

P R E S S R E L E A S E

Friday 12th January 2018

REPORT: BUSINESSES UNPREPARED FOR GDPR

- 82% of businesses are aware of GDPR
- 62% of businesses cannot name any changes GDPR will bring
- 70% of business have not identified the steps needed to be GDPR compliant

ISME, the Irish SME Association today (12th January) published the results of its General Data Protection Regulations survey (GDPR). The report gives a breakdown of GDPR compliance among SMEs and the actions taken to date on GDPR compliance. The survey focused on knowledge, compliance and actions to be taken in light of GDPR.

The General Data Protection Regulation will come into force May 28th 2018, replacing the existing protection frameworks under the EU data protection directive. ISME is actively encouraging its members to be aware of the changes that will come into effect from May 28th 2018.

Commenting on today's report ISME CEO Neil McDonnell said *"Today's results paint an interesting picture of GDPR compliance. We received a very healthy response to this survey, which tells us businesses are curious about it. One of the main findings is that businesses are aware of GDPR, but know very little about the intricacies of compliance."*

"The impact of non-compliance of GDPR on a business could be serious, as there is a serious fines regime in place to discourage it. Businesses must take these new measures seriously."

He added

"In order to sure SMEs are GDPR-ready, we will be holding bespoke SME GDPR training sessions in February to assist businesses in the transition period."

The main finding from 507 respondents were as follows:

- **Only 7% of businesses of businesses have completed their GDPR plan.**
- **60% of respondents use and collect Personal Data.**
- **30% are unsure if what they hold is considered Personal Data.**
- **83% of respondents are aware of GDPR**
- **Only 38% could name any of the changes that GDPR will bring**
- **30% of business have identified the steps/actions needed for their business. 70% have not.**

- **76% of businesses are concerned about GDPR.**
- **32% of businesses are planning to use an outside resource to help with their GDPR action plan.**
- **67% of business would like to see training offered on GDPR**
- **41% of business have a staff member who is responsible for overseeing compliance with data protection and preparing for the GDPR.**

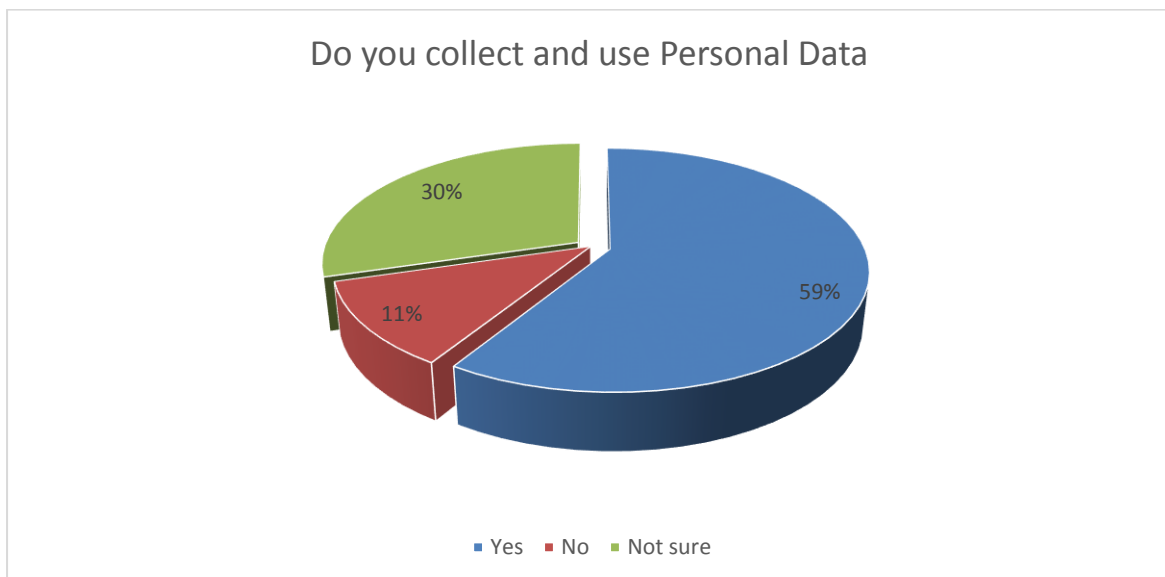
Senior Business Consultant David Waldron from CloudStrong said *“Based on the results of the recent ISME survey, it is evident that SME owners are concerned about GDPR compliance. The challenge is to upskill those SMEs in adhering to best practices that protect all Personal Data they possess in paper or electronic format.”*

