

## **GDPR - Unintended consequences in business strategies and activities**

### **[Working Title]**

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### **Motivation:**

The General Data Protection Regulation has been in full force since May 2018. It imposes requirements on companies and organizations for the storage of data. For example, user need to be sufficiently informed, have information, correction and deletion rights and data itself must be effectively secured. While users benefit from the GDPR in terms of higher data security, it poses major challenges for companies. Many companies are uncertain whether their activities sufficiently comply with GDPR and even associate the GDPR with a threat to their own business activities. There are many reasons for this, such as complicating business processes, innovation brakes or making it more difficult to use new technologies such as artificial intelligence. Additionally, the penalties for violating data protection regulations are high, which leads to great uncertainty among companies and severely restricts their business activities.

### **Goal:**

The aim of this thesis is to provide an overview of the problems and consequences of the General Data Protection Regulation: What problems do or did companies and decision-makers face with the introduction of the GDPR? What uncertainties arise and what consequences does this have on business strategies and activities? Finally, it should be shown which measures would be useful to reduce uncertainties and promote business activities.

### **Literature:**

- Jakobi, T., von Grafenstein, M., Legner, C., Labadie, C., Mertens, P., Öksüz, A., & Stevens, G. (2020). The Role of IS in the Conflicting Interests Regarding GDPR. *Business & Information Systems Engineering*, 62(3), 261-272.
- Gal, M. S., & Aviv, O. (2020). The competitive effects of the GDPR. *Journal of Competition Law & Economics*, 16(3), 349-391.