

**THE GENERAL
DATA PROTECTION
REGULATION IS COMING
- ARE WE READY?**



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INTRODUCTION

The GDPR (General Data Protection Regulation) is a new EU Regulation which will replace the 1995 EU Data Protection Directive (DPD) to significantly enhance the protection of the personal data of EU citizens and increase the obligations on organisations who collect or process personal data.

Although the GDPR is an EU Regulation, its rules apply to any business that a) market their products to people in the EU or that b) monitors the behavior of people in the EU. In other words, even if you're based outside of the EU but you control or process the data of EU citizens, the GDPR will apply to you.

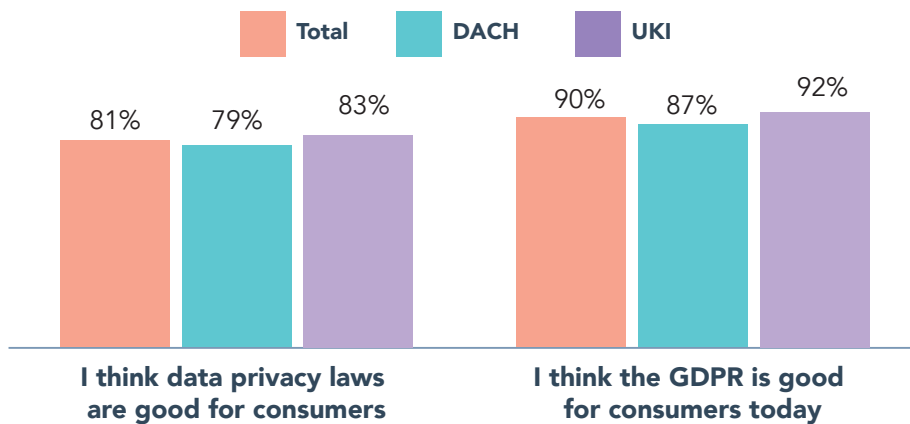
For more detail on the GDPR's impact on the changes to data privacy legislation, including individual's rights,, its scope, and penalties, please visit [HubSpot's GDPR page](#).

02 / CONSUMERS AGREE THE GDPR IS A GOOD THING

HubSpot surveyed consumers in the UK, Ireland, Germany, Austria, and Switzerland about their general opinion on data privacy laws. In total, 81% agree these laws are a good thing. After being given a description of the GDPR specifically, 90% agreed the principles set out under the GDPR were good for consumers.

Europeans agree data privacy rules, and especially the GDPR, are good for consumers

*In general, do you think data privacy rules and regulations are good for consumers?
Do you think the GDPR's rules benefit consumers today?*



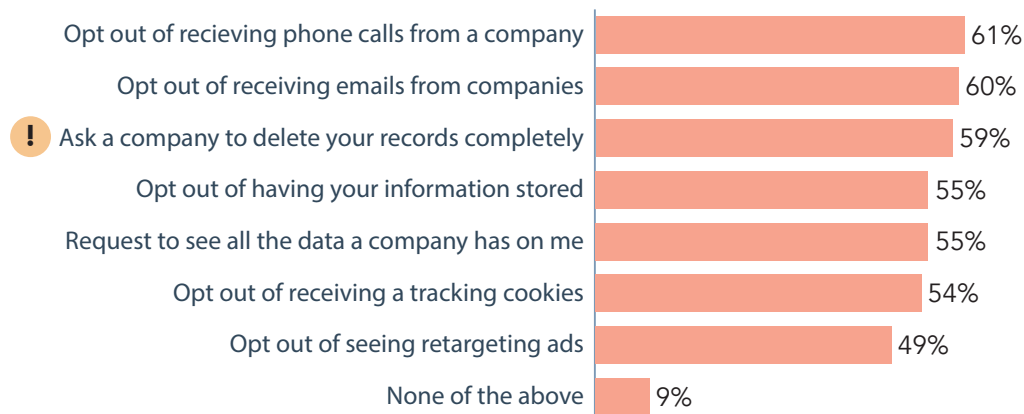
Base: 3,017 consumers in the UK, Ireland, Germany, Austria, and Switzerland. Respondents were given a brief description of GDPR.
Source: HubSpot GDPR Survey, Q3 2017

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We also found that, if given the option, a majority of people would opt out of receiving phone calls and email from companies. A full 59% would take advantage of the 'right to be forgotten', and request that company completely delete their details and history from their databases. 55% would also opt out of having their personal data stored and would request to see all the information a company holds about them.

