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# GDPR: Five years on

A survey of the impact of the GDPR  
since its introduction in Ireland



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Thursday, 11 May 2023

McCANN FITZGERALD

mazars

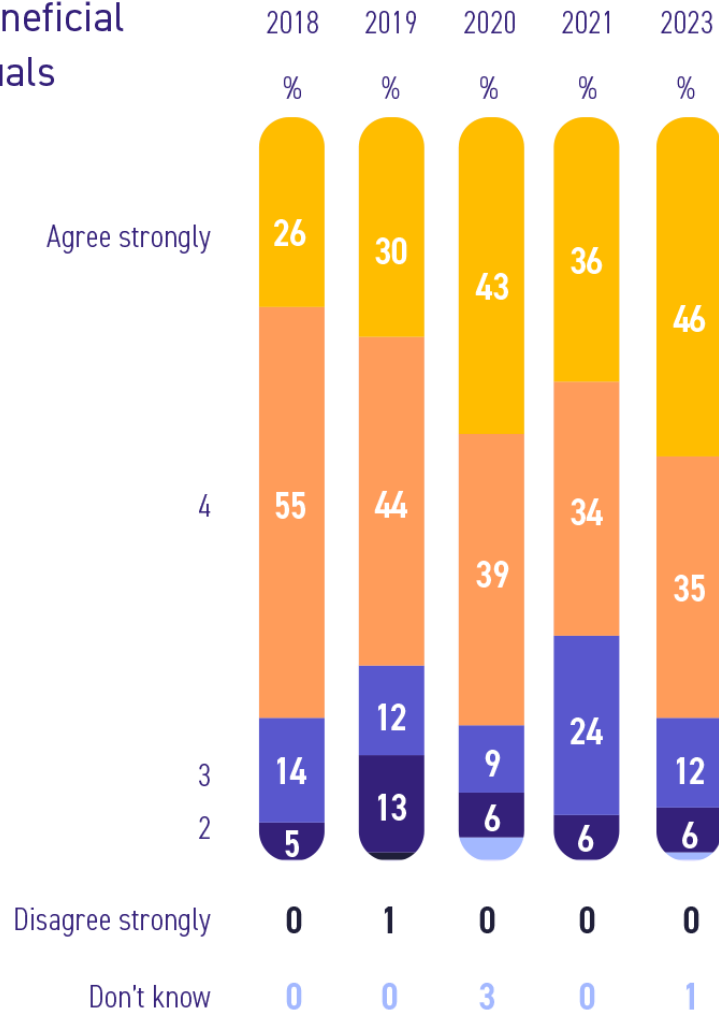
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# Results

