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## PRESS RELEASE

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### Study "Data Protection Practice 2015" released

#### Results make a decided case for introduction of data protection officers throughout Europe

Data protection officers of German companies see an urgent need for political action. 69 percent consider existing data protection laws impractical, particularly in the areas of cloud computing, international data processing, and social media. 77 percent are worried about a deterioration in the level of data protection in Germany as a result of the EU General Data Protection Regulation. On the other hand, 79 percent rate their support from their management as satisfactory or better, and 86 percent find that individual departments work with them cooperatively and in a goal-oriented way. So, are companies and data protection officers working against one another?

No! The study makes clear that data protection officers offer significant cost advantages. They make it possible for companies to manage their own data protection. It is much more efficient to maintain procedures within one's own system than to report each individual processing of personal data to the regulatory authorities, perhaps with the additional need to wait for the approval of a procedure. The study proves the effectiveness of the German model of corporate self-monitoring. It makes a decided case for the introduction of company data protection officers throughout Europe.

These are the main conclusions of the study "Data Protection Practice 2015," conducted by data protection consulting firm 2B Advice GmbH in Bonn and the Institute for Business and Social Statistics at the Technical University of Dortmund. The study was delivered today to MEP Axel Voss, Deputy Chairman of the Committee on Legal Affairs and Legal Policy Spokesman of the CDU/CSU Group, in the European Parliament in Brussels.

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“The study gives realistic insight into the work of data protection officers, the resources they use, and approaches to improvements which are being put into practice,” says attorney Marcus Belke, Managing Director of 2B Advice.

An overview of other important results of the study:

- 81 percent of the interviewed data protection officers work part-time. 37 percent devote a maximum of 5 percent of their hours to data protection.
- 48 percent of the interviewed data protection officers have too little time to fulfill their legal obligations.
- 44 percent are unsatisfied with the work of the regulatory authorities. They criticize insufficient action against data protection violations and desire more guidance and training offerings.
- 80 percent of data protection violations are responded to with internal corrective action. In 2012 (“Data Protection Practice 2012”), this number was only 49 percent.
- 37 percent of detected data protection violations involved customer data; 48 percent involved internal employee data.
- 42 percent of the interviewed data protection officers are not sufficiently informed of data protection violations.
- 62 percent do not have a complete privacy inventory tool available.
- 43 percent consider certification to be a reasonable option, but only 5 percent of companies have already obtained certification.

Axel Voss: “Organizational structures are becoming less and less transparent, and data breach scandals are shaking consumers’ confidence. This decline in confidence is demonstrated by the present study, which also provides both policymakers and those in industry with concrete numbers about the work of data protection officers in Germany. The long-term goal is a domestic European digital market with high standards for data protection. That is why we need to take into account waning consumer confidence, as well as the concerns of German data protection officers, for the coming revisions to the EU regulation. Most importantly, we must adapt European data protection to the digital world, a process in which data protection officers will play an important role.”

The study “Data Protection Practice 2015” can be found as a PDF document attached to this e-mail. Those interested can download the study in the English or German language here:

<https://www.2b-advice.com/LLC-en/Study-Data-Protection-Practice-2015>



“Data Protection Practice 2015” is based on survey answers given by 272 data protection officers. An iPad mini retina was raffled off among all participants and was won by Heinz-Georg Kämpchen from the Rhineland-Westphalia Cooperative Association (dt: Rheinisch-Westfälischen Genossenschaftsverband e.V.).

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About 2B Advice:

2B Advice – the privacy benchmark is an international consulting firm with locations in Berlin, Bonn, and Munich (2B Advice GmbH), Brezno (2B Advice s.r.o., Slovakia), San Diego, and New York (2B Advice LLC). 2B Advice offers solutions to all questions related to privacy management: consulting, implementation, software, training, auditing, and certification. 2B Advice operates at the interface between technology and law. The company combines legal and technical expertise. It is the stated goal of 2B Advice to become the leading international consulting company for privacy management.

Since 2014, EuroPriSe GmbH, which awards the only data privacy seal of approval recognized across Europe, has been an independent company within the 2B Advice group.

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