59% of European consumers would ask a company to completely delete their records

If given the option, would you do any of the following?



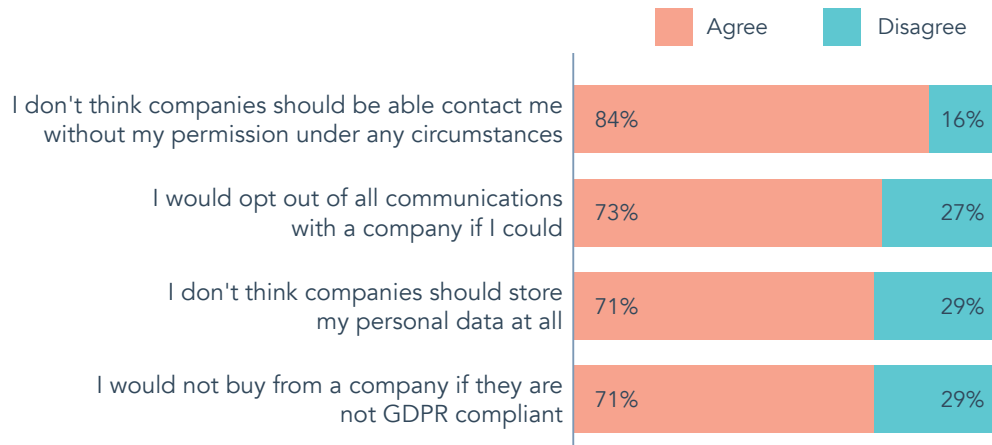
Base: 3,017 consumers in the UK, Ireland, Germany, Austria, and Switzerland
Source: HubSpot GDPR Survey, Q3 2017

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In general, consumers are feeling the strain of too many communications from businesses. 84% agree that companies should not contact them without their permission and 73% would opt out of all communications if they were given the option. Since the GDPR states that companies that market their products to, or monitor the behaviour of EU citizens need to be clear about how they use personal data and give consumers the option to opt out of marketing activities, businesses may need to brace themselves for an influx of consumer unsubscribes next year.

Many European consumers would opt out of all communications with a company if given the option

Do you agree or disagree with the following statements?



Base: 3,017 consumers in the UK, Ireland, Germany, Austria, and Switzerland
 Source: HubSpot GDPR Survey, Q3 2017

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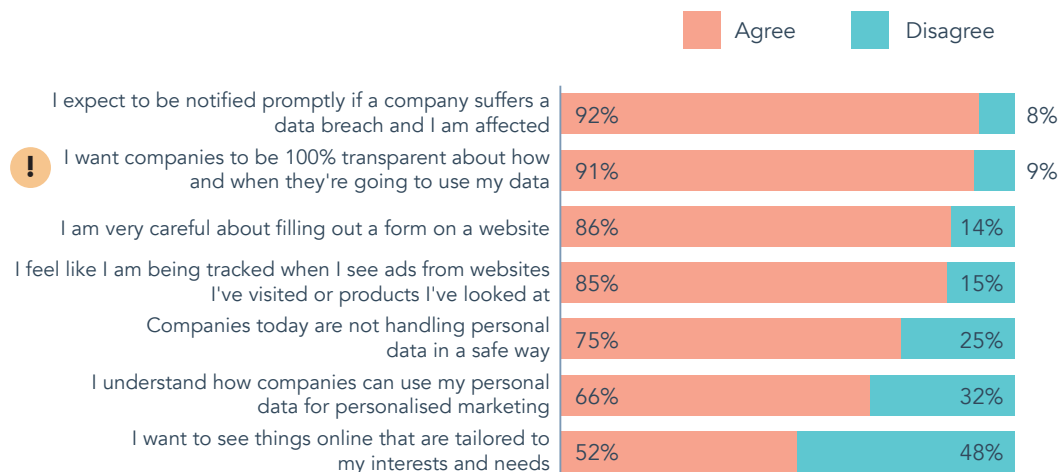
03 /

