

A man in a dark suit and white shirt is in a starting crouch on a paved city street. He is looking directly at the camera with a determined expression. His hands are flat on the ground, and his feet are in a starting position. The background features a dense urban skyline with various skyscrapers under a clear sky. The overall tone is professional and forward-looking.

EU GDPR  
is more than  
compliance

It's readiness for a more secure digital future.



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# Grasp the opportunity

The enforcement of the EU General Data Protection Regulation (GDPR) sets new rules that organizations of all sizes across all industries must follow. To some, the additional requirements are seen as a threat. But for the more progressive, the new law offers a huge incentive to establish the data-driven organization they have always wanted.

With Fujitsu's help, you can lead your organization through GDPR compliance and on the path to a more successful and secure digital future.

To take full advantage, you need to understand the regulation, your data and the potential for GDPR to improve your processes.



What's the impact on your organization?



# How will EU GDPR affect us?

The EU General Data Protection Regulation will be enforceable from 25 May 2018.

It unifies existing national data protection regulation and includes new controls over acquiring, storing and analyzing personal data. Depending on the size of your organization, you might be required to appoint a Data Protection Officer and implement a Data Privacy Framework.



**25 May 2018**

Date that GDPR comes into force



**Up to 4% of global, Annual turnover**

Fine for each breach of key data privacy rules



**72 hours**

Max. time to report all data breaches

## What is the opportunity for our organization?

The potential fines for non-compliance have grabbed all the headlines. But data-savvy organizations will see that being compliant ahead of schedule offers three clear commercial opportunities:

- 1 **A smooth transition to the new world of GDPR** – with everything in place ahead of the deadline, there is no cause for alarm or extra cost of going about business as usual.
- 2 **The ability to act faster than others** – with strong data management and governance, you can take decisions faster than those who have lagged behind and will need to check compliance on every activity.
- 3 **Monetizing data compliance by earning customer trust** – with the ability to prove to people that you can protect their personal data, you will become a trusted and 'go-to' brand – retaining existing customers and attracting new ones from others.



# How can we take advantage?

If you can demonstrate GDPR compliance, understand data to target individuals more effectively and avoid the penalties set out in the regulation, you can set your organization on a path to a more successful and secure digital future. The following checklist sets out the steps you need to take to achieve this.

## » Get to know your data so you can get to know customers all over again

- Understand what data you have and where it is kept.
- Check your data policies against key GDPR criteria.
- Use the compliance process to refresh your data and re-engage customers.

## » Identify gaps in your systems and processes to cut out operational risk

- Conduct an in-depth review of all data policies and practices.
- Assess whether existing data infrastructure can cope with the new rules.
- Identify any gaps that could lead to non-compliance.

## » Build in data protection by design to maintain trust among customers

- Plug all compliance gaps in existing data practices.
- Match compliance with the way you operate so it's easy to adopt.
- Demonstrate compliance to your customers by showing the steps you have taken. Use it as a competitive edge.

## » Stay ahead of future rule changes to avoid big penalties and maintain loyalty

- Put in place the data infrastructure you need to be compliant.
- Acquire the data technologies and skills that will secure your organization's future.
- Build in flexibility so you can respond when rules change.



It may seem like a lot to do before 25 May 2018 but with Fujitsu you don't have to go it alone.

» See how Fujitsu can help



# Secure your digital future

The simple fact that no two organizations are ever the same means there can be no one-size-fits-all approach to EU GDPR.

That is why a risk-based, tailored approach is the most effective way to achieve compliance and realize the commercial potential of data protection.

Fujitsu's teams of EU GDPR-trained specialists provide the cost-effective support you need to develop a successful and secure organization as the EU GDPR deadline approaches.



## THE STARTING POINT: Fujitsu EU GDPR Readiness Assessment

### What is it?

We begin by analyzing the status of data management in your organization. Our fixed-price EU GDPR Readiness Assessment will map your data practices against the regulation's key criteria so you can set priorities and kick-start the compliance process.