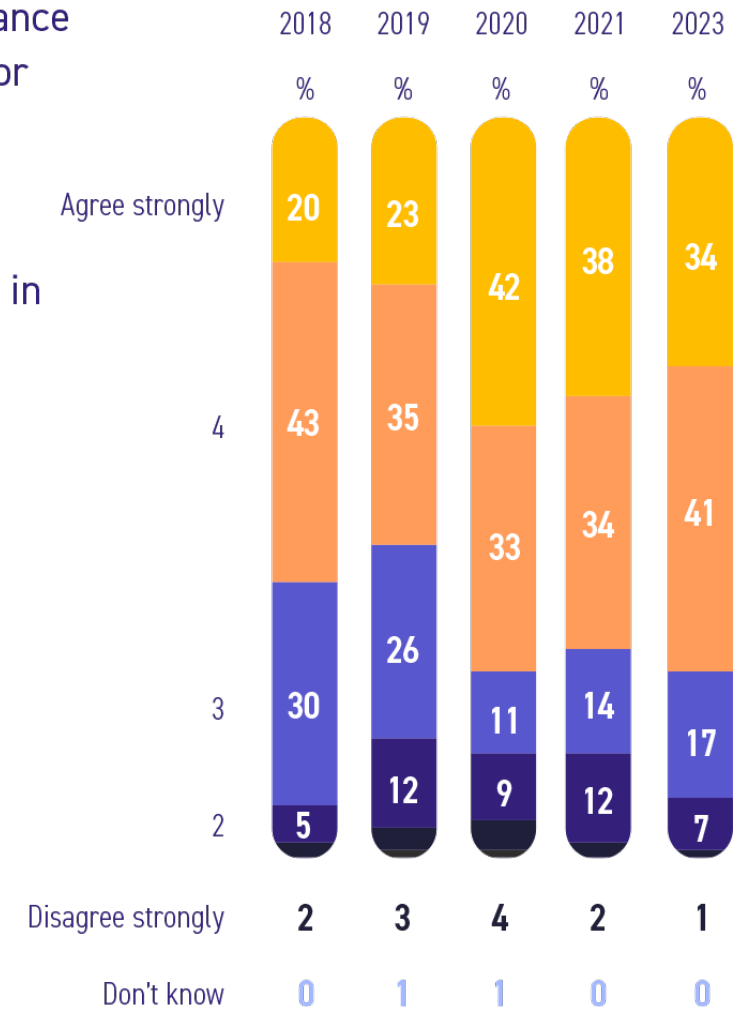


## Attitudes towards GDPR

GDPR is beneficial for individuals

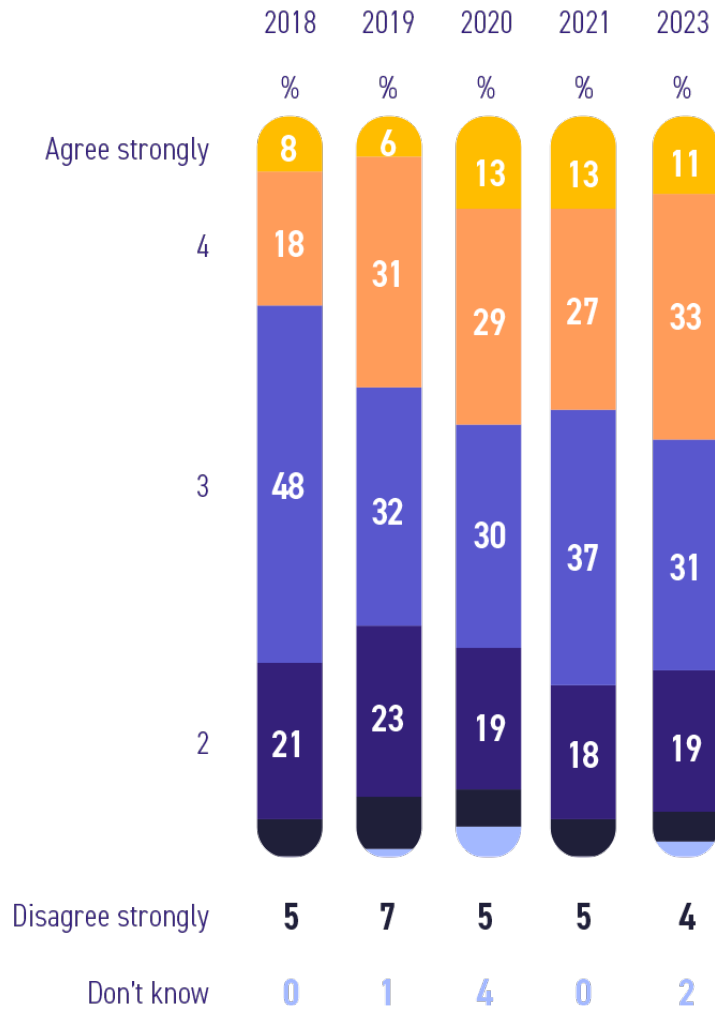


GDPR compliance is beneficial for org relations (employees, customers, stakeholders) in the long term

