



# GDPR: Show me the data

Survey reveals EU consumers poised to act on legislation

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# What do consumers really think?

Ready or not, the General Data Protection Regulation (GDPR) is now in effect. GDPR is European Union (EU) legislation that impacts any organization, anywhere in the world, that possess an EU resident's personal data. Under the legislation, EU residents can request access to any of their personal data stored by businesses.

Along with this right to access, consumers have gained additional rights to erasure (the “right to be forgotten”), to object, to rectify, to restrict processing, and more. Businesses must adhere to these regulations, or risk the consequences of noncompliance and potential fines.

Prior to GDPR taking effect, many businesses asked – how many consumers will take notice of their new rights?

To answer this question, we at Pega surveyed 7,000 consumers across seven European countries, to gauge their attitudes toward the legislation before it came into effect. The findings were eyeopening: Our survey revealed that a majority of European consumers will likely embrace their new data access rights under GDPR.

**The survey results serve as an important wake-up call for businesses still mulling over their readiness strategy. We summarized some of the most compelling findings.**

# Consumers to take back control

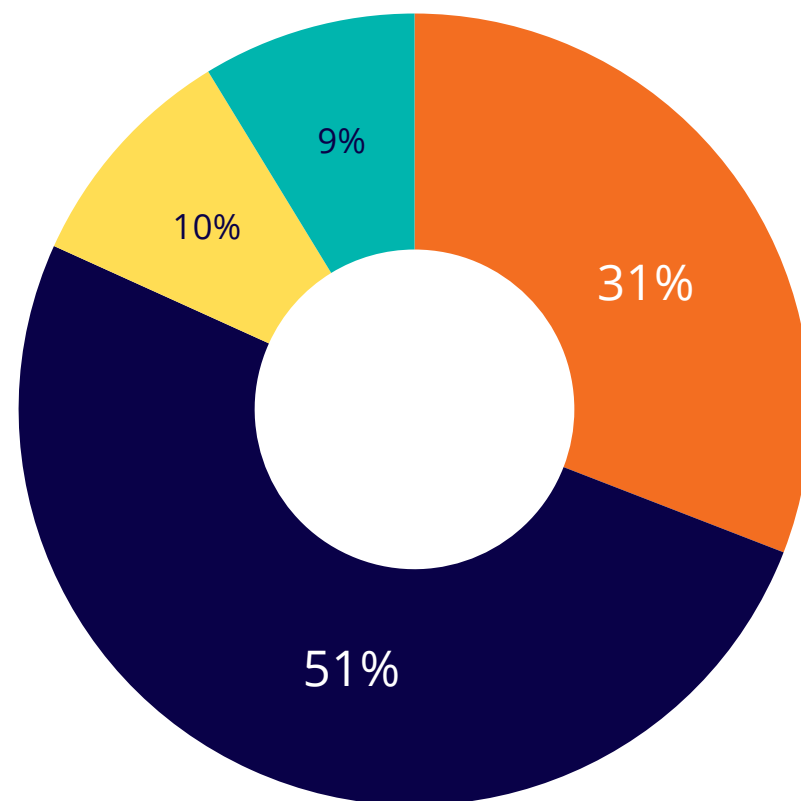
EU consumers plan to leverage their newfound GDPR powers.

We found that a majority of consumers were unaware about GDPR before its implementation – some 79 percent of consumers in the EU didn't know that it was coming.

Once informed about the legislation however, 82 percent of consumers said they plan to take advantage of their new rights – to see, limit, or erase their data. This represents a startling majority of Europe. If awareness of GDPR reaches the mainstream, this could foreshadow a potential onslaught of GDPR requests that many businesses won't be equipped to handle.



Now knowing you will have these rights as an EU citizen, how likely is it that you will ask companies to see, limit, or erase your personal data once GDPR goes into effect this May?



Highly likely   Likely   Not likely   I don't know

# Why consumers may act

Lack of trust and poor customer experiences can drive more GDPR data requests.

Consumers that suspect companies are improperly using their data are more likely to exercise their GDPR rights. Our survey found that the top reason that would cause consumers to launch a GDPR data inquiry was if they found out a company was selling, or sharing, their data with other companies. In addition, some 93 percent said they would erase their personal data if they weren't comfortable with how they thought companies were using it.