### What can you expect?

- A scored readiness evaluation and graphical illustration of compliance gaps
- A customized Cyber Threat Intelligence report
- A roadmap for EU GDPR compliance, with recommendations for immediate actions
- The foundation for building a robust data privacy framework and inform your future technology choices



# The Next Steps

## A comprehensive choice of data privacy and protection services.

Armed with the outcomes from your Fujitsu EU GDPR Readiness Assessment, we can support you with preparation for GDPR compliance and in developing robust data privacy and protection that will cover you now and into the future:

### » Our quantitative data services

The hardware and software to accurately discover then deal with your data



#### DATA DISCOVERY SERVICES

**What?** We use specialized tools to locate open and hidden data locations – on servers, in databases or on mobile devices – to give you a graphical map of your known and unknown data pools.

**Why?** EU GDPR mandates that organizations know exactly what personal data they hold, where it is and how it is processed – no easy task across most corporate networks. Our service tells you precisely what you need to know to comply.



#### DATA LOSS PREVENTION SERVICES

**What?** Our data loss prevention service provides a solid view of the type of personal and sensitive data flowing in and out of your network so you can upgrade information governance if required.

**Why?** This will support your EU GDPR compliance efforts but also contributes to wider data protection initiatives to prevent leakage of sensitive information – from personal details to confidential R&D.



#### CONTINUOUS DATA MAPPING SERVICES

**What?** Using our data appliance for ongoing data discovery and data loss prevention as a Managed Service, we help you continuously monitor the flows of personal and sensitive data.

**Why?** This service supports you on your route to information governance and compliance with EU GDPR.

### » Our consulting services

Access to expertise from Fujitsu specialists tailored to your data priorities



#### GAP REMEDIATION SERVICES

**What?** Our team of cyber security experts work with you to identify relevant areas of personal data optimization and to define strategies and initiatives to enable EU GDPR readiness for your organization. For example, this can include running further evaluation scans to discover new data pools, implementing specific encryption criteria or mapping the technologies required to prepare for EU GDPR.

**Why?** Having assessed the status of your data management and identified potential EU GDPR compliance weaknesses, you can call on our specialists to do everything necessary to close those gaps.



# Ongoing Support



## A CUSTOMIZED DATA PROTECTION ENVIRONMENT

### What?

We can design a customized data protection environment that will adapt as the compliance environment changes. Our consultants can guide you through the implementation and integration of the techniques and technologies that can help keep you compliant. They will also help you conduct a thorough security assessment and identify how you could improve your underlying systems to support data protection.

### Why?

- Gain the ability to act quickly whenever an individual wants to access or delete their personal data.
- Get the added flexibility of holding data in an anonymous state so you can use it for insights without compromising compliance.
- Enjoy the peace of mind that your technologies are working together as they should so you meet your obligations.
- With Fujitsu's Managed Services, rely on a trusted partner to protect data while rivals suffer public mistrust through lack of preparation and foresight.



More reasons to rely on Fujitsu



# Why Fujitsu for EU GDPR?

Fujitsu is a technically driven organization with an intelligence-led approach to data protection and IT security. This gives us a deep understanding of EU GDPR as well as the fundamentals of how data is stored, accessed and used.

With Fujitsu you gain access to experts from one of the world's largest and most forward-thinking technology providers, with over 40 years' heritage in data management. Your dedicated Fujitsu team will help drive your compliance efforts. In particular, they will focus on the priorities of your organization and sector, including how to future-proof your data management and governance.

By working with our GDPR and security specialists, you can work towards compliance and be in a position to monetize data protection faster – saving you time, effort and money that you could be investing in other value-add projects.





# Talk to us today about EU GDPR and your organization.

Want to know more? Why not speak to our experts  
about how we can support you.

» Email us at: [gdpr@ts.fujitsu.com](mailto:gdpr@ts.fujitsu.com)

» Visit: [GDPR website](#)

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