DataCon South Africa

How to create value and demonstrate trust through your data

June 2022

OneTrust DataGovernance
DATA INTELLIGENCE SOFTWARE

Today’s Agenda

01 The Data Landscape

02 Using Data Discovery to Bridge the Gap

03 How OneTrust Supports

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The Data Landscape

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The Modern-Day Data Problem

TODAY'S COMPLEX DATA ECOSYSTEM

- SaaS Systems
- Data Lakes
- Data Processing
- Third Party Data

CREATES DIFFERENT CHALLENGES

- Large Data Volume
- Hidden Data
- Toxic Data
- Inferred Data

THAT POSE THREATS TO YOUR BUSINESS

- Data Breaches
- Compliance Risk
- Policy Violations
- Breach of Contract

THIS CREATES UNIQUE CHALLENGES FOR DIFFERENT STAKEHOLDERS IN YOUR BUSINESS

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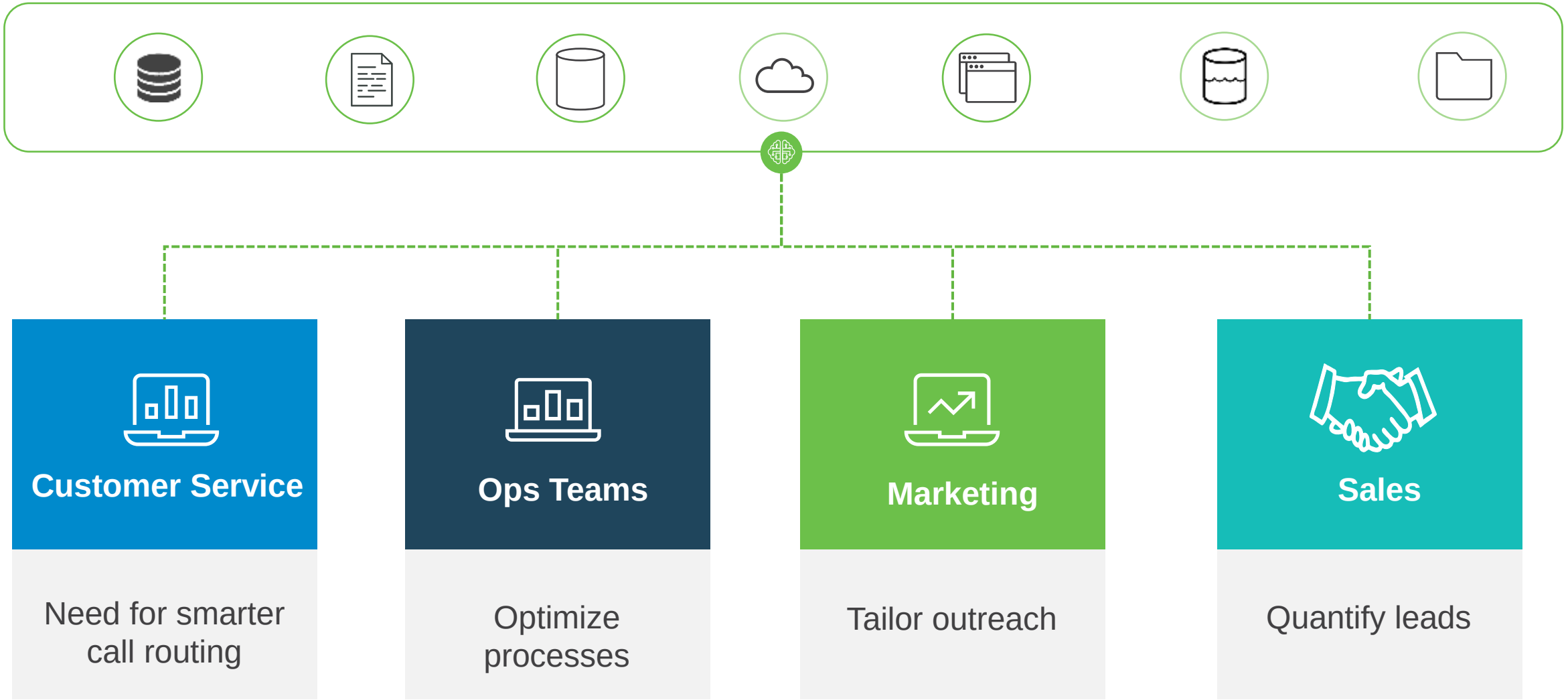

