications and ensuring customer information is up to date and accurate.



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The GDPR gives individuals control of their data that they chose to share with you. This helps build trust and creates new interaction points with your customers.

### Streamline your data processes

One of the essential places to start is streamlining your processes. To achieve this goal, start with the end in mind.

- Why do it?
- What value do you want privacy to drive?
- How will you measure the impact?
- What is the desired ROI?

Many organizations have already turned to a privacy-first approach for storing and maintaining data. Not only are there extreme fines for non-compliance, but the negative fallout will have a marked effect on a company's bottom line. As the public has become more informed about data protection, they see this protection as a human right. Companies must treat data protection as essential. Tools alone will not be enough to drive all of the changes required by GDPR.

Feroot has pioneered a Privacy Management approach that integrates Data Controllers and their processors' Privacy Lifecycle Management in order to meet GDPR Article 3, 5, 7, 12 to 21 obligations and requirements for fulfilling Data Subject Rights, and for demonstrating proof of compliance..

**Feroot aims to make privacy compliance a competitive advantage**

Schedule a demo at [www.feroot.com/demo](http://www.feroot.com/demo)