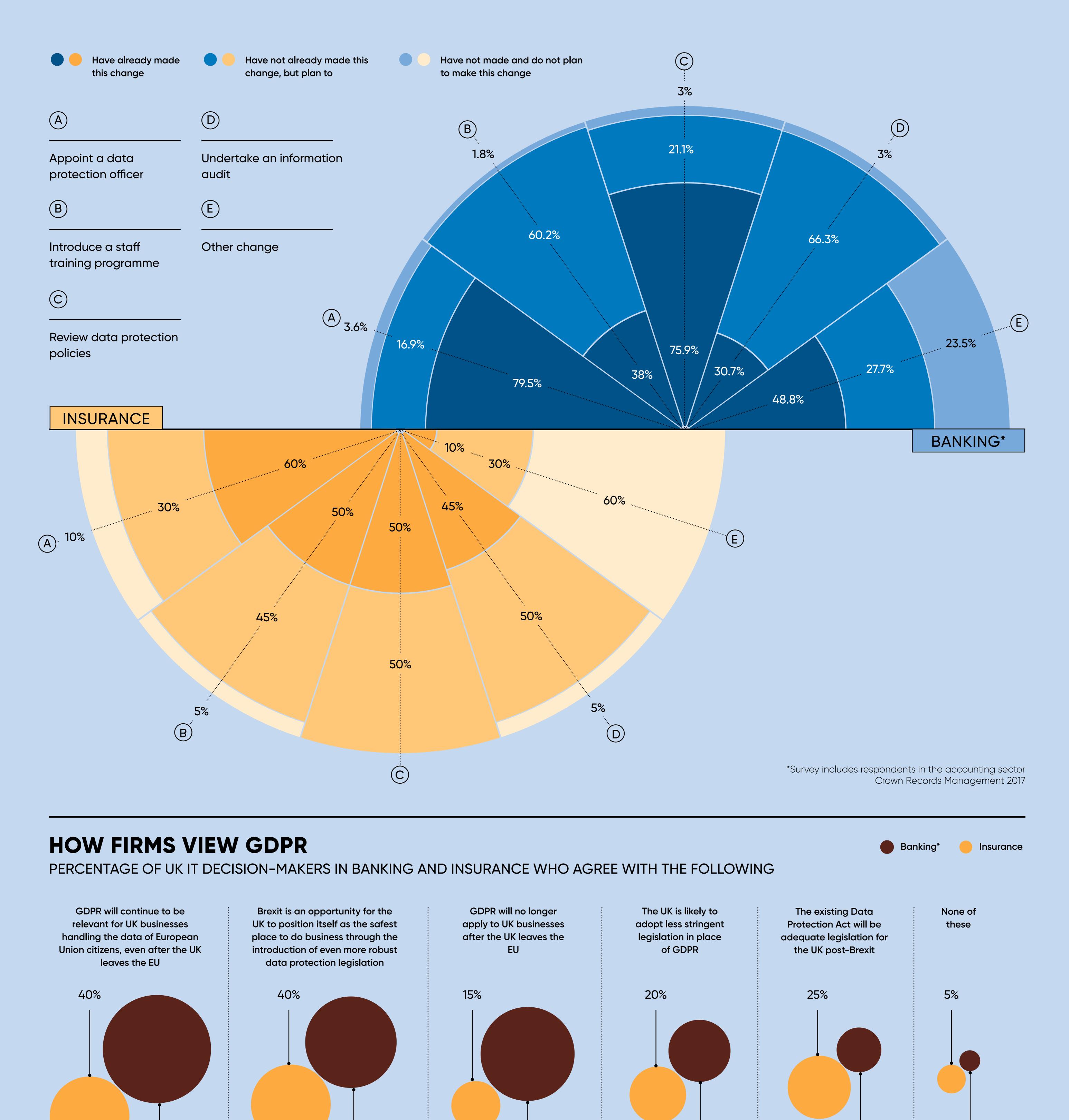
HOW FIRMS HAVE CHANGED DATA PROTECTION IN PREPARATION FOR GDPR

UK SURVEY OF IT DECISION-MAKERS IN BANKING AND INSURANCE

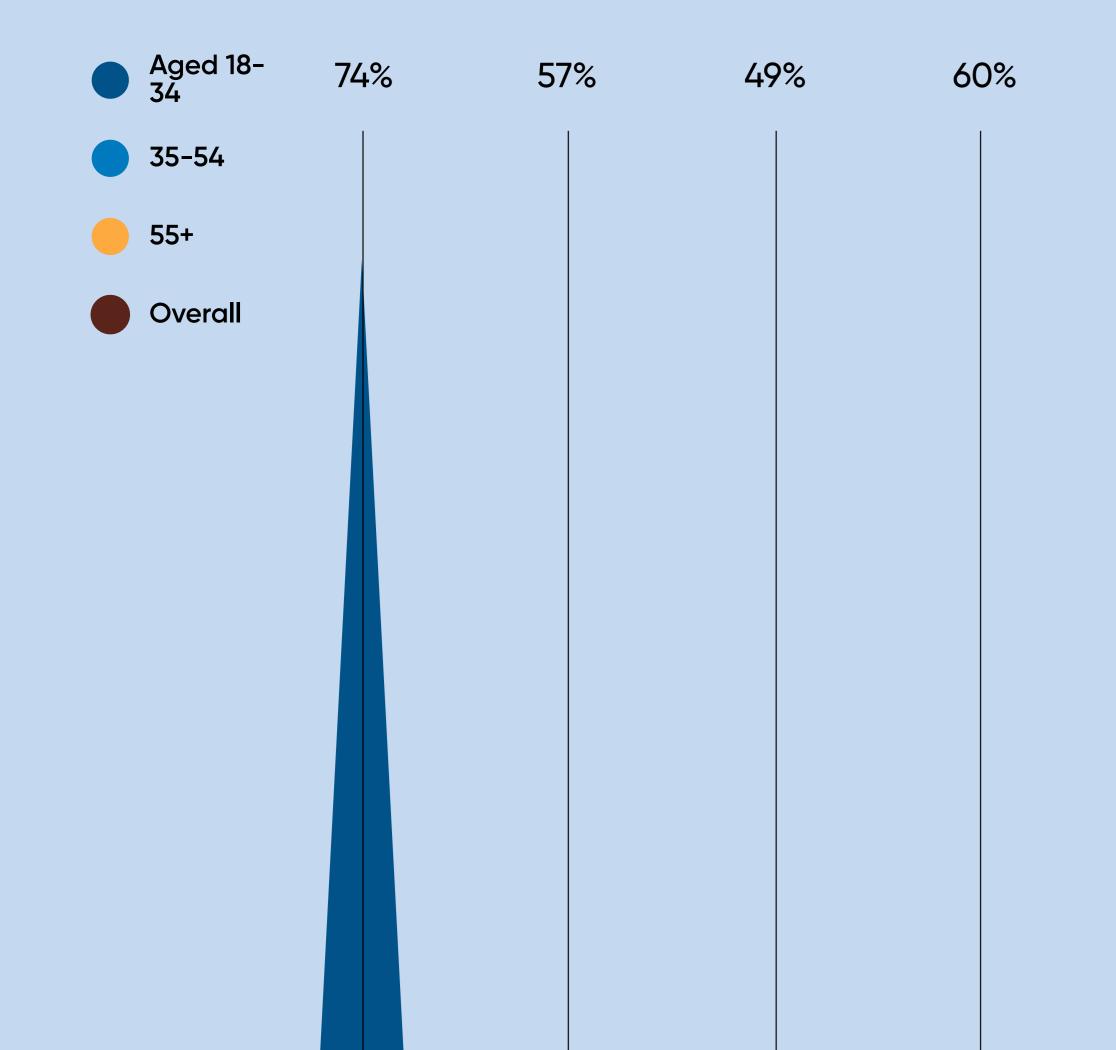




*Survey includes respondents in the accounting sector Crown Records Management 2017

HOW CONSUMERS FEEL ABOUT DATA SHARING

PERCENTAGE OF GLOBAL CONSUMERS WHO ARE WILLING TO SHARE DATA WITH BANKS/INSURERS



WILLINGNESS TO TRADE PRIVACY FOR A BETTER SERVICE

GLOBAL SURVEY OF CONSUMERS (% WILLING TO SHARE DATA)

