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# Master Shadow Data
# GDPR is the catalyst

Cloud is changing the game for information security and compliance – especially when it comes to GDPR.

- Discover why Shadow Data is such a risk
- See how GDPR's requirements support better control of your data
- Learn why understanding your data helps you run a better business

## Top 4 Shadow Data challenges for 2018[1]

### #1 The growth of Shadow IT apps

**30-40:** number of apps CIOs think their organisation uses

**1,232:** number of apps the average organisation really uses

**33%:** increase between 2H2016 and 1H2017

### #2 Over-sharing and misusing data

**20%** of shadow data stored in the cloud is broadly shared (i.e. widely shared both internally and externally)

**29%** of email attachments are too

### #3 Exposing compliance data

Of compliance-related data exposed in file-sharing apps:

**26%** is personal data

**17%** is Payment Card Information

**65%** is Protected Health Information

### #4 Persistent threats

Of risky behaviour seen in cloud accounts in the past six months:

**71%** indicates attempted data exfiltration

**17%** indicates an attempted brute force attack

**6%** indicates attempts to destroy data

**6%** indicates attempts to hack into user accounts

## GDPR: Why it's good for your business
and fosters better control of Shadow Data

Enhancing information visibility and protection is one of the key tenets of GDPR, making for compliant business.

|  | Supports GDPR compliance | Strengthens competitive advantage | Beats the Shadow IT challenge |
|---|---|---|---|
| **Understand your data assets:** know what you have and where it is. | ✓ | ✓ | ✓ |
| **Protect your brand reputation:** know what risks your data faces so you can mitigate them. | ✓ | ✓ | ✓ |
| **Defend your data – including in the cloud:** integrate your cyber defences against internal and external threats. | ✓ | ✓ | ✓ |

**Secure, well-managed** and **accessible** data creates **competitive advantage**.

A **10%** increase in data accessibility means **$65 million extra** net income[2].

## Master Shadow Data and get set for GDPR

Our best-practice approach helps ensure that security and data protection are successfully addressed as part of your GDPR compliance programme:

**Prepare**
Know where your data is, who can access it, and if it's at risk.

**Protect**
Apply policies to protect data against misuse and theft.

**Detect**
Recognise security and privacy breaches so you can react decisively.

**Respond**
Report and resolve the breach to avoid fines and brand damage.

## Now is the time to act

**Secure, visible information is the future – make a start with GDPR.**

Visit readyforgdpr.com

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