Ironically, your own marketing and customer service practices could trigger customers to demand to see or erase their personal data. Poor brand experiences are among the top five most likely reasons for customers to use their GDPR rights. This includes robo calls for irrelevant products, marketing too frequently and in intrusive ways, and poor customer service.

Ultimately, the data indicates that any point of engagement with a customer could give them a reason to erase themselves from your organization's databases. This makes it more important than ever that your company delivers relevant service, sales, and marketing.

Indeed, consumers will spend money with brands they trust. The survey revealed that 69 percent of respondents are more likely to do business with a company that handles their data transparently.



If you had the right to erase your personal data from any company, which of the following situations do you think would motivate you to take action?

**45%**

Finding their data was sold or shared with other companies

**14%**

Receiving a robo call or telemarketing call for a product/service I am not interested in

**12%**

Being marketed to for irrelevant or wildly inappropriate products

**11%**

Being marketed to, via social media in an intrusive way

**9%**

Being marketed to, too frequently

**7%**

Receiving bad customer service

**3%**

Being marketed to, for a product/service I have already purchased

# Which powers matter most?

Of the main GDPR rights, the right to access and erasure are tops.

Here is a breakdown of what customers value most:

### Access

At a basic level, consumers just want to know what data companies have on them.

### Erasure

Beyond just knowing the data, customers want to be able to delete it too, which could spell trouble for marketers in the future.

### Automated decisions

Companies using AI to generate new insights about their customers might not be able to use that data in the future.



GDPR provides consumers with certain abilities pertaining to their personal data. As a consumer, which of these is most important to you?

47%

Be informed of what data is held about you

22%

Erase your personal data

9%

Know when your personal data may be subject to automated decisioning

8%

Rectify, change or correct your personal data

7%

Object to processing your personal data

6%

Restrict processing your personal data

# Shrinking big data

Consumers are surprisingly uncomfortable with businesses storing even the most basic forms of personal data – even data that helps businesses serve them better.

Respondents are fine with companies storing basic information, such as names (76 percent comfortable) and email addresses (74 percent). The numbers drop considerably for other "basics" like postal addresses (only 56 percent approve) and gender (55 percent approve).

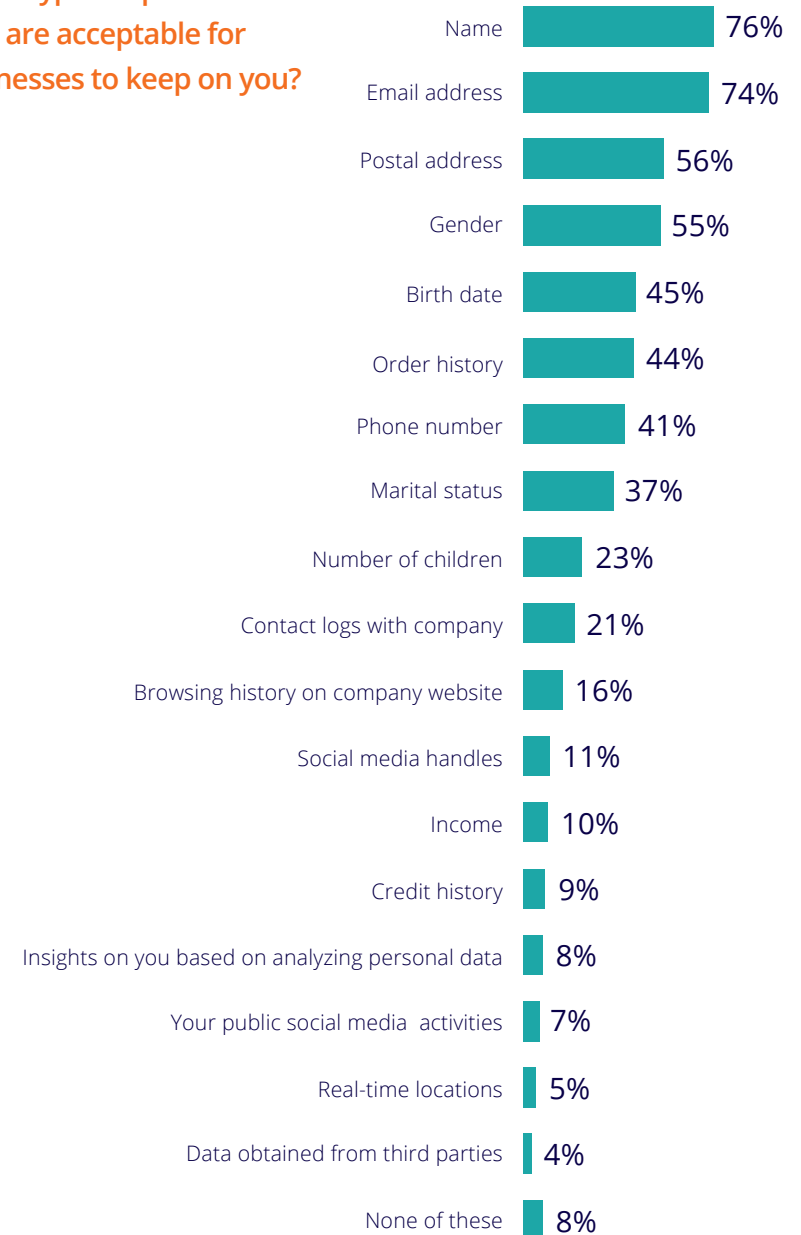
Surprisingly, customers are not OK with many data points that could help businesses provide better service, including order history (only 44 percent approve), contact logs (21 percent), browsing history on their site (16 percent), and insights on them based on analytics of generally available personal data (8 percent).

