

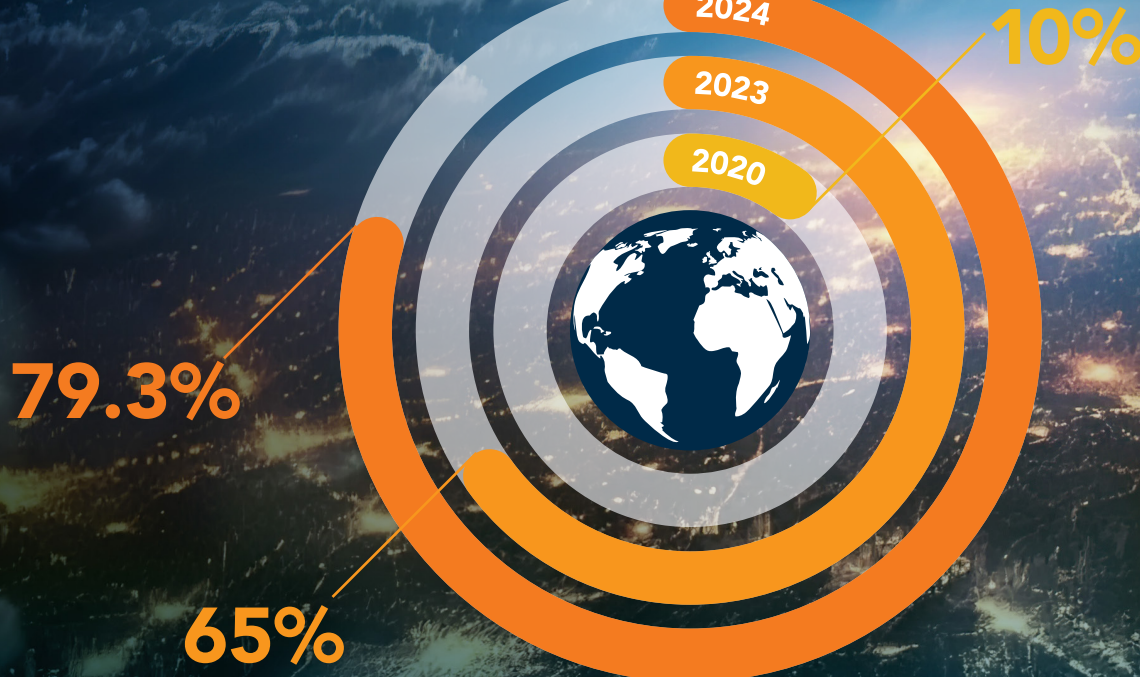
Current State of Data Protection Regulations

in the US and EMEA

Why is this important?

Everyone is affected by the growing importance of data privacy and security amidst increasing digital transformation and cyber threats.