ENDS

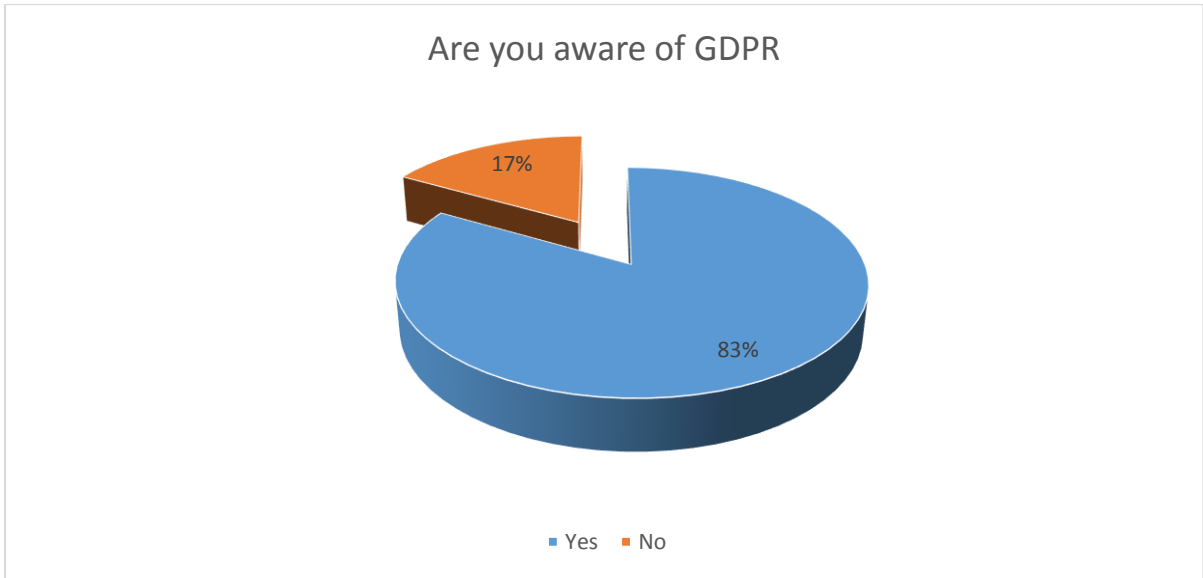
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Full Break down of report