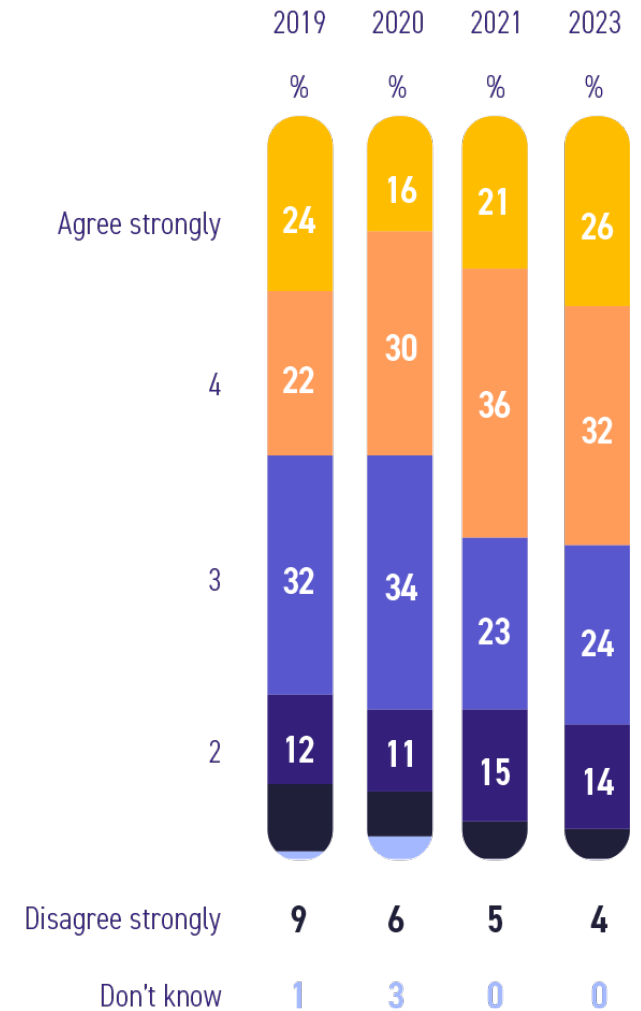


## Attitudes towards GDPR

Working to comply with GDPR has delivered many benefits for our org



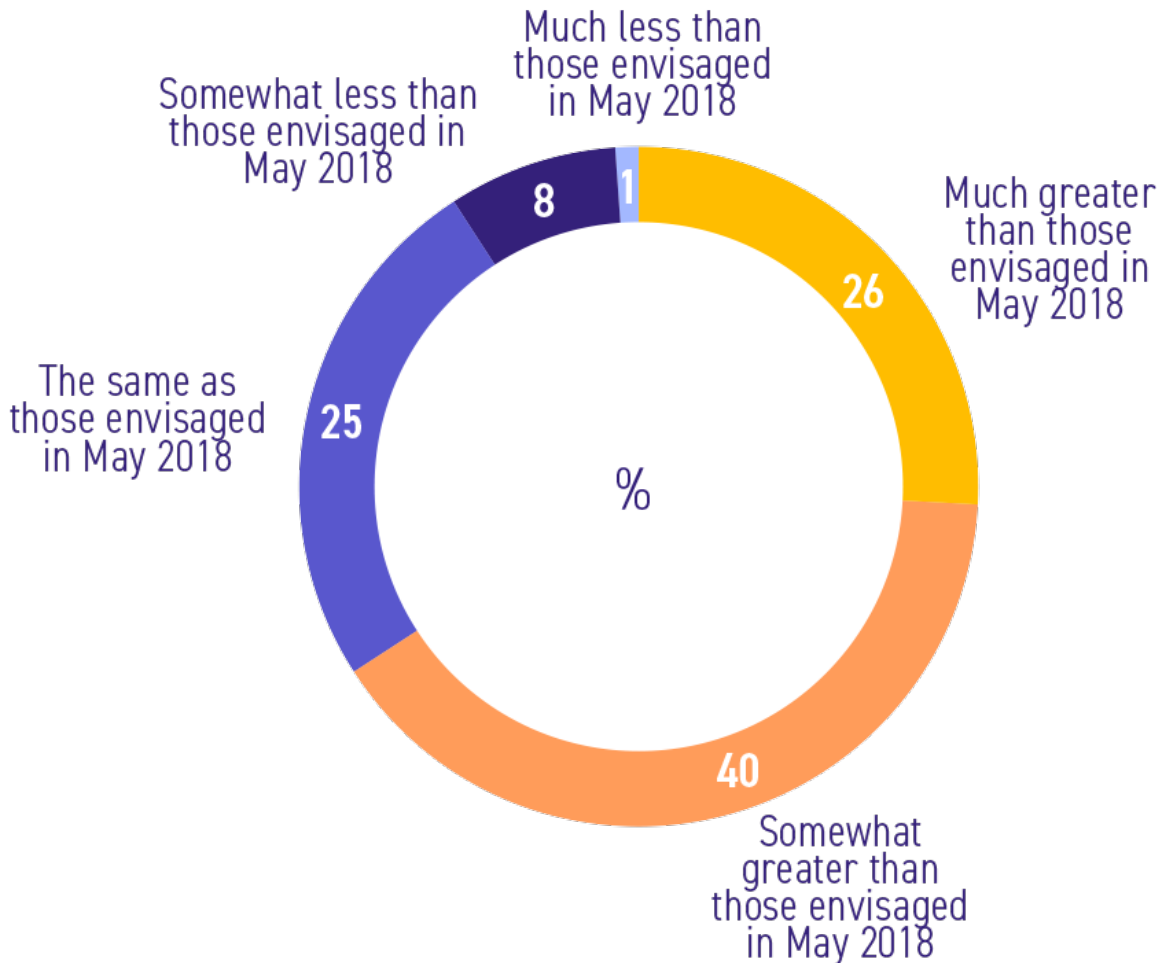
Concerned about prospect of being fined for GDPR non-compliance



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# Judging Five Years of the GDPR

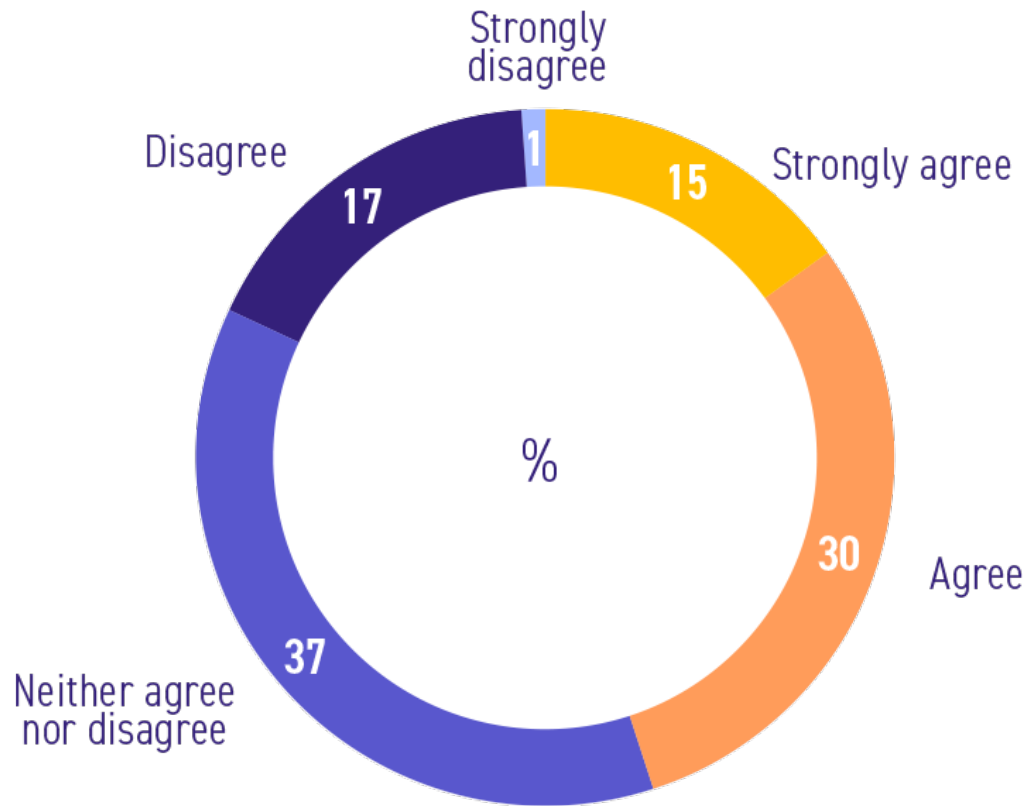
The costs of GDPR compliance for my organisation today are:



