



Is your survey platform  
ready for GDPR?



New GDPR regulations mean companies face heavy fines if they don't delete the personal survey data of customers who request it.

If your employees are setting up rogue survey accounts on different platforms, you're at risk. After all, you can't delete customer data that you can't see.

Qualtrics asked 120 IT Data Security executives how concerned they are about GDPR and their survey data, and what they're doing to avoid owning hidden pockets of customer data they don't know about.



- 70% of IT executives are concerned about being in GDPR violation because they cannot efficiently delete survey data as requested
- 77% of organizations that use multiple survey providers are concerned that using different platform may put them in violation of GDPR



# 5X

the number of organizations that use multiple survey platforms that are more likely to expect they will need to pay GDPR fines than those that use just one



- Over half of businesses use more than 3 survey platform
- On average, businesses say their employees have set up 88 individual survey accounts
- 78% of organizations expect they will receive user requests to delete their survey data within the next 2 years

# 1 IN 3

organizations that use multiple survey platforms that don't know how many surveys they send out



- 98% of IT executives say it's important that their survey platform offers a way to easily delete a respondent's data from all surveys
- Organizations that use only one survey platform are 48% more confident their surveys are GDPR compliant than those that use multiple platforms



# 55%

of organizations that use only one survey platform are more likely than those using multiple to say it will be easy to comply with GDPR



- Organizations that use only one survey platform are 46% more confident than those that use multiple platforms that they can easily delete the data of respondents who make a request
- Organizations that use only one survey platform are 40% less likely to be concerned about being in violation of GDPR

# 80%

of organizations that currently use multiple survey platforms are considering consolidating to one. GDPR is the major reason to consolidate

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