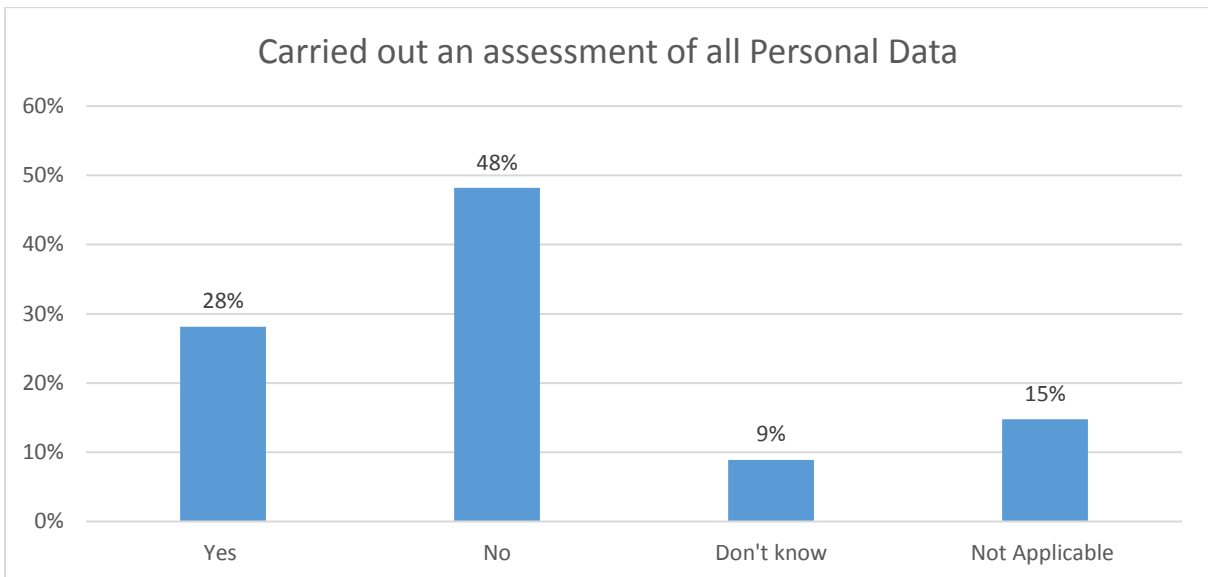
The make-up of responders are as follows 48% employ (1-9), 38% employ between 10-49, 13% employ 50-249 employees, while 2% employ 250+. Business were geographically spread with 41% based in Dublin, 22% based in Leinster (excluding Dublin and Munster respectively. 8% of business are based in Connacht, while 7% are based in Ulster.



59% of Business collect and use Personal Data, while 11% do not collect or use personal Data. While 30% of businesses stated they are not sure whether they collect Personal Data.

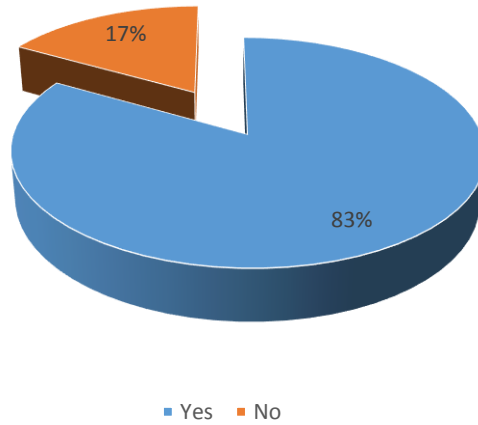


83% of respondents stated that they were aware of the new General Data Protection Regulation laws coming into force in May. 17% of businesses are not aware of GDPR.



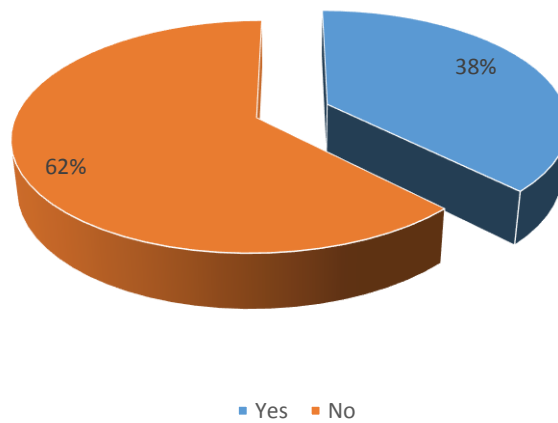
Only 28% of businesses carried out an assessment of all Personal Data. 48% have not carried out an assessment of Personal Data. 9% were unsure and 15% stated it did not apply.

Are you aware of GDPR



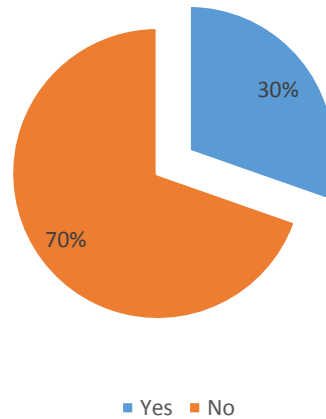
83% of respondents said they were aware of GDPR, while 17% said they were not.