**2 in 3**  
claim that that the costs of GDPR compliance are greater than those envisaged in May 2018

**1 in 10**  
found the costs to be lower than initially expected

Over the course of the last five years, the GDPR has been interpreted by Supervisory Authorities in a manner that has made compliance more difficult than at the GDPR's outset

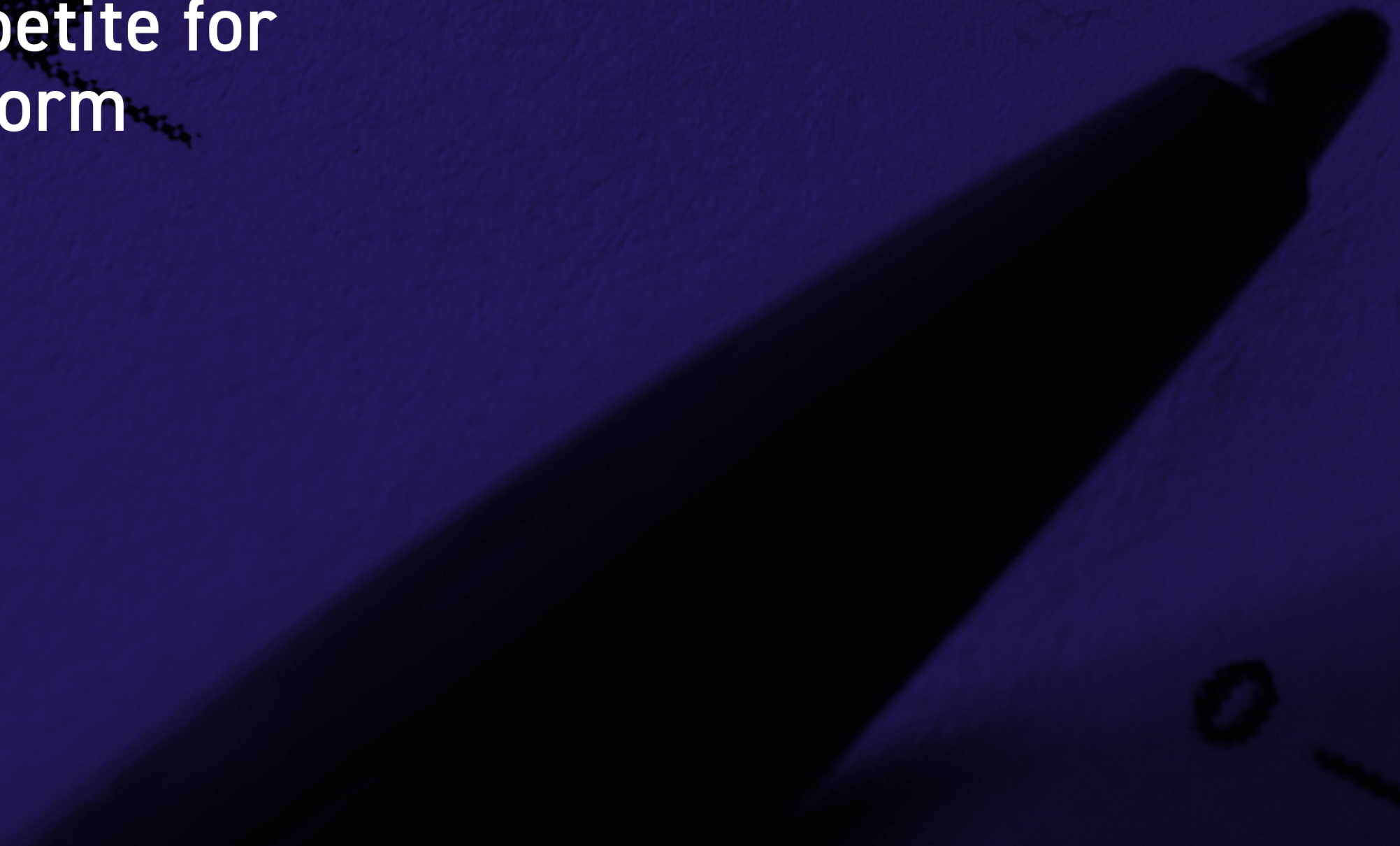


**45%**

agree that the GDPR has been interpreted by Supervisory Authorities in a manner that has made compliance more difficult than in 2018

