

GDPR AND THE BOTTOM LINE

Business Implications for American Companies

Compliance with the GDPR is likely to affect the bottom line of American companies who process substantial amounts of data from EU residents.

EFFECTIVE DATE



Enforced on **May 25**

START PLANNING NOW

STRICT "OPT-IN" CONSENT REQUIRED



CONSENT

and increased control of data subjects **REQUIRES EXPLICIT "OPT-IN"** consent each time and **FOR EACH PURPOSE** you use your customer's data

CONSUMER WITHDRAWS CONSENT



Requires data **BE ERASED** if consumer **WITHDRAWS CONSENT**

PENALTIES

€20 or **4% of ANNUAL** Global Revenue

WHO NEEDS TO COMPLY

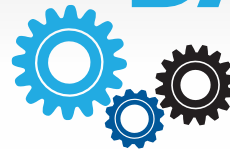
All companies **THAT COLLECT** or process personal data of EU residents



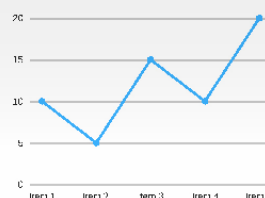
SIGNIFICANT CHANGES REQUIRED

How consumer **DATA** is collected, used and stored which will affect

- contracts
- product design
- business practices



REVENUE IMPACT



Likely to affect your **REVENUE** generated by using or selling **CUSTOMER DATA**

We recommend that companies begin acquiring an in-depth understanding of the new GDPR requirements because they will require significant changes in how customer data is collected, used and stored. Taking this precaution will minimize CCPA's affect to the bottom line.