Could you name any changes GDPR will bring



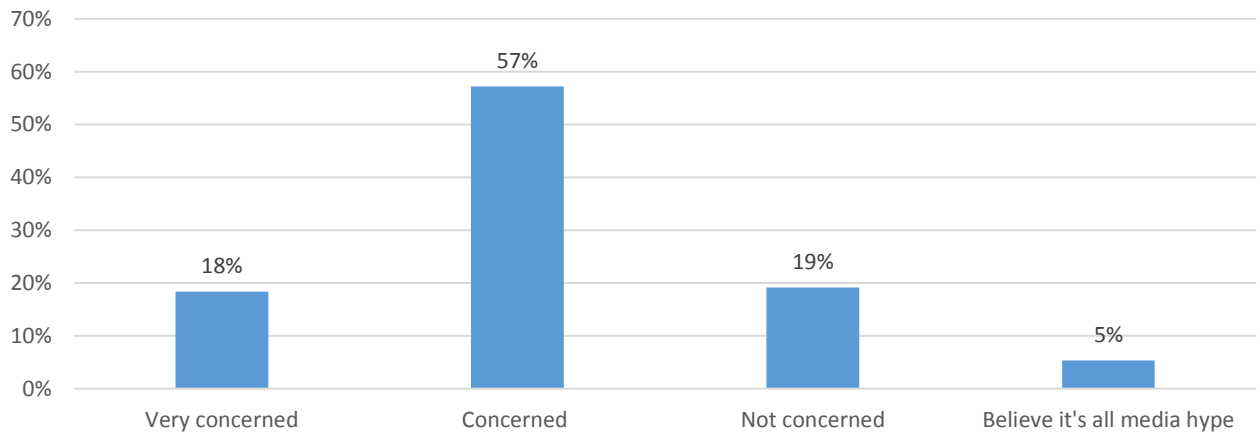
While 83% of respondents stated they know about GDPR, 62% of businesses could not name any changes GDPR will bring. While 38% are aware of some changes GDPR will bring.

Have you identified the steps that your business will need to take?