Percentage of the World Population Covered by Data Privacy Regulations

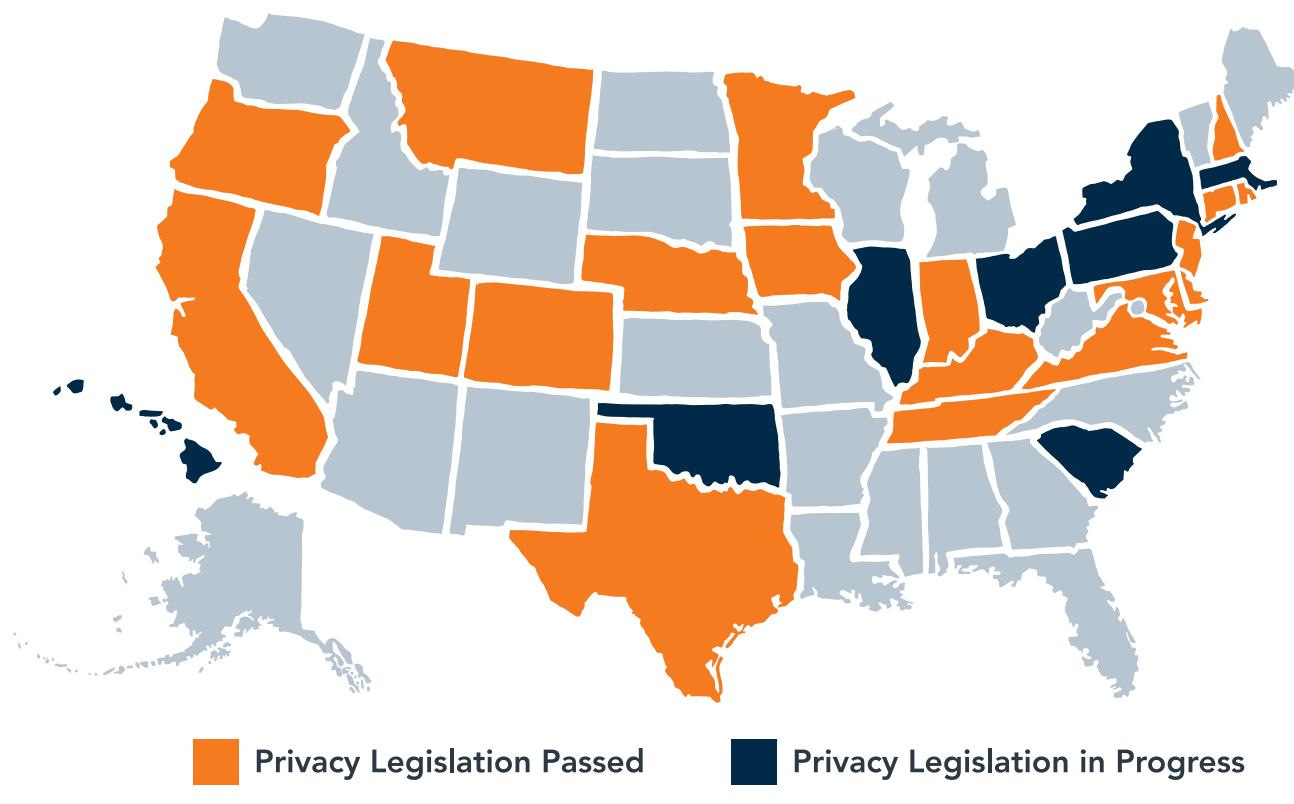


Key Trends in the United States

As of 2025, several states have adopted data privacy protection legislation, with more on the way.



US State Privacy Legislation Tracker 2025



Privacy Legislation Passed

Privacy Legislation in Progress

Key Trends in EMEA

Organizations face heightened scrutiny, escalating fines, and stricter cybersecurity directives.



GDPR & UK GDPR Enforcement

Increased enforcement and higher fines

\$1B+

Total Fines in 2024



New Directives and Acts

NIS2 (2024): Enhanced cybersecurity requirements
DORA (2025): Operational resilience for FinServ and Tech Services



International Data Transfers

Framework: Expanded



Shared Trends Across the US and EMEA

AI regulations and consumer rights are reshaping data protection priorities worldwide.



Enhanced Consumer Rights



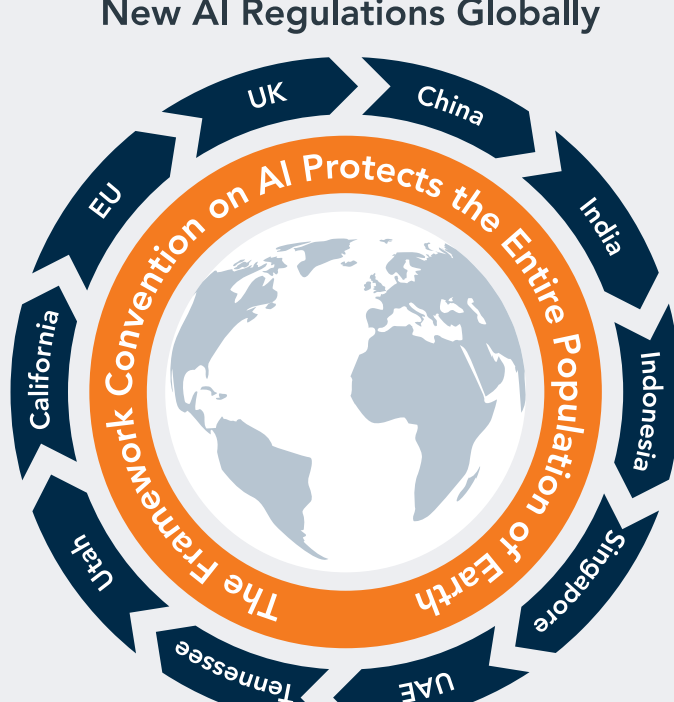
Coming in 2025

Emerging Regulatory Focus Areas

Growing Scrutiny on Big Tech and Cross-Border Data Flows

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New AI Regulations Globally



Your 2025 Actions:

Make Data Governance a Strategic Priority

Harness Microsoft Purview tools to customize and automate your governance program.

- ✓ Understand jurisdictional regulatory frameworks
- ✓ Emphasize data minimization
- ✓ Establish proactive compliance measures
- ✓ Integrate privacy-by-design into organizational workflows

