

TRANSPERANCY

74%

of consumers say they are more likely to trust businesses that are transparent about how their data is used.

(Source: Cisco Consumer Privacy Survey)

A C C E S S I B I L I T Y

80%

of industrial data remains
unused; according to EU
estimation, this is representing
untapped potential for
innovation.

(Source: European Data
Strategy Report)

FUTURE-READY

**€20
million**

or 4% of annual global
turnover, whichever is higher ,
could be fined to companies
for non-compliance with EU
regulations.

(Source: GDPR Regulation,
Article 83)