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# Appetite for Reform



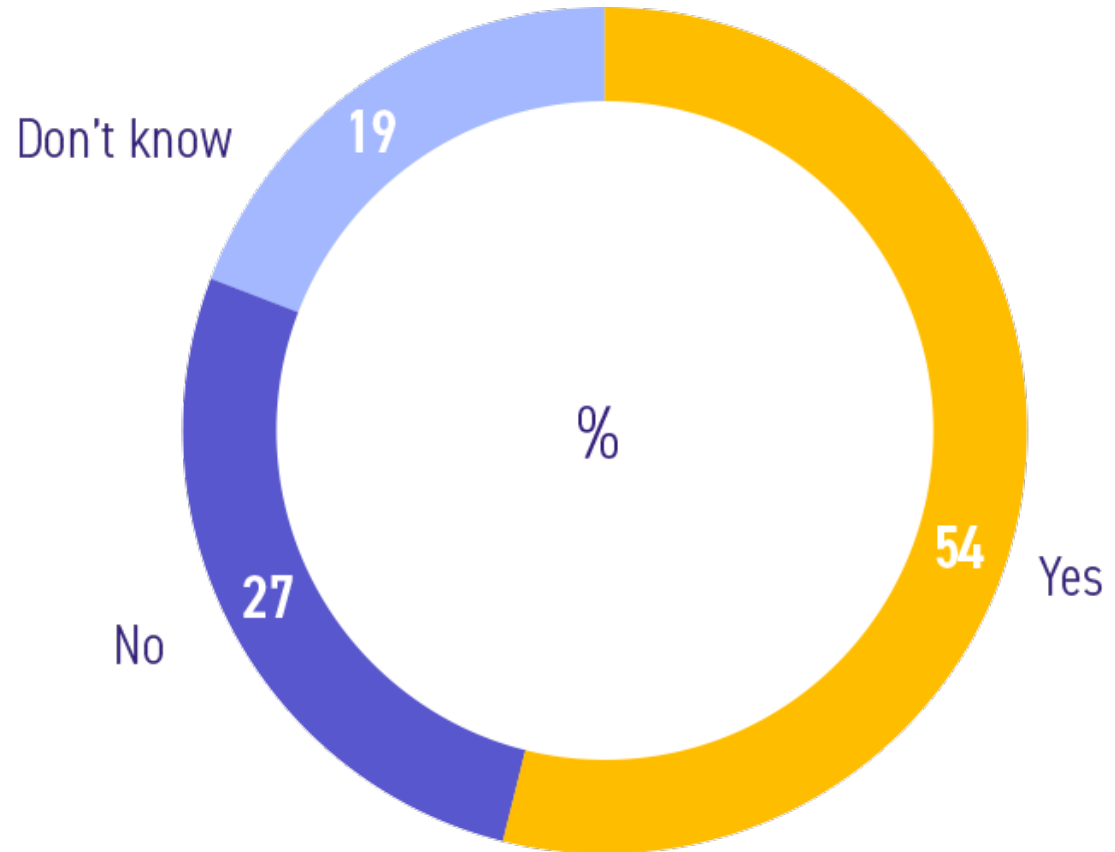


# Do you think the GDPR is in need of reform?

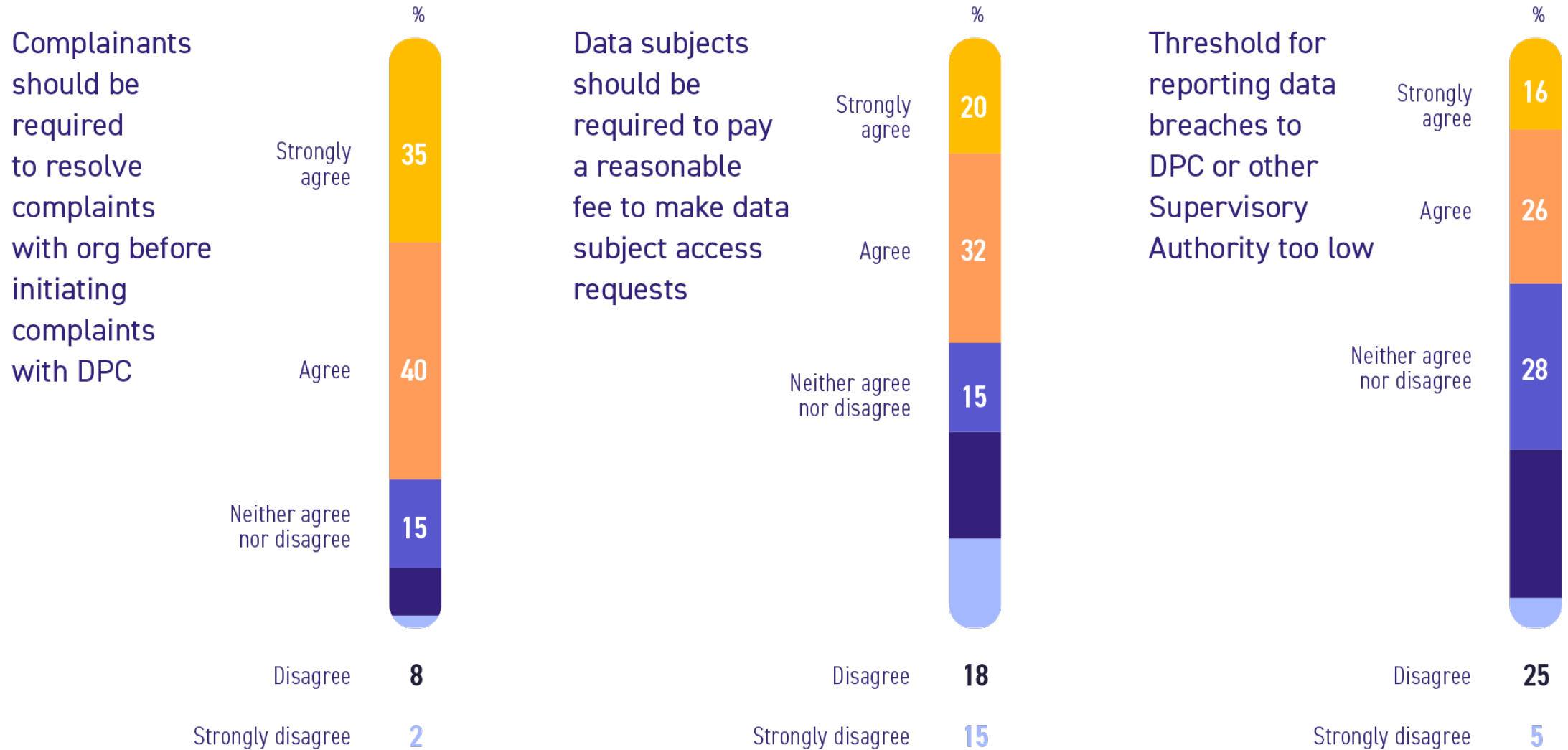


**54%**

think the GDPR is  
