

GDPR:  
Threat or  
opportunity?



shaping tomorrow with you

FUJITSU

## **There is a climate of fear about the EU General Data Protection Regulation, better known as GDPR, and it's spreading not just across Europe where it originates but the world too.**

Some surveys show very high levels of anxiety within enterprises as well as low levels of readiness<sup>1</sup>, especially global ones, about the potential fines that can be levied against those that fail to adequately protect personal data. The headlines go straight for the worst case scenario: 4% of global turnover or €20 million, whichever is the greater. That's a big threat. But it's not the whole story.

This paper sets out our positive thinking about GDPR in three sections:

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**Transforming fear into confidence**



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**Are you ready for GDPR?**



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**The opportunity: Boost trust through best practice data governance**



1. TrustArc: Privacy and the EU GDPR quoted at <https://iapp.org/news/a/survey-61-percent-of-companies-have-not-started-gdpr-implementation/>

## Transforming fear into confidence



At Fujitsu, we take a more measured approach to GDPR. The run up to May 25th, 2018 (when GDPR finally comes into force) can be likened to the atmosphere around the Y2K scare which preoccupied business in the late 1990s. There was a lot of doom and gloom about that moment when the clock ticked to midnight and the new millennium began. But, as we all know, it didn't happen.

GDPR is very different. It ushers in a new, very rigorous data protection regime that will see companies and individuals prosecuted, and eventually, significant fines will be imposed. But preparing for GDPR merely to avoid getting penalised is to miss the opportunity it represents.

The regulation is a positive one that protects the rights of EU citizens in relation to the data that's held about them. For business it's a unique chance for organisations to get closer to customers by engaging with them

and proving that they can be trusted with their data. That's how you turn fear into confidence.

Just as importantly, GDPR will drive much needed improvements in the way that you protect ALL your sensitive information not just personal data. Fujitsu is working to cut through the perceived threat of GDPR, and to enable organisations to face the future with confidence. If you begin the journey to full compliance now, then your organisation will be able to take steps

to face the future with confidence. And that confidence will be underpinned by using the rigour that good regulation brings to build good information governance to not only help you build and protect trust in your business, but also enable you to respond more quickly to further regulation in the future.



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The work you do will give you the vital ability to know the difference between what you need and what you want in terms of the data you collect, process and store. That will, in turn, afford you the opportunity to make the right investment in solutions and technologies that will yield the most value to your organisation as well as your people and your stakeholders. It's also a chance to employ more sophisticated technologies: automation of processes, for instance. And to ensure that you take an exemplary approach to data governance in an integrated way that delivers both continual improvement and valuable data audit capabilities. If you can achieve high quality information and data management, it can be a differentiator in a dynamic marketplace. The point is to see GDPR through that positive prism.



## Are you ready for GDPR?

Being ready for, and making the most of what GDPR brings, is a complex process. And many businesses are struggling with that process, or have not even started.

Few enterprises have complete transparency over what data they hold, where it is, and who has access to it. But there are tactical things you can do to start preparing for GDPR right now. First, you need to understand that this is an ongoing process with many moving pieces. Second, you need to start by measuring your organisation's maturity in data management against best practice. Fujitsu's experience across multiple sectors enables us to help you do that.

People must be at the heart of the process. They are at the heart of what GDPR is all about. Protecting their personal data (as well as commercial data) must be embedded throughout your operations. That takes multiple layers of protection, but people should be at their core. All the policies, processes, applications, infrastructure and security must be focused on protecting and supporting people. That includes customers and all members of the public of course, but should also include the people who access and process the data. They have rights too.

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It is not just about technology. It is about management and data governance. You need a holistic approach. And one that recognises that one of the biggest threats to your sensitive data is people. Your people, and people outside your organisation. Most data breaches stem from human error, whilst some are caused by staff acting nefariously. Technology can help you manage permissions and access data, but in the end governance depends on communicating policies and processes to people and ensuring they understand why those rules are important.

The correct policies, processes and technical controls need to be designed and implemented through all the various layers of protection to achieve frictionless compliance and governance. They need to be underpinned by robust security practices and security needs to be embedded throughout that process, not just as technology, but as a philosophy.

So the aim is to identify where you want to get to, and be tactical in the short term to achieve swift value and results; and then build a strategic roadmap for ongoing compliance. All while minimising risk, of course.

