

DATA PRIVACY AND REGULATION

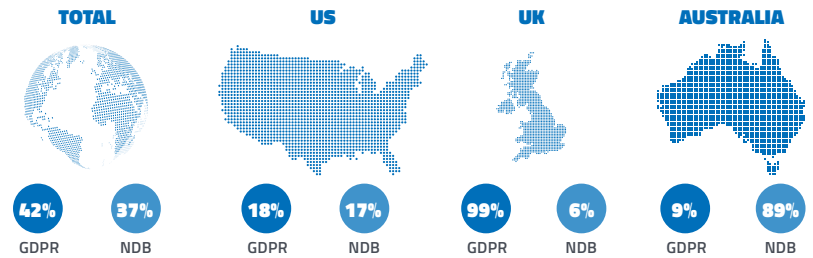
THE WORLDWIDE RACE TO COMPLY

Two important laws passed to enhance data privacy—The European Union's General Data Protection Regulation (GDPR) and Australia's Notifiable Data Breaches (NDB)—have recently come into effect.

Since these laws extend to companies doing business with citizens where the legislation was passed, companies worldwide must prepare to comply with them. Here are a few fast facts on how countries are adjusting, based on a survey by Webroot.

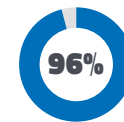
**LEARN HOW WEBROOT
CAN HELP YOUR BUSINESS
COMPLY WITH NEW
REGULATIONS BY VISITING
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The percentage of companies in each country who say their businesses are already compliant.



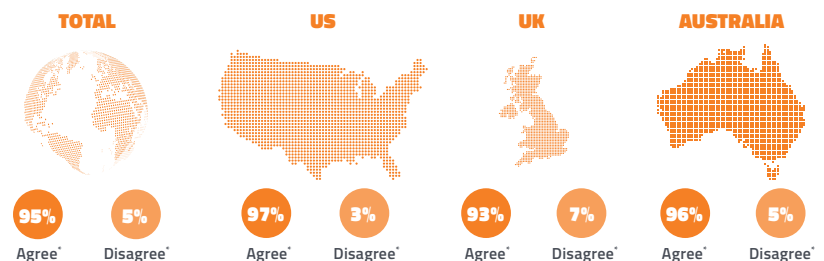
KEY TAKEAWAY

The US is seriously behind in both GDPR and NDB compliance, while the rest of the world lags in NDB compliance.



The percentage of respondents who say the United States lags significantly when it comes to legislation protecting citizens' data.

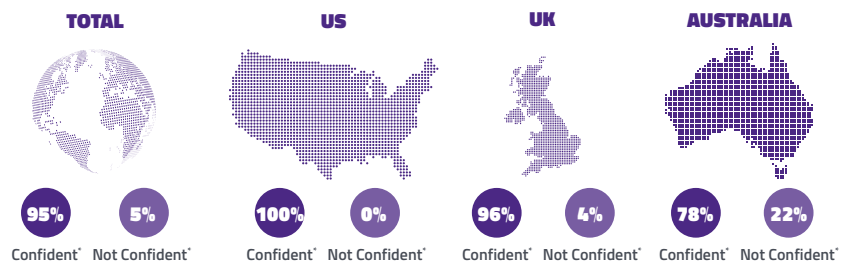
There will be fewer data breaches as a direct result of stronger data protection policies. Agree or disagree?



KEY TAKEAWAY

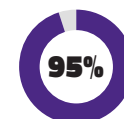
Respondents across the board believe GDPR and NDB will mean fewer data breaches.

Companies doing business in the EU who feel they could comply with rules requiring them to disclose all personal data collected on individuals within one month of request.



KEY TAKEAWAY

Self-reported confidence is high across the board that companies are capable of complying with new data regulations.



The percentage of Australians confident they know all customers' personal data that their company stores and uses.