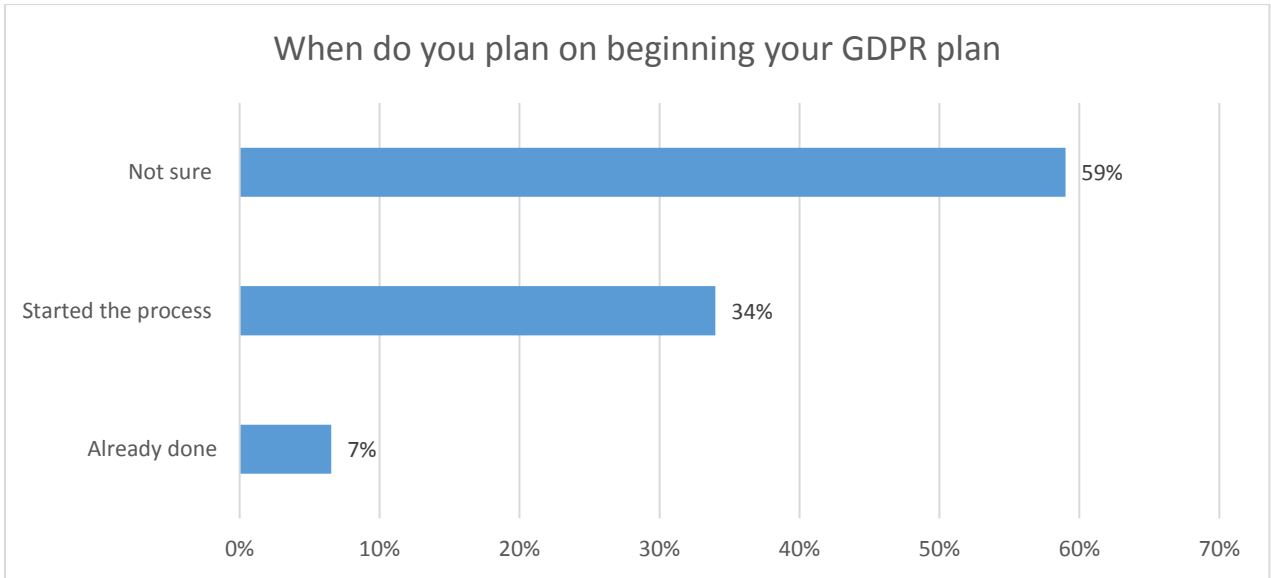


Only 30% of businesses have identified the steps needed to take in order to become GDPR compliant. A significant 70% of business have not identified any steps they need to take to ensure they're GDPR compliant.

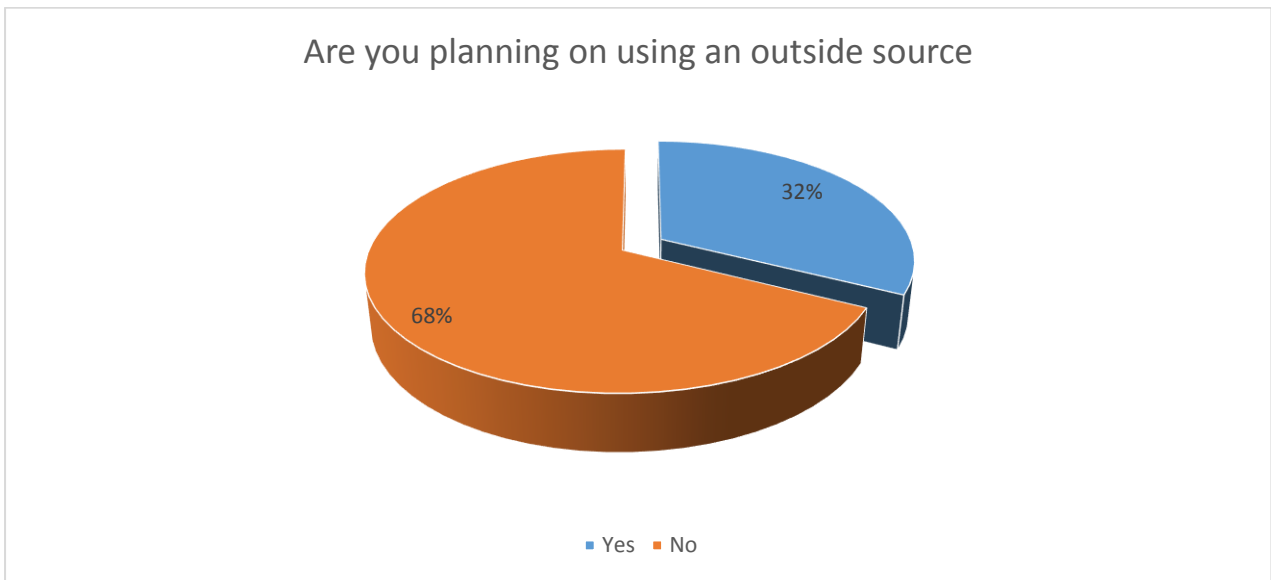
Are you concerned about GDPR and the effects it may have on your business