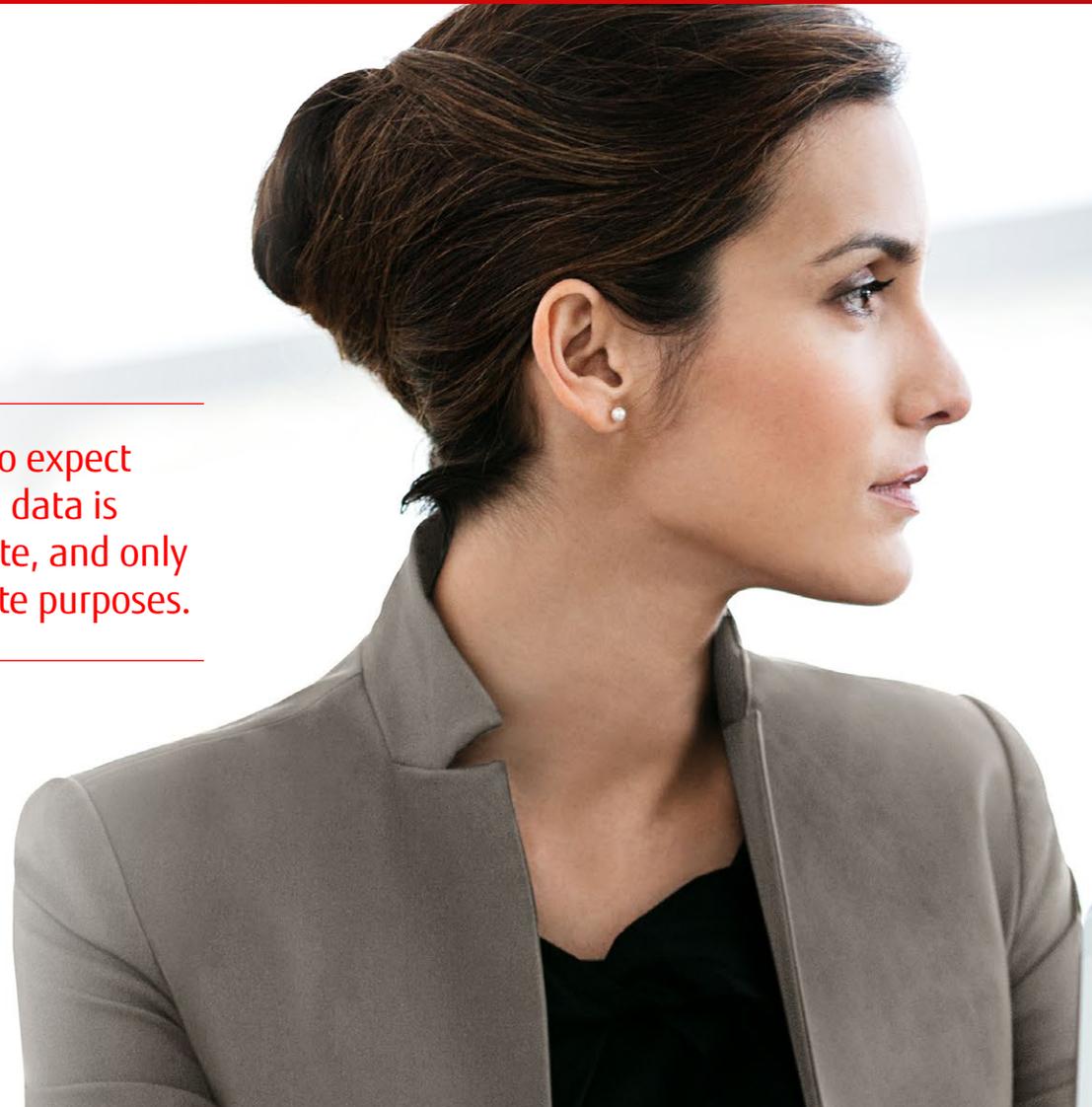
## The opportunity: Boost trust through best practice data governance

An enterprise collects data to deliver better products and services. It does so by delivering insights that add value to relationships with customers, suppliers and stakeholders. But, it's important to see data from another perspective: as a means of building trust and providing positive transparency. Again, it's about acknowledging the most important aspects of GDPR; it is there to protect us, as data subjects. We have a right to expect that our personal data is protected, accurate, and only used for legitimate purposes. In the digital age, that's considered to be a fundamental human right. That's good. We celebrate that.

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It follows then, that companies which do not protect our data, or exploit it illegitimately, and put it at risk may not only be fined, but also suffer a loss of reputation.

Those organisations which do everything reasonably in their power to protect our data, offer complete transparency about what they hold, where it's stored, and how it's used, will enhance their reputation. They will build trust with their customers and stakeholders.

So by working hard to put the right practices and governance in place, and by managing data in a transparent and open way, a business can not only make good use of the data it collects, but engage in more positive ways with customers on the basis of mutual trust.

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**Our aim is to enable you  
to achieve integrated  
compliance and governance.**

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At Fujitsu, we believe that no one product or solution will deliver that outcome. It takes an ecosystem of solutions, technologies and best-practices, and that can only be co-created based on your unique circumstances and needs. Which is what we do. Our aim is to enable you to achieve integrated compliance and governance.

The time to start doing it is now. Not from fear, but because it's the right thing to do, and it will build your reputation as an organisation that can be trusted with our personal data.

**Talk to Fujitsu about how you can make the most of the GDPR opportunity.**

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