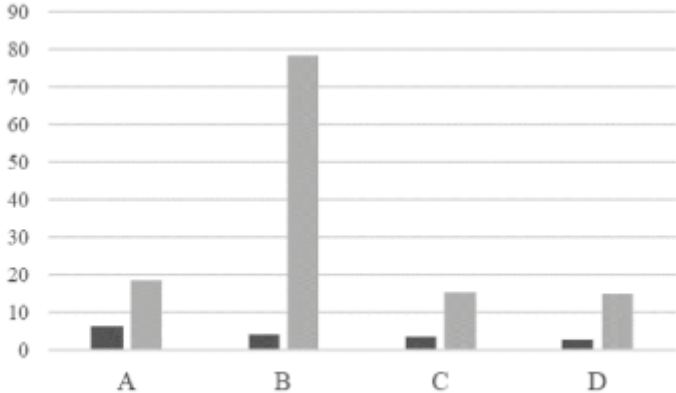


firm's cost

USD (millions)



■ estimate firm's cost before GDPR ■ estimate firm's cost after GDPR