

GDPR

WHAT IF A COMPANY VIOLATES THE GDPR?

What Can Happen if a Company Violates the GDPR, Europe's General Data Protection Regulation? Well, a lot.

MAIN PENALTY FOR VIOLATING IS FINES

- Fines can be up to €20 million or 4% of annual global revenue, whichever is higher.
- Even violations that may not directly harm consumers - like failure to keep adequate records - can result in fines of up to €10 million or 2% of annual global revenue.

DATA PROTECTION AUTHORITIES IN EUROPE

The data protection authorities in Europe are very active and often impose high fines. There were hundreds of fines imposed in 2021.

- To see violations and fines imposed visit enforcementtracker.com.
- Amazon was fined \$888 million in 2021 (currently being appealed).
- Also, fines are public, so there can be considerable *reputational damage* from a GDPR violation, especially for startups.
- In addition to fines, the supervisory authorities (for each EU country) can *stop the company from processing data* - a potentially business-ending problem.