Master Shadow Data
GDPR is the catalyst

Cloud is changing the game for information security and compliance – especially when it comes to GDPR.

- Discover why Shadow Data is such a risk
- See how GDPR’s requirements support better control of your data
- Learn why understanding your data helps you run a better business

Top 4 Shadow Data challenges for 2018

#1 The growth of Shadow IT apps
- 36% of shadow apps CIOs think they own
- 1,222: number of apps the average organisation really uses
- 33%: increase between 2H2016 and 1H2017

#2 Over-sharing and misusing data
- 24% of shadow data stored in the cloud is broadly shared (i.e. shared both internally and externally)
- 20% of email attachments are too

#3 Exposing compliance data
- 26%: number of compliance-related data exposed in file-sharing apps
- 29%: personal data
- 17%: Payment Card Information
- 65%: Protected Health Information

#4 Persistent threats
- 20%: number of shadow data stored in the cloud is broadly shared (i.e. shared both internally and externally)
- 29%: email attachments are too

GDPR: Why it’s good for your business and fosters better control of Shadow Data

Supports GDPR compliance
Strengthens competitive advantage
Battles the Shadow IT challenge

Understand your data assets: know what you have and where it is.

Protect your brand reputation: know what risks your data poses so you can mitigate them.

Defend your data – including in the cloud: integrate your cyber defences against internal and external threats.

Secure, well-managed and accessible data creates competitive advantage.

A 10% increase in data accessibility means $65 million extra net income2.

Master Shadow Data and get set for GDPR

Our best-practice approach helps ensure that security and data protection are successfully addressed as part of your GDPR compliance programme:

Prepare
Know where your data is, who can access it, and if it’s at risk.

Protect
Apply policies to protect data against misuse and theft.

Detect
Recognise security and privacy breaches so you can react decisively.

Respond
Report and resolve the breach to avoid fines and brand damage.

Now is the time to act
Secure, visible information is the future – make a start with GDPR.

Visit readyforgdpr.com

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1. Symantec 1H 2017 Shadow Data Report

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