CONSUMERS EXPECT TRANSPARENCY

Many high profile breaches have occurred over the years, and consumers in Europe expect, above all, to be promptly notified when a breach occurs. The onus is on companies to be as transparent as possible about what has happened and what they will do to help their affected customers. In that vein, 91% of consumers expect companies they work with to be completely transparent about how their data is being used. This transparency is also a key principle under the GDPR.

European consumers value prompt notification and transparency. Many hesitate when filling out forms

Do you agree or disagree with the following statements?



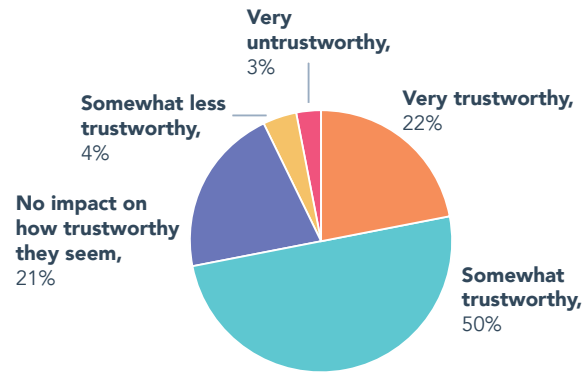
Base: 3,017 consumers in the UK, Ireland, Germany, Austria, and Switzerland
Source: HubSpot GDPR Survey, Q3 2017

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If your business is clear and transparent about how you use your customers' data, consumers will give your brand the benefit of the doubt and trust you. It's then up to businesses to ensure that trust isn't broken by deceptive tactics, endless spamming, or interruptive communications.

European consumers trust transparent companies

If a company was 100% transparent about how and when they will use your personal data (such as your email address), are you more or less likely to consider them to be trustworthy?



Base: 3,017 consumers in the UK, Ireland, Germany, Austria, and Switzerland
Source: HubSpot GDPR Survey, Q3 2017

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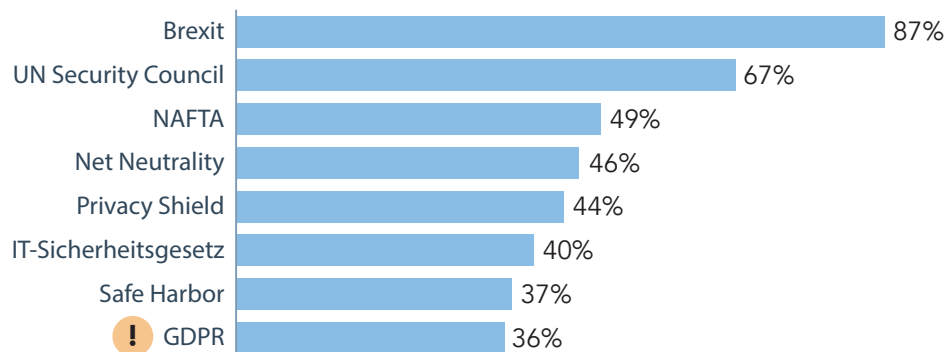
04 / WHAT ARE BUSINESSES DOING ABOUT THE GDPR?

So we know what consumers think of the GPPR, and what they may do if given the option to remove themselves from company databases. What are businesses, and marketers especially, doing about it?

Our data shows a pretty bleak picture. Of the 363 business leaders and marketers we surveyed, just 36% of them stated that they had heard of the GDPR.

Just 36% of business leaders and marketers have heard of the GDPR

Have you ever heard of any of the following?



Base: 363 C-level executives and marketers in the UK, Ireland, Germany, Austria, and Switzerland
Source: HubSpot GDPR Marketing Survey, Q3 2017

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A full 12% admitted they first found out about the GDPR from our survey. Just a third knew when the GDPR will come in force (the date is 25 May, 2018). Lastly, less than half of companies surveyed are prepared for the GDPR in 2018.

