

DATA PRIVACY AND REGULATION

WORLDWIDE RACE TO COMPLY

Two important laws passed to enhance data privacy—The European Union’s General Data Protection Regulation (GDPR) and Australia’s Notifiable Data Breaches (NDB)—have recently come into effect.

Since these laws extend to companies doing business with citizens where the legislation was passed, companies worldwide must prepare to comply with them. To get a sense of how prepared businesses are to transition to tighter data privacy protection standards, Webroot surveyed hundreds of IT decision-makers in companies across the globe.

Here are the results of that survey.

SURVEY RESULTS

1 From which of the following, if any, does your business gather and/or use personal data or personal information about consumers or clientele?

RESPONSES	TOTAL	US	UK	AUSTRALIA
United States	40%	100%	8%	13%
European Union (EU)	37%	3%	99%	9%
Australia	35%	3%	4%	99%
None of these	1%	---	1%	2%

QUICK FACTS

Gathers data/info outside US (net)	67%	5%	99%	99%
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2 With which of the following, if any, is your business currently compliant?

RESPONSES	TOTAL	US	UK	AUSTRALIA
GDPR	40%	100%	8%	13%
NDB	37%	3%	99%	89%
None of these	35%	3%	4%	99%
I don't know	1%	---	1%	2%

QUICK FACTS

GDPR and NDB compliant (net)	67%	5%	99%	99%
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3 Which of the following, if any, best describes which employees in your company will receive training on GDPR regulations?

(Asked among those who are currently GDPR compliant)

RESPONSES	TOTAL	US ¹	UK	AUSTRALIA ¹
All employees – training has already been completed	53%	56%	54%	29%
All employees – training is in progress	34%	31%	34%	47%
Only IT staff – training has already been completed	10%	14%	8%	24%
Only IT staff – training is in progress	3%	---	4%	---
My company will not be training any staff on GDPR regulations	0%	---	1%	---

QUICK FACTS

GDPR training (net)	100%	100%	99%	100%
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4 Which of the following, if any, best describes which employees in your company will receive training on NDB regulations?

(Asked among those who are currently NDB compliant)

RESPONSES	TOTAL	US ¹	UK ¹	AUSTRALIA
All employees – training has already been completed	19%	45%	36%	12%
All employees – training is in progress	44%	42%	36%	45%
Only IT staff – training has already been completed	32%	12%	9%	37%
Only IT staff – training is in progress	5%	---	18%	6%
My company will not be training any staff on NDB regulations	---	---	---	---

QUICK FACTS

NDB training (net)	100%	100%	100%	100%
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5 Has your company started the recruitment process for a Data Protection Officer in order to comply with GDPR regulation?

(Asked among those in the UK with 250+ employees)¹

RESPONSE	UK
Yes – and the position has been filled	58%
Yes – but the position has not yet been filled	39%
No	4%

QUICK FACTS

Yes (net)	96%
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6 How confident are you, if at all, that employees at your business are equipped to comply with the GDPR or NDB?

(Asked among those who work with companies in the EU or Australia)

RESPONSES	TOTAL	US ¹	UK	AUSTRALIA
Very confident	19%	78%	15%	19%
Somewhat confident	77%	22%	81%	75%
Not very confident	4%	---	4%	6%
Not at all confident	---	---	---	---

QUICK FACTS

Confident (net)	96%	100%	96%	94%
Not confident (net)	4%	---	4%	6%

7 How confident are you, if at all, that your business will be able provide individuals with all personal data collected on them within one month of their request?

(Asked among those who work with companies in the EU)

RESPONSES	TOTAL	US ¹	UK	AUSTRALIA ¹
Very confident	22%	83%	18%	50%
Somewhat confident	72%	17%	78%	28%
Not very confident	5%	---	4%	22%
Not at all confident	---	---	---	---

QUICK FACTS

Confident (net)	95%	100%	96%	78%
Not confident (net)	5%	---	4%	22%

8 How confident are you, if at all, that you know all the personal citizen information that your company stores and/or uses? Meaning, you'd be able to identify it if there was a security breach.

(Asked among those who live in Australia)

RESPONSE	AUSTRALIA
Very confident	44%
Somewhat confident	51%
Not very confident	5%
Not at all confident	---

QUICK FACTS

Confident (net)	95%
Not confident (net)	5%

9 How strongly do you agree or disagree with the following statement – the United States is significantly behind global competitors, such as the United Kingdom and Australia, when it comes to legislation protecting citizens' data.

(Asked among those who live in the United States)

RESPONSE	US
Agree strongly	48%
Agree somewhat	49%
Disagree somewhat	3%
Disagree strongly	1%

QUICK FACTS

Agree (net)	96%
Disagree (net)	4%

10 How strongly do you agree or disagree with the following statement – there will be fewer data breaches as a direct result of stronger data protection policies, such as the GDPR and NDB.

RESPONSES	TOTAL	US	UK	AUSTRALIA
Agree strongly	30%	44%	12%	34%
Agree somewhat	66%	54%	81%	62%
Disagree somewhat	4%	3%	6%	4%
Disagree strongly	1%	1%	2%	1%

QUICK FACTS

Agree (net)	95%	97%	93%	96%
Disagree (net)	5%	3%	7%	5%

Methodological Notes:

The Webroot Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 600 IT Decision-Makers at mid-sized businesses with 100-499 employees in 3 countries: US, UK, and Australia, between March 15 and March 26, 2018, using an email invitation and an online survey.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 4.0 percentage points for the overall sample and by more than 6.9 percentage points for each of the 3 countries from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

¹ Small base sizes, findings are directional