The Changing Face of Data Security in Europe


A sample of 400 respondents in Europe from the global set shared their feedback and insights.

Here’s what they had to say:
Use of sensitive data with digital transformation is widespread

97% of respondents will use sensitive data with digitally transformative technologies.
Use of sensitive data with digital transformation is widespread

27% or less of respondents are using data encryption within these environments
The reality of the multi-cloud enterprise

Multi-cloud environments make the task of protecting sensitive data more complex.

Number of cloud environments

- **IaaS**
  - 4 or more
  - 2 or 3
  - 1

- **PaaS**
  - 4 or more
  - 2 or 3
  - 1

- **SaaS**
  - More than 100
  - 26 - 100
  - 1 - 25
The reality of the multi-cloud enterprise

40% of respondents rated complexity of multi-cloud use as the top barrier to implementing data security.
Data breach resistance. No one is immune

61% of European enterprises have encountered a data breach in their history, with 29% breached in the last year.
Data breach resistance. No one is immune.

- **61%** (ever) Global
- **30%** (in the last year) Global
- **65%** (ever) U.S.
- **36%** (in the last year) U.S.
Despite recognising the importance of protecting sensitive data, encryption rates throughout enterprises are surprisingly low. 27% or less say they use encryption for the vast majority of use cases studied.
With the impact of GDPR and over 100 data privacy regulations already in place around the world: 91% will be affected by these laws. 70% will use encryption and/or tokenisation to meet regulatory and compliance requirements.

Data privacy and sovereignty regulations
Organisations need to take a fresh look at how they provide data security.

Visit the Thales website to download the full report, including IDC recommendations.

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