



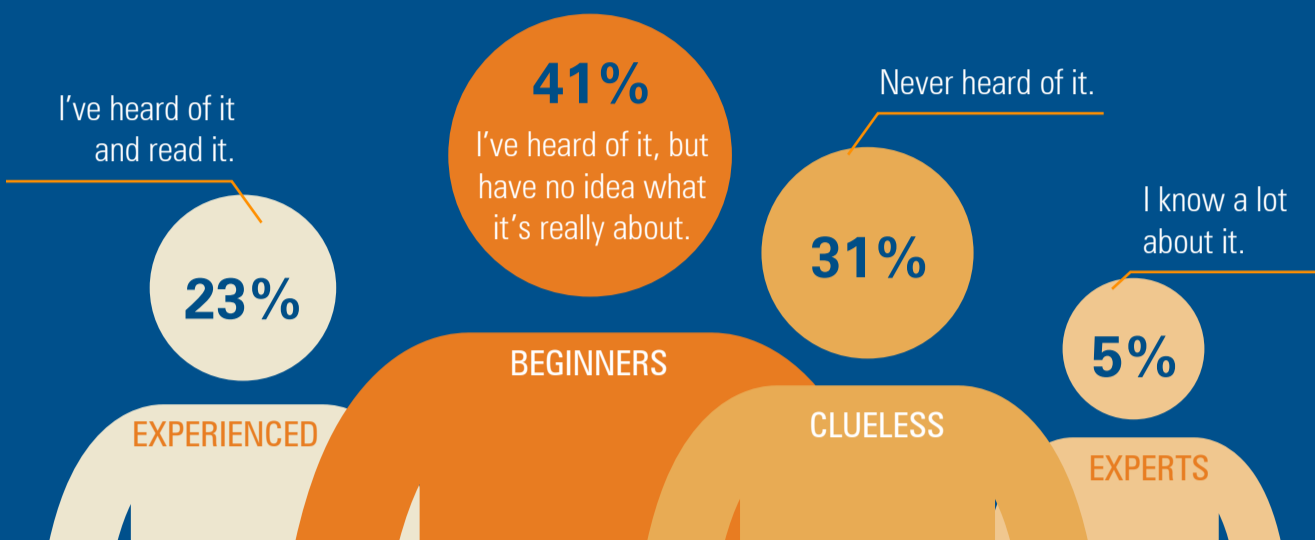
Study: The New General Data Protection Regulation 2018

WHAT'S IT ABOUT?

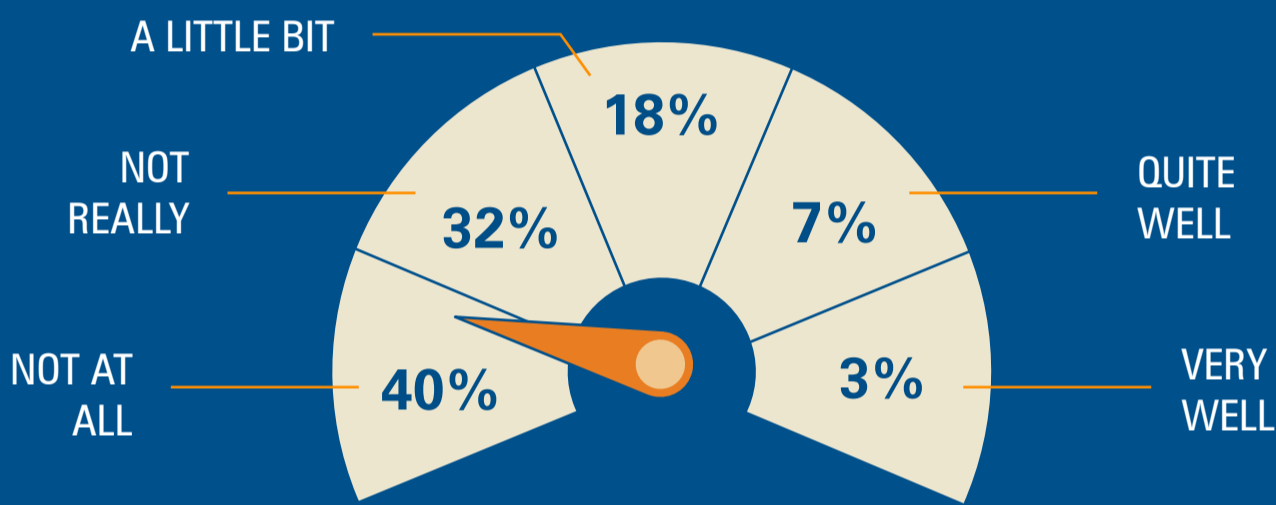
Are online merchants prepared for the new General Data Protection Regulation (GDPR)?

