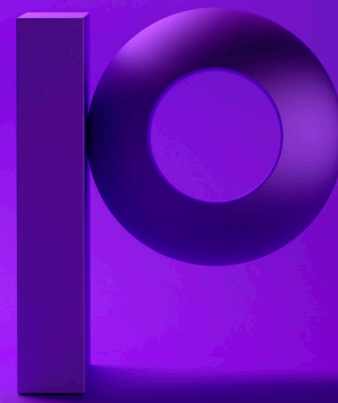




Precisely Data360 For Addressing Data Privacy Compliance



The people, process and technology challenge

The processing of personal data can occur throughout an organization's enterprise, taking many forms and serving many functions on a daily basis. With the General Data Protection Regulation (GDPR), and the California Consumer Privacy Act (CCPA) companies preparing for compliance are faced not with a one-off project, but with the larger challenge of formulating a long-term strategy that requires consensus building and cooperation across their entire organization. In many ways, the full impact of data privacy is yet unknown to companies, as data process owners and other stakeholders determine the location of personal data throughout the data supply chain, identify what processing is subject to privacy requirements, and continue to assess the alterations and approvals that may be required to make that processing compliant. And beyond this knowledge-gathering, few organizations have an efficient, standardized, user-friendly method to document compliance-related activities and make them transparent to internal and external audits—particularly on an ongoing basis.

Privacy compliance requires implementation of an organization-wide data governance program, reliant upon both collaboration and shared accountability. The structure of governance programs can widely vary, but when viewed from a single-process perspective, compliance requires several considerations and contributions from many different competency areas. Chief among these is the process owner, who must define the processing principles. Supporting competencies include application owners, vendor management, compliance officers, etc.—all of whom must provide input and approvals for varying regulatory provisions. The challenge of achieving compliance on an initial and ongoing basis is a multi-faceted and shared undertaking, further complicated by the organizations' limited visibility and data monitoring capabilities.

How Precisely helps you achieve compliance

We believe that data governance alone solves many privacy challenges, but does it address two other crucial concerns— are we monitoring the quality of the personal data and are we sure we have identified the locations of all the personal data? This is why validating data quality, then reporting metrics to data governance along with utilizing analytics with machine learning capabilities to identify personal data adds considerable value to what is possible to view and explore with a data governance tool. Data governance is the hub to solve privacy challenges

Companies must develop a broad strategy for compliance through data governance and privacy data detection analytics to meet the coming demands of groundbreaking regulations like GDPR and CCPA.

and Precisely is uniquely positioned with Data360—an enterprise solution platform that enables better control over data and solves business impacting challenges like GDPR and CCPA. Precisely Data360 is built on a foundation of governance, with a framework of data quality and analytics to drive insights, process improvement and data value. The seamless integration synthesizes the critical data management features of data preparation, case management workflow, visualization and collaboration.

In larger organizations, personal data-related processes can number in the hundreds or even thousands, and each of these processes must be assessed and sign-offs obtained to ensure demonstrable compliance. Data360 not only helps identify the location of all personal data and personal data processing across your enterprise, but validates the quality of data across multiple systems to ensure accuracy and integrity. The centralized governance hub enables organizations to register and visualize every privacy-relevant processing principle, related sign-off and assisting activity from supporting competencies. It enables easy access and visibility for documentation of data from across your enterprise, and facilitates collaboration through distributed sign-offs to appropriate areas and workflows for the routing and resolution of issues. It is the synergy of visualization and automation that brings simplicity to privacy compliance, and readies your organization for internal or external audit. With extensive reporting capabilities and customizable dashboards with drill-down functionality, Precisely is able to provide users with real-time views of where personal data resides, what processes are using this data, data attributes and potential areas of non-compliance.

How it works

With Precisely, implementation of privacy compliance can be executed in a number of ways, based on an organization's particular needs, allowing you to ensure, document and demonstrate compliance. We can verify, reconcile and track data across your enterprise to identify personal data, assure its quality and catalogue and monitor location, categorization, authorization and usage. Data monitoring and audit controls track required actions to ensure compliance and adherence to security and retention policies, and provide automatic alerts for critical data events and potential violations. And through analytical machine learning can analyze enterprise-wide data to proactively identify hidden personal data, which automatically maps to the overall governance and traceability.

Key benefits

Compliance enablement

Privacy compliance requires ongoing documentation of your data and data processes—from the definition and categorization of data, to data lineage, to managing authorizations, access, rights and usage. Data360 provides comprehensive data governance from creation to consumption, across all lines of business and all business processes, with real-time visibility into all aspects of your data.

Robust audit controls

Privacy requires a diverse set of regulatory requirements, and data usage within any organization can be a fluid matter, as sources may change and processes evolve. Data360 provides customizable business rules which monitor your data processes to ensure ongoing compliance.

