

# Four Types of Companies Based on Their Approach to Personal Data

Through years of working with organizations across industries, we've identified four distinct types of companies based on how they handle personal data.

[Schedule a Demo](#)



# The Four Categories

## **Predators**

Monetize and sell personal data as core business model

## **Sleepers**

Unaware or indifferent to data privacy regulations

## **Hopefuls**

Basic compliance but low priority on privacy investment

## **Leaders**

Robust privacy programs with consistent investment

# Predators

Companies that build business models around monetizing and selling personal data.



## The Largest Group

Small to medium-sized businesses, often in B2B or traditional industries, that lack dedicated Data Protection Officers and knowledge of DPDP compliance.

- Unaware they process personal data (including employee data)
- Don't know where to start with privacy programs
- Wake-up call: regulatory questionnaires or partner requirements

Response varies: some scramble for quick fixes, others establish proper privacy programs.



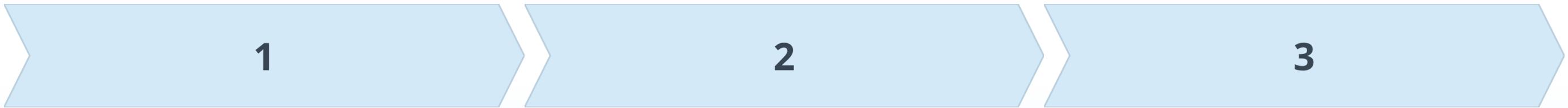
# Hopefuls

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- 1 **Basic Compliance**  
Have DPO and basic privacy program
- 2 **Low Priority**  
Privacy not high on budget priority list
- 3 **Risky Assumption**  
"It won't happen to us" mindset
- 4 **Vulnerable**  
Easiest targets for attacks due to low protection

# The Budget Reality

As a board member approving next year's budget, would you prioritize new products, marketing strategies, management perks - or strengthening resilience to data breaches?

1

2

3

## Investment Postponed

Privacy programs delayed or rejected

## Attack Occurs

Ransom or penalties far exceed prevention costs

## Two Responses

Implement proper program  
OR maintain "won't happen again" mindset



# Benefits of GRC<sup>3</sup> Platform

## Accelerate Compliance

## Build Trust

## Scale with Confidence

As risk and regulatory demands surge, businesses need more than spreadsheets. GRC3 is a platform designed and developed by practitioners to **eliminate silos** between compliance, cybersecurity, internal audit, privacy, and vendor risk – enabling enterprises to **scale securely, accelerate revenue, and prove trust** enterprise-wide.

[Learn More →](#)

**Get Your Free Maturity Assessment**

[Assess Compliance Maturity](#)

[Assess Privacy Maturity](#)



## Companies with Robust Privacy Programs



### Comprehensive Programs

Consistent investment in employee training, privacy automation, and governance



### Well-Defined Processes

Clear contracts for data sharing with third parties and thorough data processing approach



### Regulated Industries

Typically large companies in banking, insurance, utilities, communications, and hospitality

These leaders are early adopters of privacy automation technologies, though their numbers remain insignificant in the overall market.



# Three External Factors Driving Change



## Customer & Partner Requirements

Demands for privacy compliance from business relationships



## Regulatory Bodies

Requirements and audits from data protection authorities



## Cyber Threats

Growing attacks from various hacker groups

# The Path Forward

## Current State

Most companies remain in Sleepers or Hopefuls categories with low privacy awareness

## Market Maturation

More companies will transition to Leaders as the market matures

## Technology Adoption

Software platforms like Data Privacy Manager help streamline privacy programs

## Future Leaders

External pressures accelerate the journey to comprehensive data governance

The timeline for this transformation remains uncertain, but the direction is clear.



## Lower Total Operating Cost, Lower Risk, Continuous Trust. GRC<sup>3</sup> is LIVE!

One Platform – Five Integrated, AI-Enabled and Proven to Scale.

### 5 Integrated Products



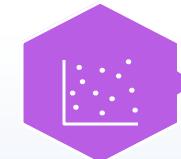
#### Compliance / Frameworks

Unified engine supporting 350+ global frameworks. Offers real-time auto-mapping and change tracking.



#### Data Privacy

Pre-configured for 100+ global privacy laws. Provides centralized consent and rights management.



#### Third Party Risk (TPRM)

Real-time vendor risk visibility with automated assessments and prioritization.



#### + IT Operations

Cross-module linkage between breach, response, and control management



#### Internal Audit

End-to-end audit automation and prioritization that shortens cycles.

### GRC3 Unique Feature

### + AI Advantage

Maps controls, builds smart workflows, and generates live policies.

Accelerates compliance, consent tracking, and reporting.

Closes gaps faster, auto-prioritizes risk, improves collaboration.

Connects incidents to controls, triages tasks, and forecasts risk.

Automates evidence, optimizes scope, maintains continuous audit readiness.

# Supporting Your Journey

At GRC<sup>3</sup>, we continue to support companies in navigating this journey, helping them achieve compliance efficiently while strengthening their overall data governance.

Software platforms are already helping numerous companies worldwide make the leap from Sleepers and Hopefuls to Leaders.





# Partner With GRC<sup>3</sup> for DPDP Success



**www.grc3.io** (GRC Cube)

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