

# GDPR IN NUMBERS

#HAPPYBIRTHDAYGDPR

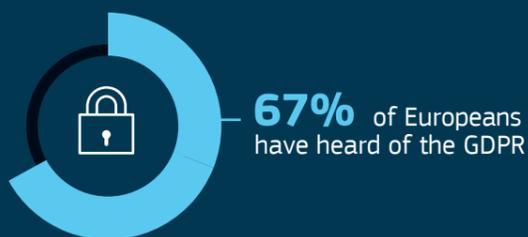
The **General Data Protection Regulation (GDPR)** applies since 25 May 2018. Reports of massive data breaches and the mishandling of personal data by large online platforms remind us what is at stake: from preserving our private life, to protecting the functioning

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

**On the occasion of GDPR's first anniversary**, we are taking a closer look at awareness, compliance and enforcement of the new rules.

## AWARENESS OF THE RULES

### Awareness of GDPR



Source: Special Eurobarometer 487a (March 2019)

### Awareness of data protection authorities



Source: Special Eurobarometer 487a (March 2019)

### Number of queries and complaints to data protection authorities

Individuals are increasingly contacting data protection authorities to ask questions about the GDPR and lodge complaints about respect for their rights. The GDPR also makes it possible for an organisation to lodge complaints on behalf of individuals. This possibility was used immediately after the entry into application of the GDPR.

**144,376**

Total number of queries and complaints from all data protection authorities in Europe, since May 2018

Source: The European Data Protection Board

This figure is indicative only. The definition is not harmonised between national data protection authorities. We were not able to verify if all the reported figures relate to cases post 25 May, when the GDPR entered into application. Some of them can also relate to the former data protection directive.

## COMPLYING WITH THE RULES

### Most common types of complaints

These are the types of activities for which the most complaints have been made so far.



Telemarketing



Promotional e-mails



Video surveillance/  
CCTV

Source: The European Data Protection Board

### 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 data protection authority within 72 hours of finding out about the breach.

**89,271**

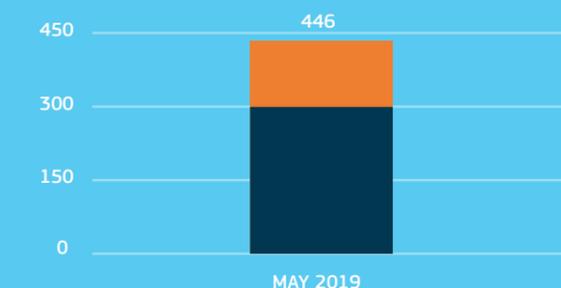
Total number of data breach notifications from all data protection authorities in Europe, since May 2018

Source: The European Data Protection Board

## 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 in investigating the case ("one-stop shop"), whilst 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 complaints from individuals.

Source: The European Data Protection Board

### Fines issued under the GDPR by data protection authorities

The GDPR gives the data protection authorities the power to impose fines of up to 4 % of a company's annual turnover.

- A social network operator was fined **€ 20,000** for failing to secure users' data
- A sports betting cafe was fined **€ 5,280** for unlawful video surveillance
- Google was fined **€ 50,000,000** or lack of consent on advertisements
- Lands authority for failing to ensure the necessary security for their data processing **€ 5,000**
- A data brokering company was fined **€ 220,000** for failing to inform citizens that their data was being processed by the company

### Adaptation of national laws in the EU 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. 25 EU Member States have adopted the required national legislation, but three are still in the process of doing so (Greece, Slovenia and Portugal).



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