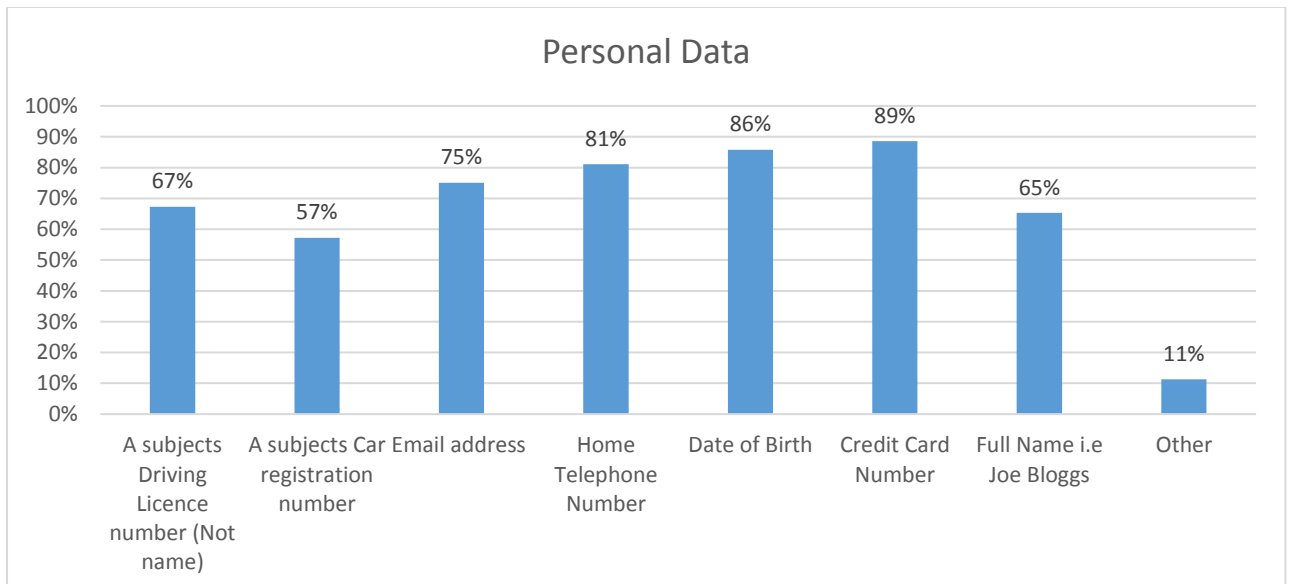
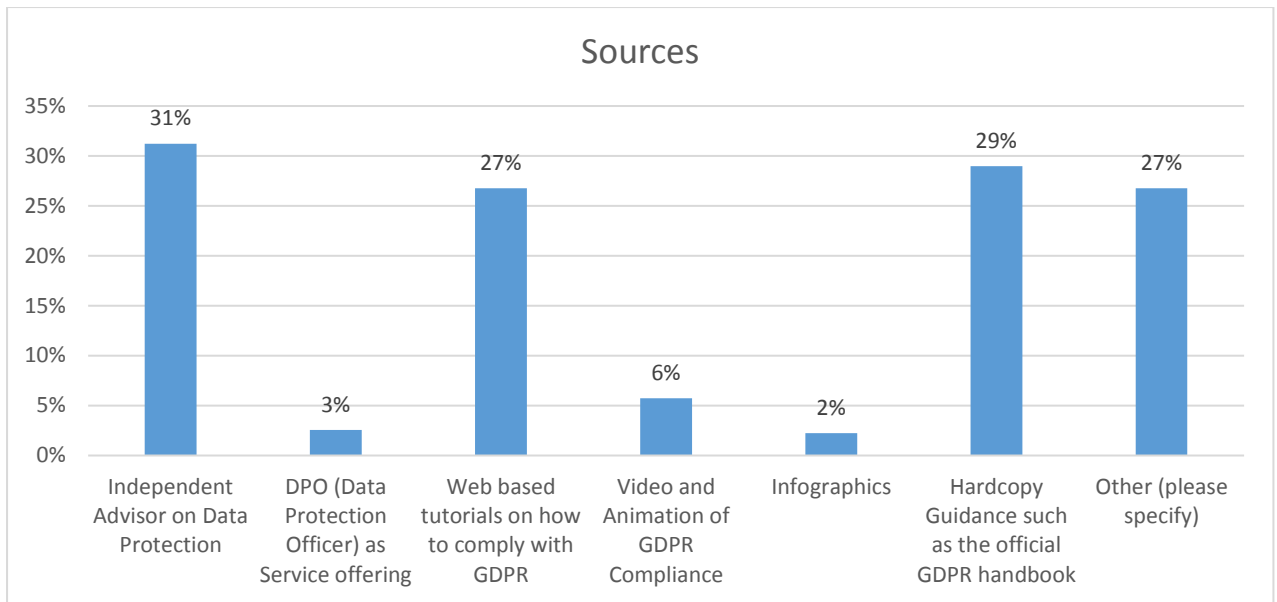
75% of businesses are concerned about GDPR, when this is broken down, 57% are 'concerned', while 18% are 'very concerned'. 19% are not concerned at all, while 5% believe the concerns around GDPR are all media hype.