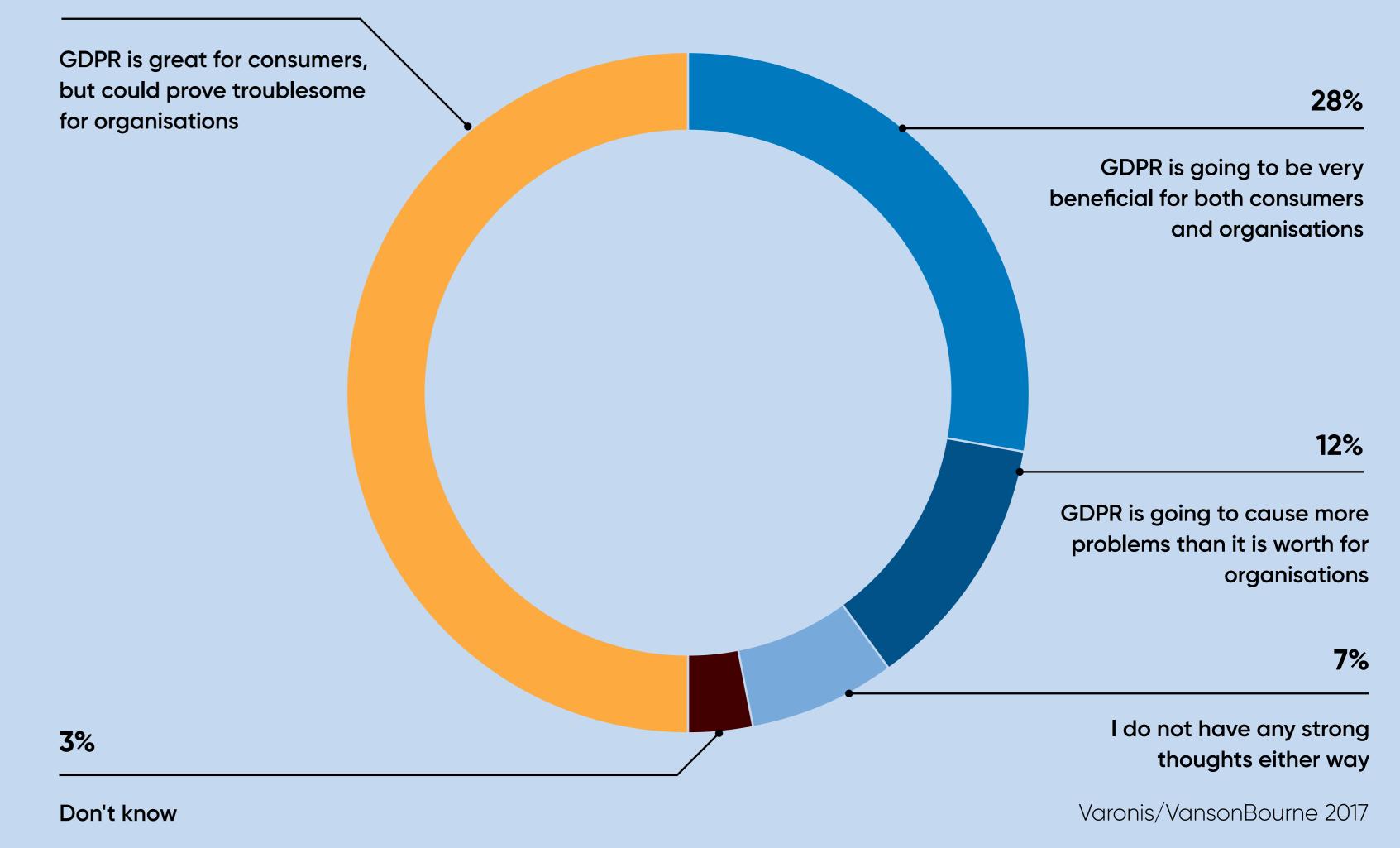
 Value to customer Value to banks/insurers 		Very strong	Strong	Moderate	Weak	Very weak
Lower pricing of financial products (lower insurance premium for healthier customers)	52%					
Faster and more secure access	47%					
Personalised financial planning advance	37%					
Targeted investment/product offers based on location and life events	30%					

Capgemini 2017

IMPACT OF GDPR ON THE FINANCIAL SERVICES SECTOR

SURVEY OF EUROPEAN AND US IT DECISION-MAKERS IN THE SECTOR

50%



Capgemini 2017

RACONTEUR