The new General Data Protection Regulation is expected to require online merchants to make a lot of changes. What did those surveyed have to say about the new law and how well-prepared were they for the 25 May 2018 deadline? This Händlerbund study with 380 participants will tell us.

HOW WELL DO YOU KNOW THE NEW GDPR?



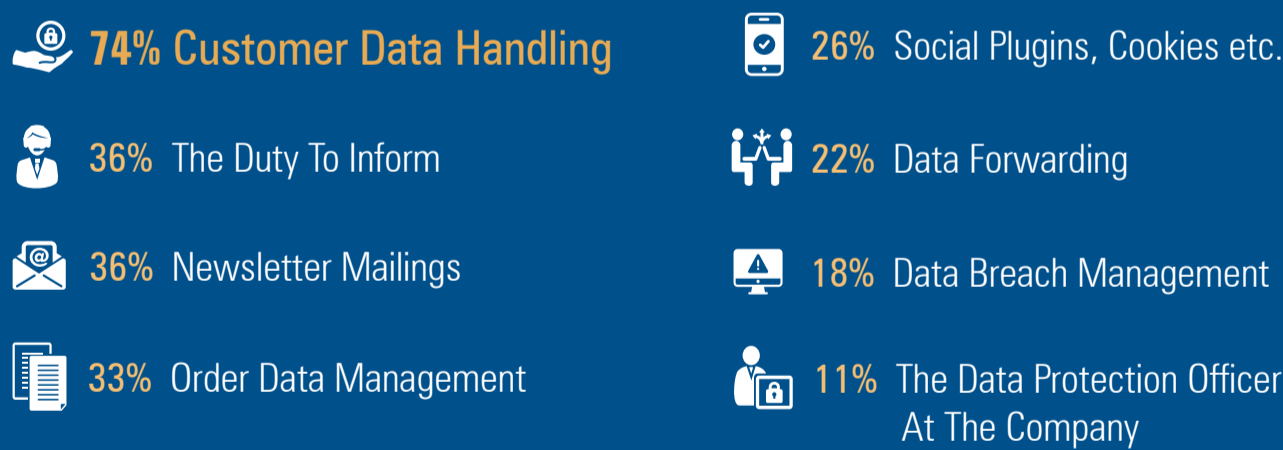
HOW WELL PREPARED DID YOU FEEL FOR THE IMPLEMENTATION OF THE GDPR?



WHAT DO YOU THINK OF THE NEW GENERAL DATA PROTECTION REGULATION?



WHICH PARTS OF THE GDPR ARE ESPECIALLY RELEVANT TO YOUR BUSINESS?



WHICH CONSEQUENCES ARE EXPECTED FROM INFRINGEMENTS ON THE NEW GDPR?

- 14% None
- 11% Small Fines
- 44% Legal Warnings
- 31% Large Fines



Sanctions are imposed in accordance with Art. 84 GDPR. They amount to up to €20 million or 4% of the total worldwide annual sales achieved in the previous financial year.

As Europe's largest online trade association, Händlerbund is the mouthpiece and partner of the e-commerce industry. Händlerbund promotes the exchange between retailers and service providers in order to promote and support digital as well as stationary trade in the long term and to make it fit for the future. Due to its Europe-wide representation of interests and bundling of different services, Händlerbund, together with its members and partners, actively promotes the industry.