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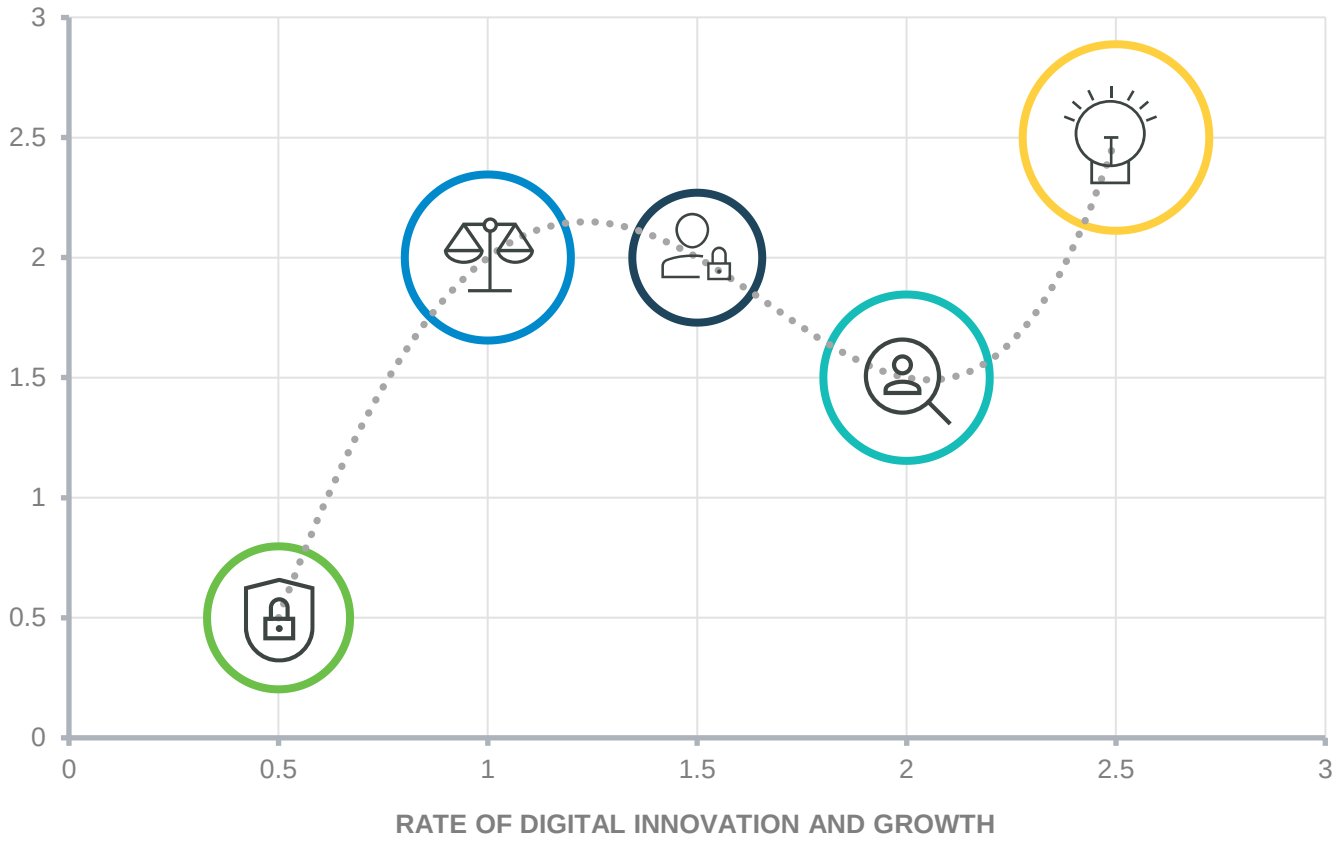
Ensuring Governance Doesn’t Stifle Growth



