

# GDPR IN NUMBERS

The **General Data protection Regulation (GDPR)** applies since 25 May 2018. Reports of massive data breaches and the mishandling of personal data by, large online platforms remind us what is at stake: from preserving our private life to protecting the functioning

of our democracies and ensuring the sustainability of our increasingly data-driven economy.

On the occasion of Data Protection Day we take a close look at compliance, enforcement and awareness of the new rules.

## COMPLYING WITH THE RULES

### Number of complaints to Data Protection Authorities (DPAs) under the GDPR\*

Complaints can come from any individual who believe their rights under GDPR have been violated, but the GDPR also introduced the possibility for an organisation mandated by individuals to introduce such complaints. This possibility has been used immediately after the entry into application of the GDPR.



Accumulated number over time.\*\*  
From all data protection authorities in Europe.

### Most common type of complaints\*

These are the activities in which most complaints have been reported so far.



Telemarketing



Promotional e-mails



Video surveillance/ CCTV

### Number of data breach notifications\*

When personal data for which a company is responsible is accidentally or unlawfully disclosed, that company is obliged to report this data breach to their national DPA within 72 hours after finding out about the breach.



Accumulated number over time.\*\*  
From all data protection authorities in Europe.

## ENFORCING THE RULES

### Cross-border cases\*

Many companies, such as social media platforms, provide their services in more than one EU country. The GDPR provides that in most cases one national data protection authority takes the lead to investigate a case process ("one-stop shop"), while the other concerned authorities support the investigation. If there is a disagreement between authorities, the European Data Protection Board will arbitrate.



- Investigations initiated by Data Protection Authorities.
- Investigations by Data Protection Authorities on the basis of individual complaints.

### Fines issued under GDPR\*



Several high level cases are ongoing and could cause fines up to 4 % of the annual of a business, if there is a serious infringement. So far three fines have been issued.

- A social network operator for failing to secure users' data **EUR 20,000**
- Sports betting café for unlawful video surveillance **EUR 5,280**
- Google for lack of consent on Ads **EUR 50,000,000**

### Adaptation of the national laws in the Member States

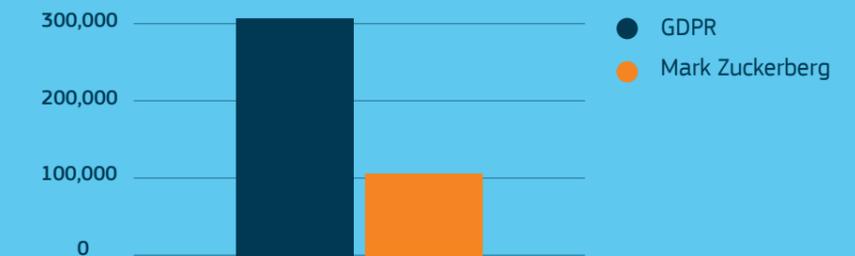
Being an EU Regulation the GDPR is directly applicable in all EU countries. However, it also requires countries to adapt their national legislation. Whilst 23 Member States have adopted the required national legislation, five are still in the process of doing so (Bulgaria, Greece, Slovenia, Portugal, Czechia).



## AWARENESS OF THE RULES

### Media coverage

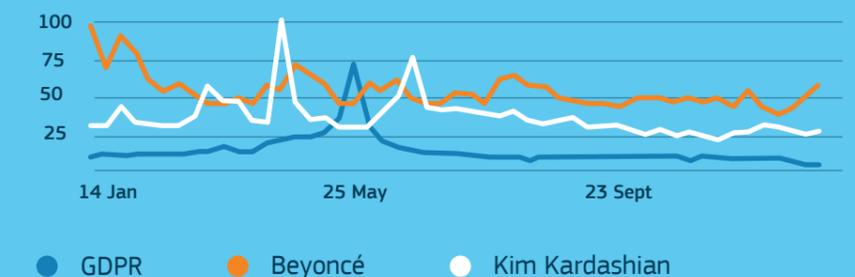
GDPR received a lot of attention in **2018**. So much that even some celebrities had to stand in its shadow.



Annual worldwide mentions in the media  
Source: Factiva

### Google searches

During the peak month of May 2018 GDPR was searched more often on Google than American superstars Beyoncé and Kim Kardashian.



Interest rated between 0-100, based on number of searches on Google.  
Source: Google trends



[europa.eu/dataprotection](https://europa.eu/dataprotection)

\*Source: The European Data Protection Board.

\*\*Disclaimer: We were not able to verify if all the reported figures relate to cases post 25 May, when GDPR entered into application. Some of them can also relate to the former data protection directive.