Respondents are really cautious about companies holding information from third parties (just 4 percent approve), real-time location (5 percent), social media activities (7 percent), credit history (9 percent), and income (10 percent.)

Around 8 percent of consumers don't think companies should keep any personal data at all.



Which types of personal data are acceptable for businesses to keep on you?



# Who will feel the GDPR heat most?

Consumers least trust retailers with their data.  
Italians are most likely to exercise their GDPR rights.

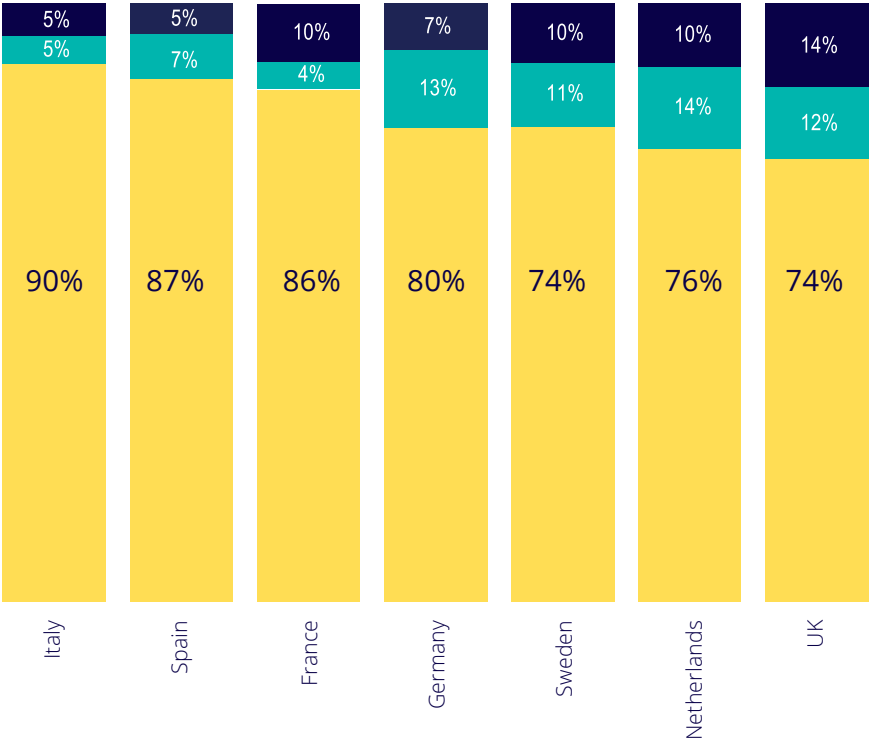
Retailers have the most reason to be concerned about GDPR, with 45 percent of respondents selecting retail as the industry they were least comfortable with storing their personal data. This was followed by telecommunications (16 percent) and government (15 percent).

