

GDPR Data Maturity Curve

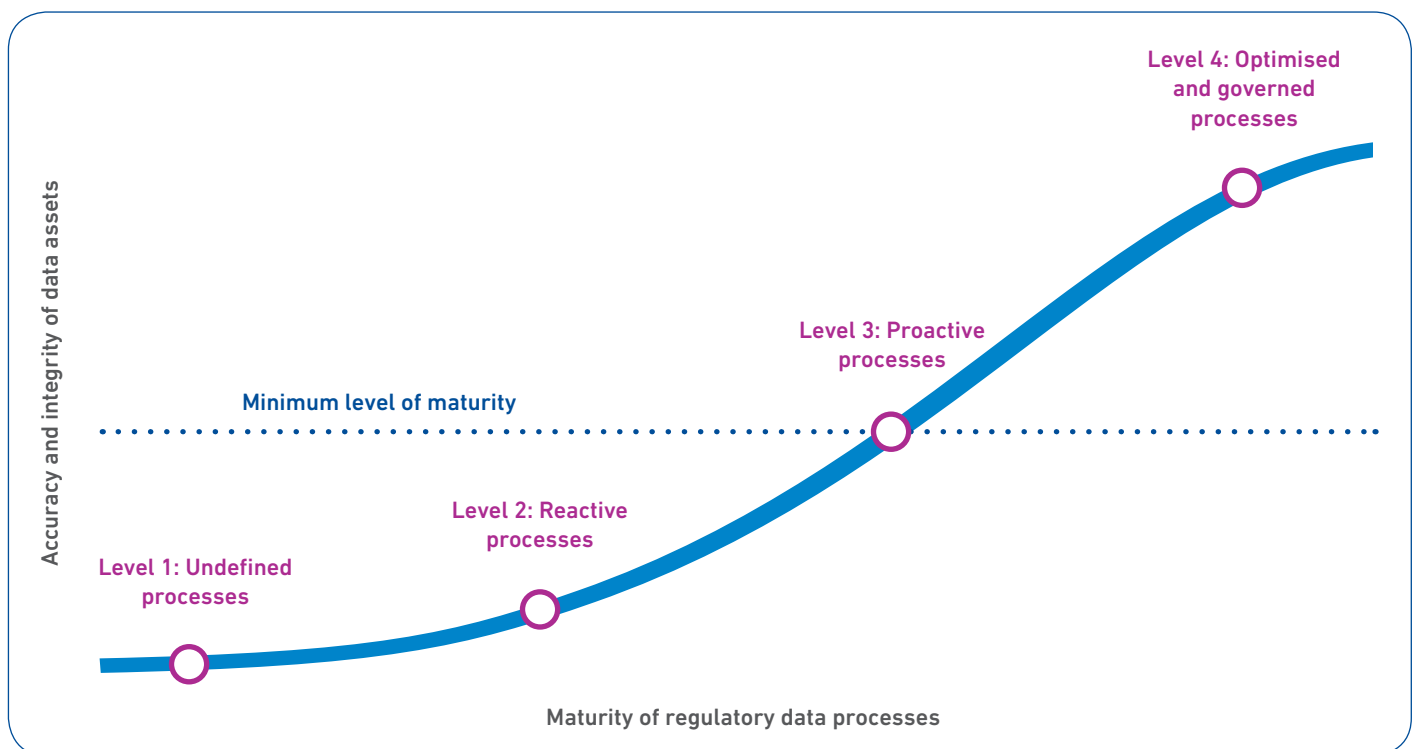
Understand the state of your data for regulation

Understand your level of data maturity for the GDPR with Experian's wide range of data quality technology and services

At Experian, we believe the GDPR is an opportunity to improve the way you organise and process your data; increasing the value you get from it and reinforcing customer-centric business practices that are essential in our data-driven age. The GDPR Data Maturity Curve can help you understand your level of data maturity for regulations such as the GDPR by analysing your approach to information management and quality.

The curve demonstrates how a sophisticated approach to the people, processes and technology surrounding your data has a positive impact on the accuracy and integrity of your data assets. This can help you in your compliance efforts such as Article 5 of the GDPR.

Graph 1: Stage of GDPR Data Maturity



“25.4% of organisations are now very prepared for the GDPR with a further 61% somewhat prepared, up a combined 30% since 2016.”

GDPR Data Maturity Curve

What level is your organisation at?

Level 1 - Undefined processes



Little awareness of the impact of the GDPR and therefore have not implemented any data initiatives to help tackle it.

- Undocumented data sources
- Siloed data storage
- No/minimal Data Cleansing
- Lack of specialist knowledge
- Lack of data management technology adoption
- Little senior management buy-in
- Regulation seen as a burden rather than an opportunity

Level 2 - Reactive processes



General awareness of the GDPR and have implemented reactive data initiatives, but a lack of specialist data and regulatory knowledge and low technology adoption impacting effectiveness.

- Growing awareness of the role of data management in regulatory compliance
- Progress made to document data sources and workflows
- Data stewards and other data-related roles / working groups defined
- Early adoption of data management technology
- Some data processes are repeatable

Level 3 - Proactive processes



Business-wide awareness of the GDPR and a proactive programme of work to understand the data landscape (data audit) is complete. Working groups are utilising technology to actively build and test data processes to ensure meeting regulatory obligations can be repeatable.

- Senior level buy-in to GDPR programme
- Data landscape (what data and where held) activity is complete
- Technology adoption has improved repeatability of processes
- Data and process owners clearly defined
- Programme to monitor integrity standards underway
- Appreciation of opportunity in the GDPR

Minimum level of data maturity

Level 4 - Optimised and governed processes



Senior level sponsorship of a GDPR programme. Measurable processes in place and business-wide adoption of technology to automate deliverables.

- Senior level sponsorship of GDPR programmes
- Technology automated to validate key data attributes at all collection points and to prevent duplicate records being created
- DPO has full oversight of GDPR programme
- Measurable goals established for each data process
- Data is managed by business users, rather than IT

For more information on how we can support your GDPR programme contact:
Telephone: 0800 197 7920 | Email: dataquality@experian.com

Information notice:

It is important to note that whilst we can support businesses with their data management activities for the GDPR, we cannot offer legal counsel or compliance advice.

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