The General Data Protection Regulation (GDPR) applies since 25 May 2018. Reports of massive data breaches and the mishandling of personal data by large online platforms remind us what is at stake: from preserving our private life, to protecting the functioning of our democracies and ensuring the sustainability of our increasingly data-driven economy.

On the occasion of GDPR’s first anniversary, we are taking a closer look at awareness, compliance and enforcement of the new rules.

**AWARENESS OF THE RULES**

**Awareness of GDPR**

67% of Europeans have heard of the GDPR.

Source: Special Eurobarometer 487/a (March 2019)

**Awareness of data protection authorities**

57% of Europeans know that there is a public authority in their country responsible for protecting their rights about personal data.

Source: Special Eurobarometer 487/a (March 2019)

**Number of queries and complaints to data protection authorities**

Individuals are increasingly contacting data protection authorities to ask questions about the GDPR and lodge complaints about respect for their rights. The GDPR also makes it possible for an organisation to lodge complaints on behalf of individuals. This possibility was used immediately after the entry into application of the GDPR.

144,376

Total number of queries and complaints from all data protection authorities in Europe, since May 2018

Source: The European Data Protection Board

This figure is indicative only. The definition is not harmonised between national data protection authorities. We were not able to verify if all the reported figures relate to cases post 25 May, when the GDPR entered into application. Some of them can also relate to the former data protection directive.

**COMPLYING WITH THE RULES**

**Most common types of complaints**

These are the types of activities for which the most complaints have been made 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 data protection authority within 72 hours of finding out about the breach.

89,271

Total number of data breach notifications from all data protection authorities in Europe, since 25 May 2018

Source: The European Data Protection Board

**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 in investigating the case (“one-stop shop”), whilst the other concerned authorities support the investigation. If there is a disagreement between authorities, the European Data Protection Board will arbitrate.

**Fines issued under the GDPR by data protection authorities**

The GDPR gives the data protection authorities the power to impose fines of up to 4% of a company’s annual turnover.

- A social network operator was fined € 20,000,000 for failing to secure users’ data
- Google was fined € 50,000,000 or lack of consent on advertisements
- A data brokering company was fined € 220,000 for failing to inform citizens that their data was being processed by the company
- A sports betting cafe was fined € 5,280 for unlawful video surveillance
- Lands authority for failing to ensure the necessary security for their data processing € 5,000

**Adaptation of national laws in the EU Member States**

Being an EU Regulation, the GDPR is directly applicable in all EU countries. However, it also requires countries to adapt their national legislation. 25 EU Member States have adopted the required national legislation, but three are still in the process of doing so (Greece, Slovenia and Portugal).