Among the seven EU countries surveyed (U.K., France, Germany, Spain, Sweden, Italy, and the Netherlands), the top three nations most likely to use their GDPR rights are Italy (90 percent plan to use GDPR rights), followed by Spain (89 percent) and France (86 percent).

While U.K. residents were the least likely to act on GDPR at 74 percent, this still represents a significant majority of the country.



If you had the opportunity to see all personal data a company had on file about you, would you want to see it?



Likely      Somewhat likely      Not likely at all

# Mixed opinions on automated decision-making

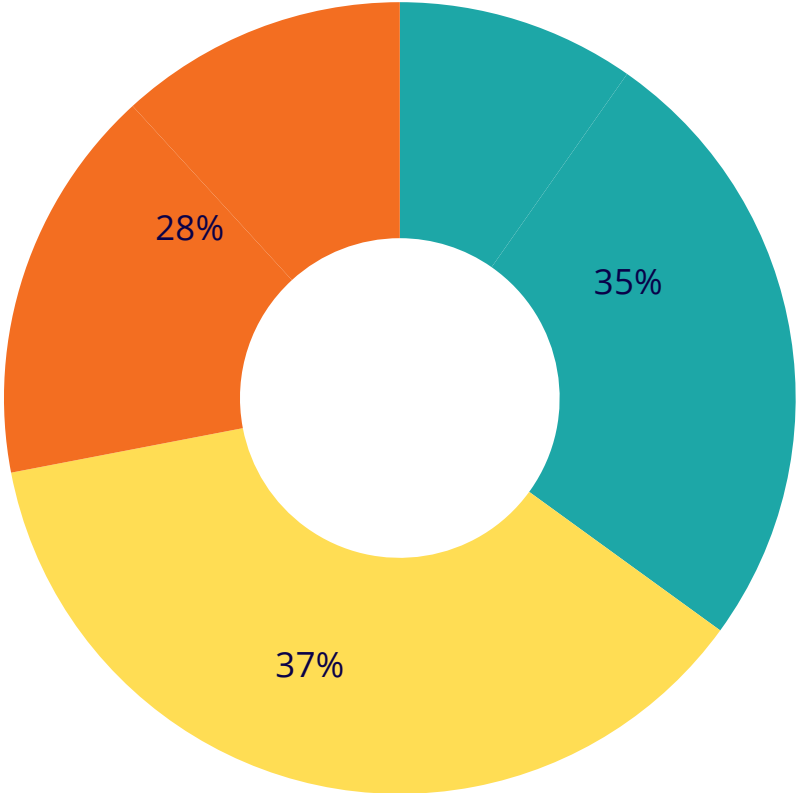
## Consumers are split upon comfort level with AI.

Consumers' comfort levels with machine-made decisions are split across the board. Only 35 percent are generally comfortable with automated decisioning to recommend products and services, while 37 percent are neutral, and 28 percent are not comfortable.

Given that GDPR legislation empowers consumers to object to automated decisions, it's important for organizations to offer to limit or open the transparency of their AI systems. This is necessary to account for the varied anxiety levels of consumers.



Rate your agreement with the following statement: "I am comfortable with a company using automated decisioning (e.g., artificial intelligence), to draw conclusions about what products and services I might be most interested in purchasing."



■ Agree ■ Disagree ■ Neutral



# Get started.

Still thinking of taking on the GDPR with only manual processes? Think again. Our study's data reveals that EU consumers overwhelmingly plan to exercise their GDPR rights. And with just one month to respond to each GDPR request, your business is in for an overwhelming new reality, with every manual process representing a new potential point of failure. So, it's critical to be prepared. Starting now.

Pega advises your business to engage with the right mix of technology and consulting partners as early as possible, to assemble your own GDPR plan. With the right strategy in place, your business can meet the challenges of the GDPR head-on – and not just comply, but excel in this new climate.

For more on how your business can best respond to GDPR, visit [pega.com/gdpr](https://pega.com/gdpr).



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