in need of reform



Areas for reform are mainly focused on how complaints should be handled.



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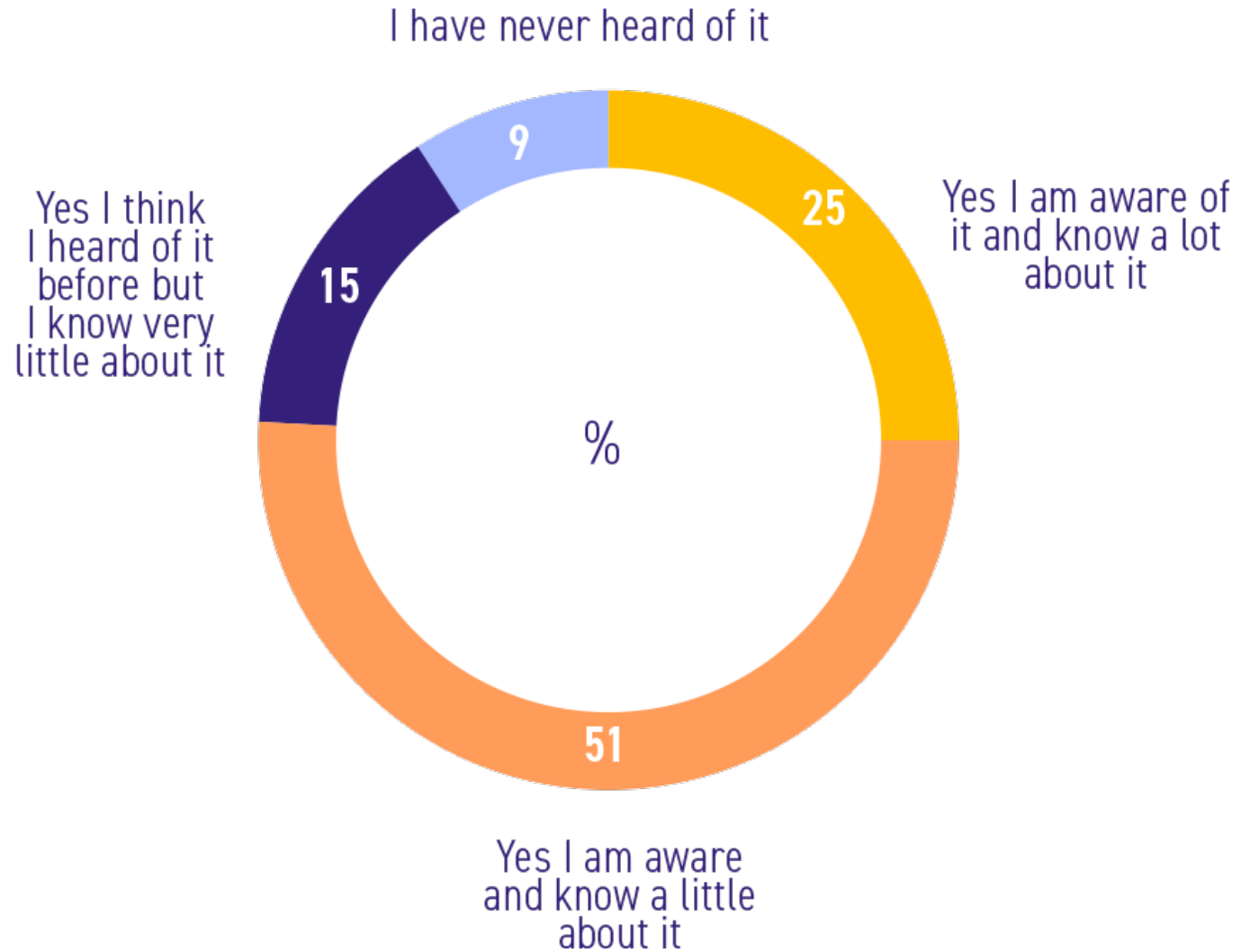
# General Public



Awareness of rights under GDPR.