REGULATORY DEMANDS

Growing number of global priv/sec laws create a complex regulatory landscape

CONSUMER EXPECTATIONS

Increased awareness of consumer rights creates heightened consumer expectations

DISJOINTED PROCESSES

Existing compliance initiatives that don’t account for digital growth

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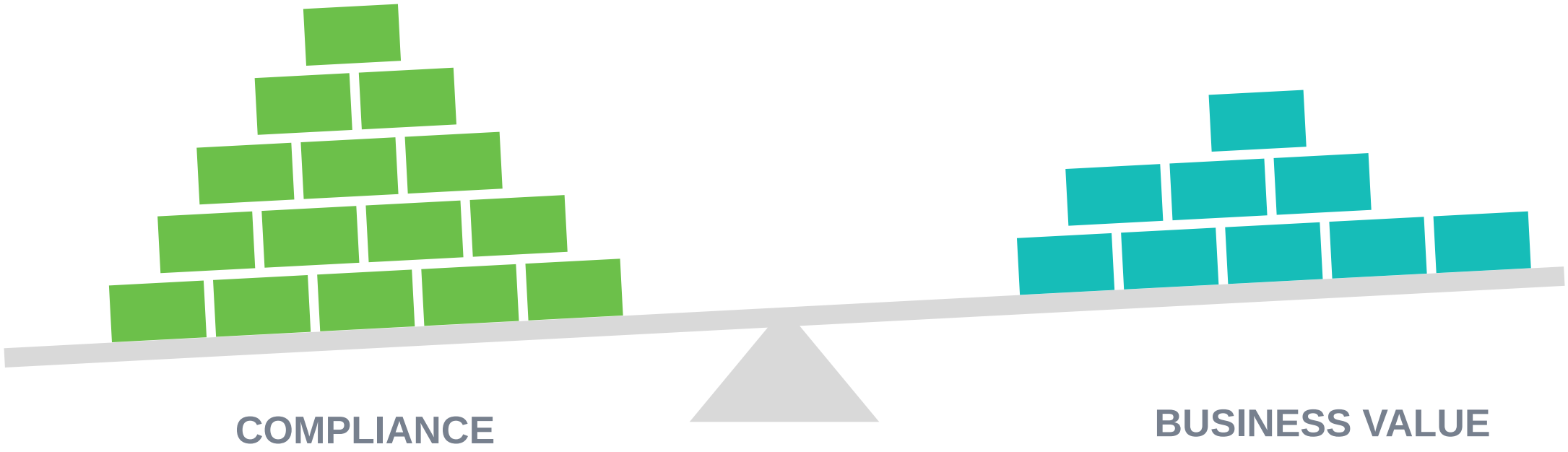
Creates a Business Problem

The Balance Between Compliance and Value



Build Trust and Minimize Risk Through Transparency & Compliance

Build Trust in the Data Through Quality and Consistency

Leverage Data as a Differentiator to Drive Innovation and Business Value

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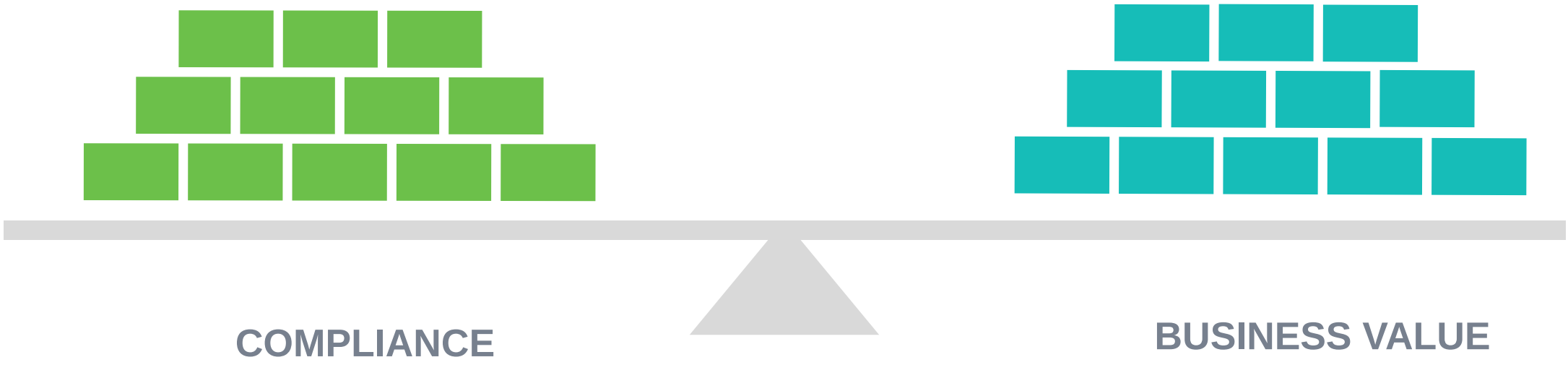
Data Intelligence is Built from a Unified Governance Strategy