Are you prepared for the GDPR?

- 12%** Admitted they found out about the GDPR from our survey.
- 23%** Are not sure if their company has started to prepare for the GDPR.
- 31%** Knows the GDPR is officially in effect in 2018.
- 41%** Knows what the GDPR stands for. (General Data Protection Regulation)
- 42%** Are only 'somewhat prepared' for the GDPR.

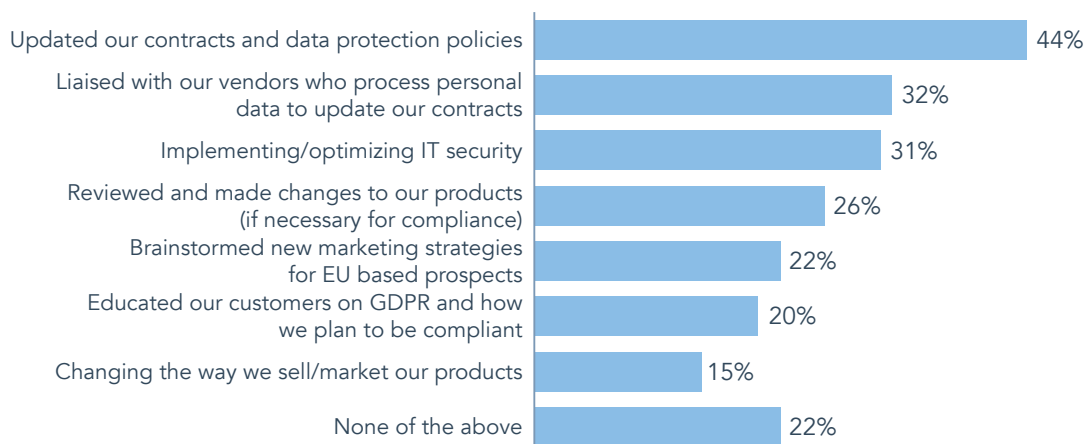
Base: 363 C-level executives and marketers in the UK, Ireland, Germany, Austria, and Switzerland
 Source: HubSpot GDPR Marketing Survey, Q3 2017



Overall, most companies are addressing the GDPR by updating their contracts and data protection policies, and pressing their vendors to do the same. Worryingly, 22% admit that they haven't done anything just yet to prepare for the GDPR.

Companies are updating contracts and policies in advance of the GPDR

What kind of activities has your company already undergone/is undergoing to prepare for the GDPR?



Base: 363 C-level executives and marketers in the UK, Ireland, Germany, Austria, and Switzerland
 Source: HubSpot GDPR Marketing Survey, Q3 2017



33% of business leaders and marketers who correctly identified the GDPR in our survey expect their lead conversion rates to go down. Half expect their email lists to shrink as a result of consumers taking action to unsubscribe from company emails. 41% expect to shift to external platforms to process lead data as a consequence of the GDPR's new data storage rules.

The expected consequences of the GDPR

33% *Expect their lead conversion rates to go down.*

37% *Expect their marketing routine will be affected.*

41% *Expect to use more external platforms, like Facebook or Google, to process a lead's personal data.*

51% *Expect their marketing lists to get smaller.*

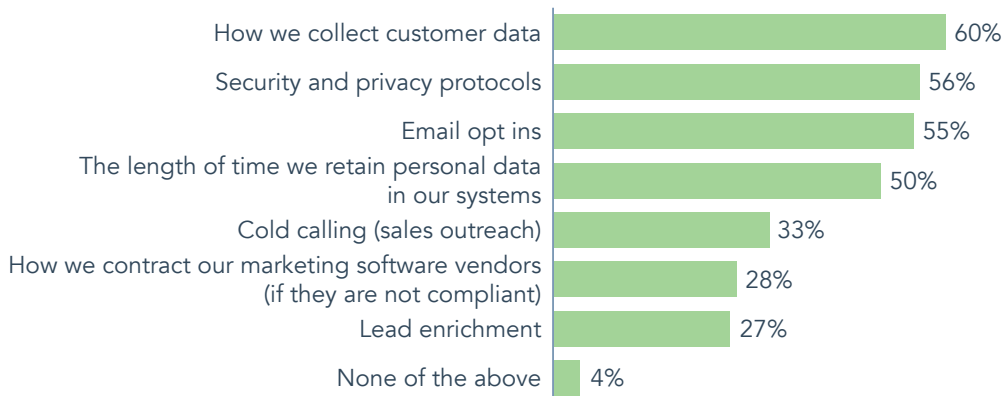
Base: 150 C-level executives and marketers who correctly identified GDPR in the UK, Ireland, Germany, Austria, and Switzerland
Source: HubSpot GDPR Marketing Survey, Q3 2017