More than three quarters report at least a little knowledge of their rights under the GDPR

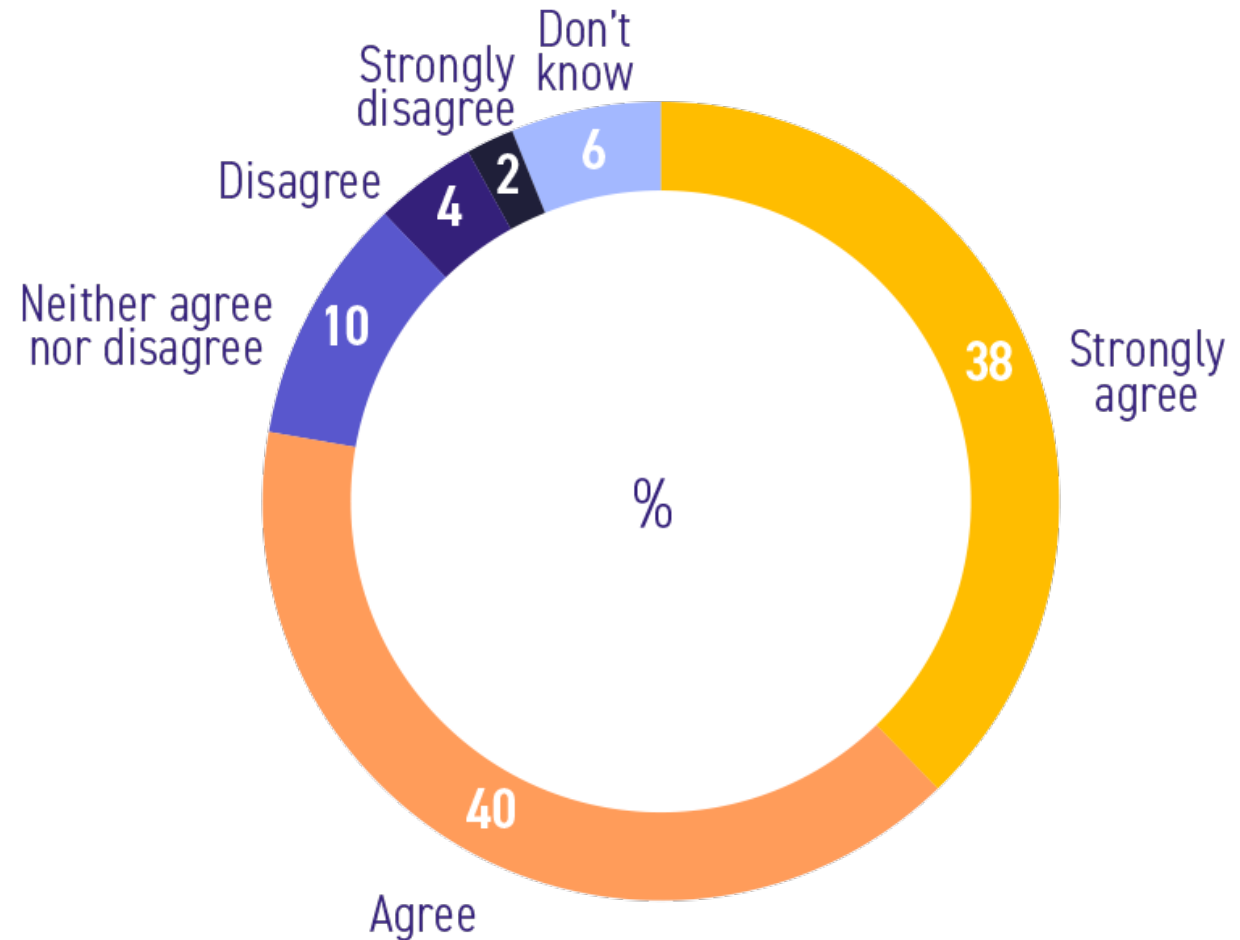


I am likely to purchase goods and services from organisations that have a good record with regard to handling of customer data.