34% of respondents in some way have started the process of GDPR planning. 59% are not sure, while 7% have already done their GDPR planning.



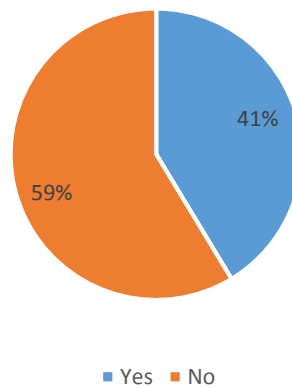
We asked our members if they plan on using an outside source. 68% stated 'no', while 32% said they would. Of those who answered yes, the results were as follows:



We asked members what they would consider Personal Data:

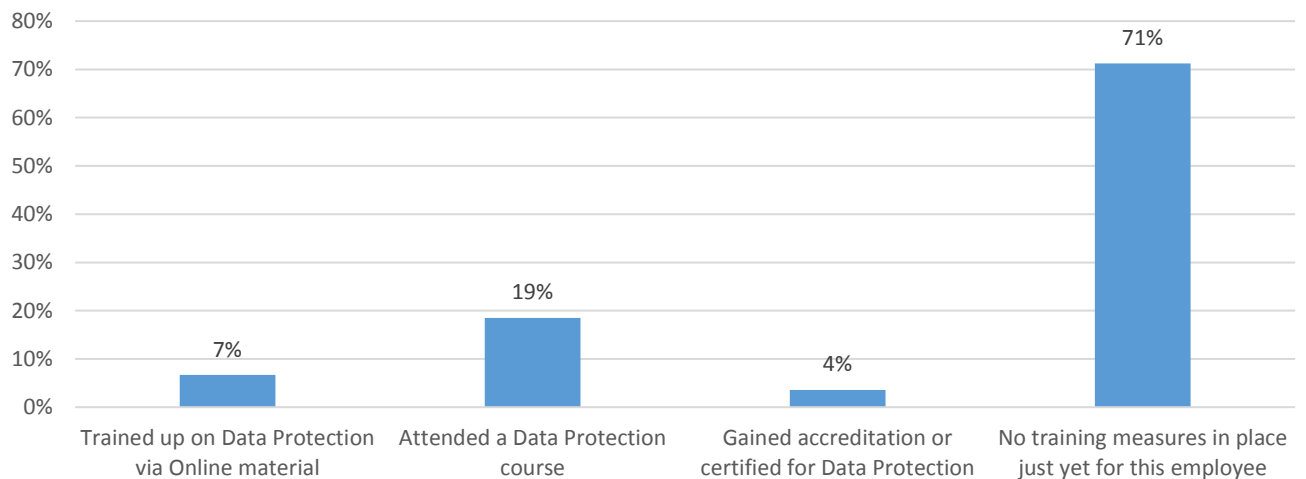
- 67% consider a driving license a form of Personal Data.
- 57% consider a car registration as Personal Data,
- 75% stated an email address was considered Personal Data.
- 81% consider a telephone number to be Personal Data.
- 86% stated that a date of birth was Personal Data
- 89% said a credit card number was Personal Data
- 65% said someone's full name was considered Personal Data
- While 11% said 'other'

Do you have a staff member responsible for overseeing GDPR compliance



We asked respondents whether they had a staff member overseeing GDPR. 59% of those who answered said they did not. While 41% said they did.

If Yes, has this employee been



If respondents answered yes to this, we asked then in what manner was the employee trained, they answered as followed:

- 7% sated they had an employee trained up on Data Protection via online material
- 19% attendee a Data Protection course
- 4% stated that an employee has gained accreditation in certified Data Protection program
- 71% stated, there was no training measures in place just yet for this employee.