Tactically, business leaders anticipate they'll have to change how they collect customer data, security protocols, and the length of time they'll store customer data.

Companies expect the GDPR to most impact their data collection practices, security and privacy protocols, and email opt in rates

Please select all of your company's marketing activities which you think will be impacted by EU legislation like the GDPR.



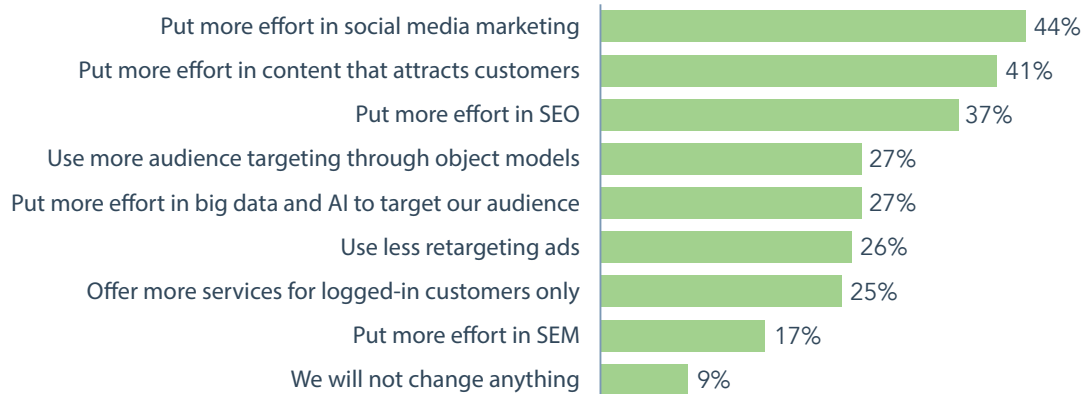
Base: 150 C-level executives and marketers who correctly identified GDPR in the UK, Ireland, Germany, Austria, and Switzerland
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And many plan to focus more on social media marketing, content marketing, and SEO. 26% will use less retargeting ads, and 25% will require a log in for people to use their services.

Companies will focus more on social media and content marketing, and SEO

What do you think your team will focus more on in the next few years?



Base: 150 C-level executives and marketers who correctly identified GDPR in the UK, Ireland, Germany, Austria, and Switzerland
Source: HubSpot GDPR Marketing Survey, Q3 2017

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05 /

GDPR WILL AFFECT ALL BUSINESSES. WHAT'S NEXT?

Our data shows consumers in Europe view the GDPR very positively. The impact of the GDPR will strongly depend on how organizations communicate with their audience. Companies who lead with transparency have the best chance of continuing to engage with online consumers based in Europe. But as our data shows, getting prepared for the GDPR's many rules can be daunting. Luckily, HubSpot has put together a checklist to help businesses on the road to GDPR compliance.

Research Methodology

HubSpot Research ran two online surveys leveraging a general population and B2B panel via ResearchNow. For the general population study, we surveyed 3,017 respondents from the UK, Ireland, Germany, Austria, and Switzerland on their thoughts about data privacy and the GDPR. For the B2B survey, we screened for C-level business owners and marketers in the UK, Ireland, Germany, Austria, and Switzerland. We asked about their knowledge of the GDPR and how they were preparing for the legislation. Both surveys were available in English and German and fielded in September 2017.