



# Countdown to the GDPR: What You Need to Know About the Impact of the European Union's New Cybersecurity Measures on Your American Business

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As concerns about cybersecurity and data privacy weigh more and more heavily on the minds of in-house counsel and corporate executives around the United States, the European Union has initiated expansive new efforts to protect its citizens from cybersecurity risks. The EU's initiative – the General Data Protection Regulation (GDPR) – might ordinarily be viewed with passing interest from American companies, but the reach of the GDPR is actually far broader than any cybersecurity measure ever seen before in either the European Union or in the United States. More importantly, as a result of the reach of the GDPR, millions of American companies may unknowingly be at risk of violating the new law and thus subject to significant monetary penalties. The good news is, whatever your level of interaction with companies and/or individuals in the EU, there are measures you can take to comply with the GDPR.

Read the white paper [here](#).

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