Automated alerts & resolution workflows

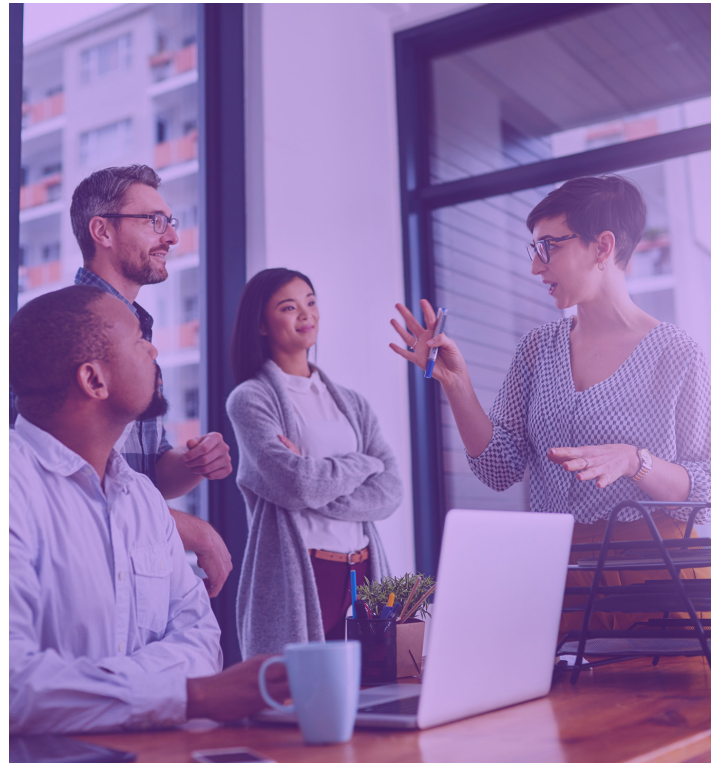
To complement ongoing monitoring and governance activities, automated alerts quickly identify potential out-of-compliance situations, as well as governance tasks such as required sign-offs and approvals. Automated workflows allow for easy issue routing, investigation and resolution of suspected violations, and bring simplicity to tracking data subject requests and privacy-compliant governance approvals.

Proactive personal data identification

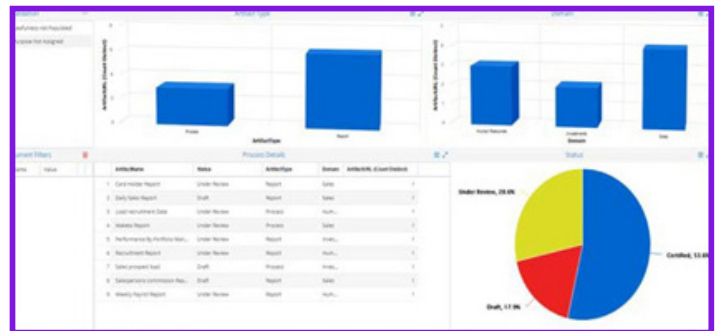
We use machine learning algorithms for analysis to proactively identify hidden personal data across all systems, sources and processes to properly account for the data, classify it appropriately (child, sensitive, etc.) and ensure all applicable approvals are obtained.

Enterprise-wide visualization

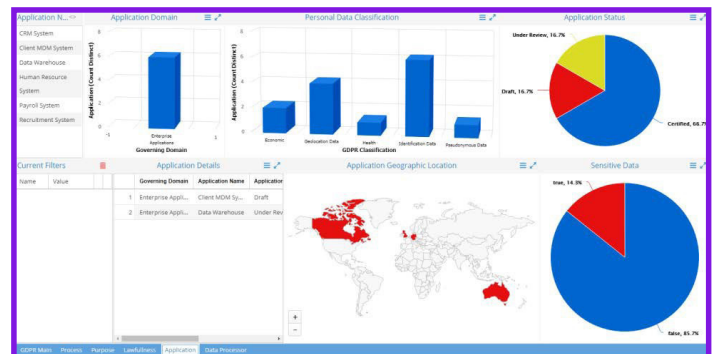
Precisely provides a centralized repository of personalized data information, as well as a wide range of dashboards for documenting, tracking and monitoring data process owners, data sources, approvals, data categorization and other compliance issues.



Validation dashboards



Classification dashboards



Features of Data360 for privacy compliance

A framework of governance

- Ensure consistent data identification and definition (business glossary)
- Document location and usage of all personal data
- Track and monitor compliant approvals for new data usage
- Track and monitor data subject requests for data portability, rectification, right to be forgotten, etc.

Exacting analysis

- Visualize where oversight is lacking
- Understand the processes and applications using personal data
- Proactively identify hidden personal data through machine learning algorithms

A foundation of quality

- Verify data quality accuracy and completeness
- Reconcile data sources
- Track required actions to confirm compliance
- Ensure adherence to security and retention policies
- Limit system access to authorized users

