

# GDPR has landed

## Is your business up to speed?

“The most important change in data privacy regulation in 20 years”

EU Parliament

### GDPR – the basics



**What it stands for**  
General Data Protection Regulation



**Why it exists**  
to standardise EU data privacy and protection laws



**What it affects**  
the criteria defining “personal data” and how that data is stored, protected and managed

### Key facts



**Right to be forgotten**  
companies must be able to delete personal data and erase every copy of it when required



**Data types**  
it includes pseudonymised data (where the identifying information is removed and stored separately)



**Immune to Brexit**  
it extends to any company conducting business within the EU



**Up to €20 million**  
the potential fine for non-compliance (or up to 4% of global turnover)



**IP addresses**  
now viewed as personal data

### How businesses are reacting (or not)

# 75%

75% of UK companies do not understand the full implications of GDPR on their IT infrastructure and systems

# 9%

Only 9% have a specialist team/s solely concerned with GDPR

# 15%

15% – the proportion that were confident they could locate every copy of a particular piece of data

### IBM – A leader in data protection and availability

Our **Spectrum Protect Plus** solution can support your IT infrastructure to help respond effectively to GDPR:



**Deletion**  
Managed through robust data expiration and catalogue maintenance functions



**Breach identification**  
Monitoring of client restore or retrieve requests helps administrators detect unusual behaviour



**Portability**  
A detailed log of user actions can be searched and downloaded



**Accessibility**  
User access is controlled by the System Administrator – who has access to data and can grant or restrict access to individual users. “File Restore” provides quick searches of individual files, facilitating data availability and “Instant Access” provides searches of snapshots and recovery points



**Privacy by design**  
Managed through role-based access control and data encryption for data that traverses the network

**IBM® Spectrum Protect™ Plus** is a data protection and availability solution for virtual environments that can be deployed in minutes and protecting your environment within an hour. It simplifies data protection, whether data is hosted in physical, virtual, software-defined or cloud environments. It can be implemented as a stand-alone solution or integrate with an IBM Spectrum Protect environment to off-load copies for long-term storage and data governance with scale and efficiency.

Infographic data source: based on a survey conducted with subscribers online by Computing Research, sponsored by IBM, July 2017

Speak to one of our GDPR professionals today:  
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#### IBM GDPR Legal Disclaimer

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