

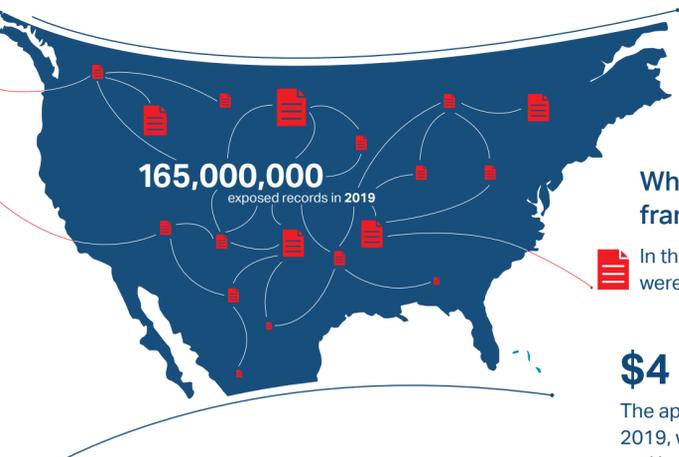
## Regulatory frameworks

# Putting data privacy and protection at the centre of your business

At the centre of any great art you find people. It's the same with data privacy and protection.

These people are your staff, your partners, and your customers. They're the ones buying your products, making the business more productive, and helping to drive competitive differentiation.

**In a tightening regulatory environment, how can you secure your customers' personal data?**



### Why do we need regulatory frameworks?

In the US alone, an estimated **165 million records** were exposed in 2019.<sup>i</sup>

### \$4 million

The approximate average cost per breach as of 2019, with the US the most expensive country and healthcare the most costly industry.<sup>ii</sup>

22%



HUMAN ERROR

Mistakes such as mis-delivery of emails and misconfiguration of cloud accounts were behind **22%** of breaches last year, while malware accounted for just **17%**.<sup>iii</sup>



17%

MALWARE

## Regulations to take into account

California's recently enacted CCPA, India's Personal Data Protection Bill of 2018, Brazil's General Data Privacy Law 2018, Turkey's KVKK, Thailand's PDPA, Canada's PIPEDA, and Australia's Notifiable Data Breaches Act 2017.

That's not to mention industry-specific regulations, such as HIPAA for US healthcare providers.



## The Benefits of Frameworks

40%

of consumers seeing benefits at least twice that of their privacy spend.<sup>v</sup>

47%

of respondents said they have greater trust in companies that use their data as a result of the GDPR.<sup>vi</sup>

97%

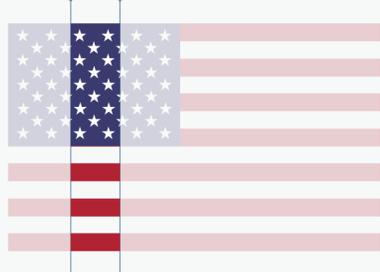
of companies recognized they were realizing benefits such as competitive advantage or investor appeal from their privacy investments.<sup>iv</sup>

75%

of organisations believe GDPR has had a beneficial impact on consumer trust.<sup>vii</sup>

## The Issues in Compliance

It's a complex process.



**10%** of US companies are actively working to comply with 50 or more privacy laws.<sup>viii</sup>

Levies penalties of up to **€20m** or **4%** of global annual turnover.

**GDPR**

**9%** of organizations said it would take more than a year to get GDPR ready.<sup>x</sup>

Only **59%** of organizations are currently meeting all GDPR requirements.<sup>ix</sup>

## Cyber Resilience

Non-compliance/compliance issues can exacerbate issues with your organization's cyber resilience



**60%**

of SMBs are out of business within six months of being hit by a cyber-attack and...

**66%**

of SMBs would shut down if hit by a data breach and only...

**24%**

...of organizations have C-level buy-in for their cyber resilience plans.<sup>xi</sup>

## How can you approach data privacy whilst complying with regulatory frameworks?

Micro Focus provide an end-to-end solution encompassing all 3 vital pillars



**1** FIND AND ANALYZE



**2** STORE AND APPLY POLICY



**3** SECURE AND ENCRYPT

Organizations must use a holistic, analytics-driven approach to securing what matters most – identities, applications, and data.

Micro Focus data privacy and protection allows you to manage structured and unstructured data throughout its lifecycle, supporting your digital transformation initiatives with a framework that promotes cyber resilience.

## Strengthen your cyber resilience.

Intelligently adapt your security.

Protect.

Detect.

Evolve.

### Sources:

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- ii. <https://databreachcalculator.mybluemix.net>
- iii. <https://enterprise.verizon.com/resources/reports/2020-data-breach-investigations-report.pdf>
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