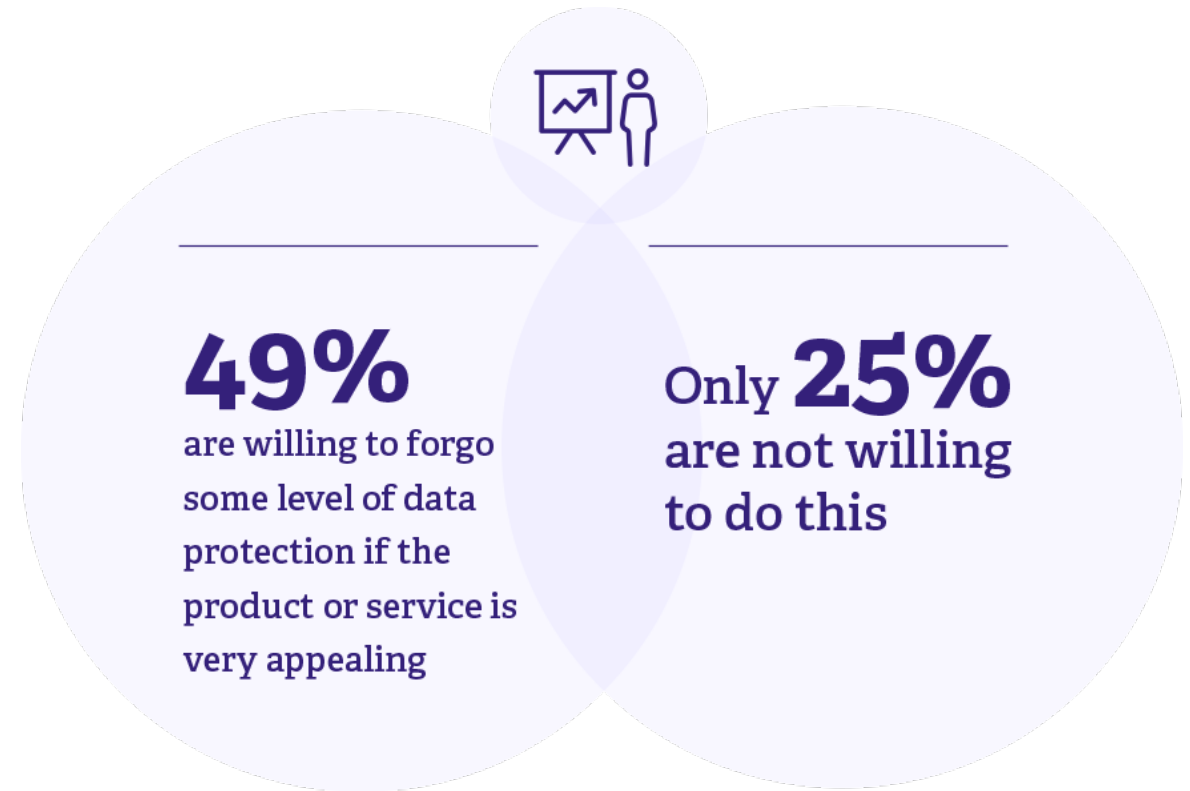
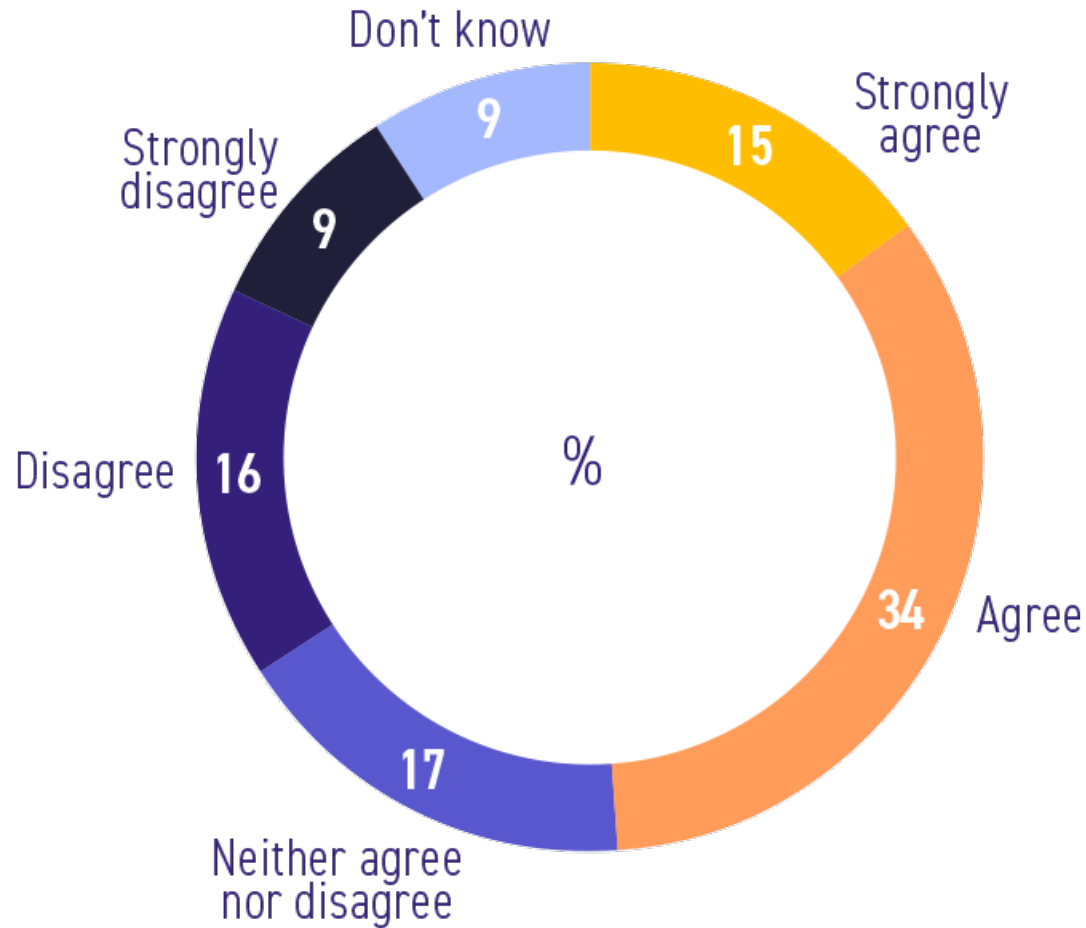


**78%**

Report they are likely to purchase from organisations that have a good record in how they handle customers' data



Outside of banking or other finance related environments, I am willing to forgo some level of data protection if the product or service is very appealing.



I find organisations make it difficult for you to understand their approach to data protection.



**65%**

agree that organisations make it difficult to understand their approach to data protection

