GDPR IN NUMBERS

COMPLYING WITH THE RULES

Number of complaints to Data Protection Authorities (DPAs) under the GDPR*

Complaints can come from any individual who believe their rights under GDPR have been violated, but the GDPR also introduced the possibility for an organisation mandated by individuals to introduce such complaints. This possibility has been used immediately after the entry into application of the GDPR.

Most common type of complaints*

These are the activities in which most complaints have been reported so far.

Telemarketing
Promotional e-mails
Video surveillance/ CCTV

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 DPA within 72 hours after finding out about the breach.

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 to investigate a case process ("one-stop shop"), while the other concerned authorities support the investigation. If there is a disagreement between authorities, the European Data Protection Board will arbitrate.

Fines issued under GDPR*

Several high level cases are ongoing and could cause fines up to 4% of the annual turnover of a business, if there is a serious infringement. So far three fines have been issued.

Adaptation of the national laws in the Member States

Being an EU Regulation the GDPR is directly applicable in all EU countries. However, it also requires countries to adopt their national legislation. Whilst 23 Member States have adopted the required national legislation, five are still in the process of doing so (Bulgaria, Greece, Slovenia, Portugal, Czechia).

AWARENESS OF THE RULES

Media coverage

GDPR received a lot of attention in 2018. So much than even some celebrities had to stand in its shadow.

Google searches

During the peak month of May 2018 GDPR was searched more often on Google than American superstars Beyoncé and Kim Kardashian.

Adoption of the national laws in the Member States

European Commission

europa.eu/dataprotection

*Source: The European Data Protection Board.

**Disclaimer: We were not able to verify if all the reported figures relate to cases post 25 May, when GDPR entered into application. Some of them can also relate to the former data protection directive.