UNIFIED DATA GOVERNANCE PROGRAM

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Keys to Bridge the Gap

And Create a Faster Path to Data Intelligence

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ADVANTAGES FOR ADOPTING A UNIFIED **DATA GOVERNANCE** SOLUTION

Truly Know Your Data

Understand the Data Holistically

Unify Tools and Processes

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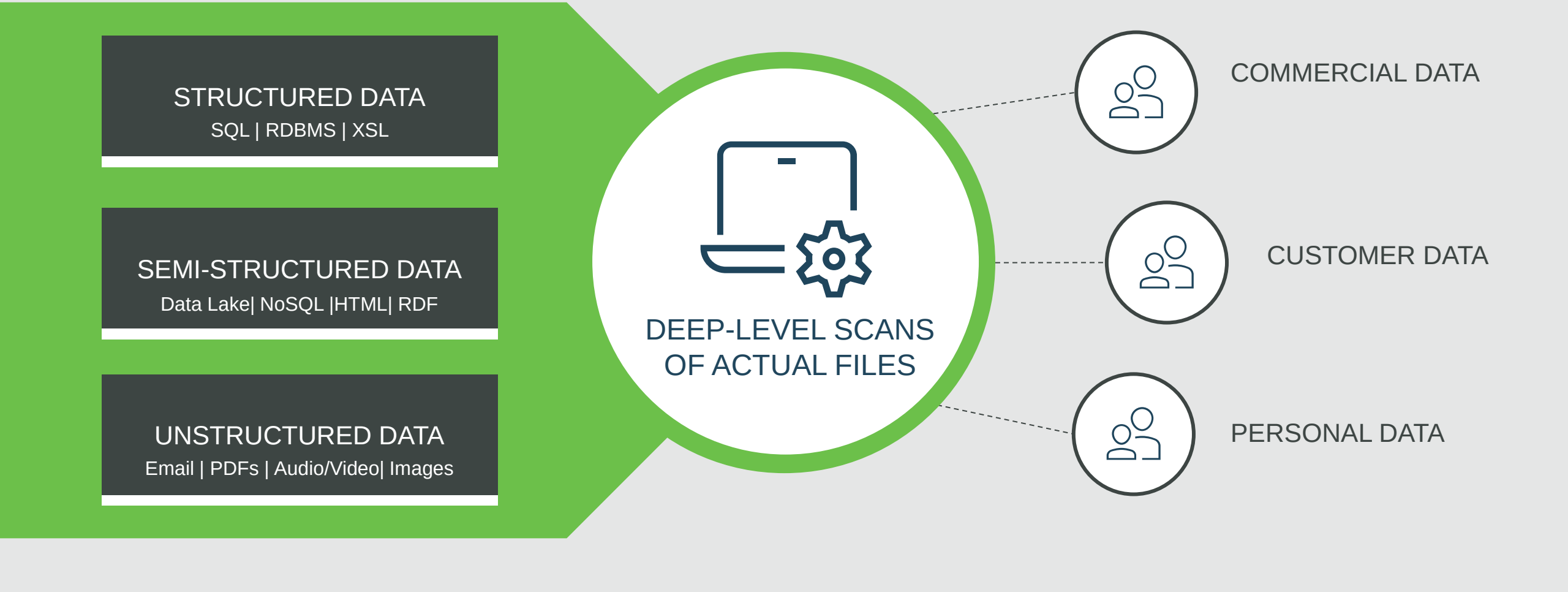
Deep-Level Discovery Goes Deeper Than Metadata



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ADVANTAGES FOR ADOPTING A UNIFIED **DATA GOVERNANCE** SOLUTION

Truly know your data

Understand the data holistically

Unify tools and processes

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Accurate Classification for Compliance **and** Data Professionals

EMPLOYMENT DATA

PII

PERSONAL DATA

GDPR

EMPLOYMENT DATA

CUSTOMER DATA

PII

CCPA

EMPLOYMENT DATA

PERSONAL HEALTH INFORMATION

MEDICAL RESEARCH DATA

HIPPA

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ADVANTAGES FOR ADOPTING A UNIFIED **DATA GOVERNANCE** SOLUTION

Truly Know your Data

Understand the Data Holistically

Unify Governance Tools and Processes

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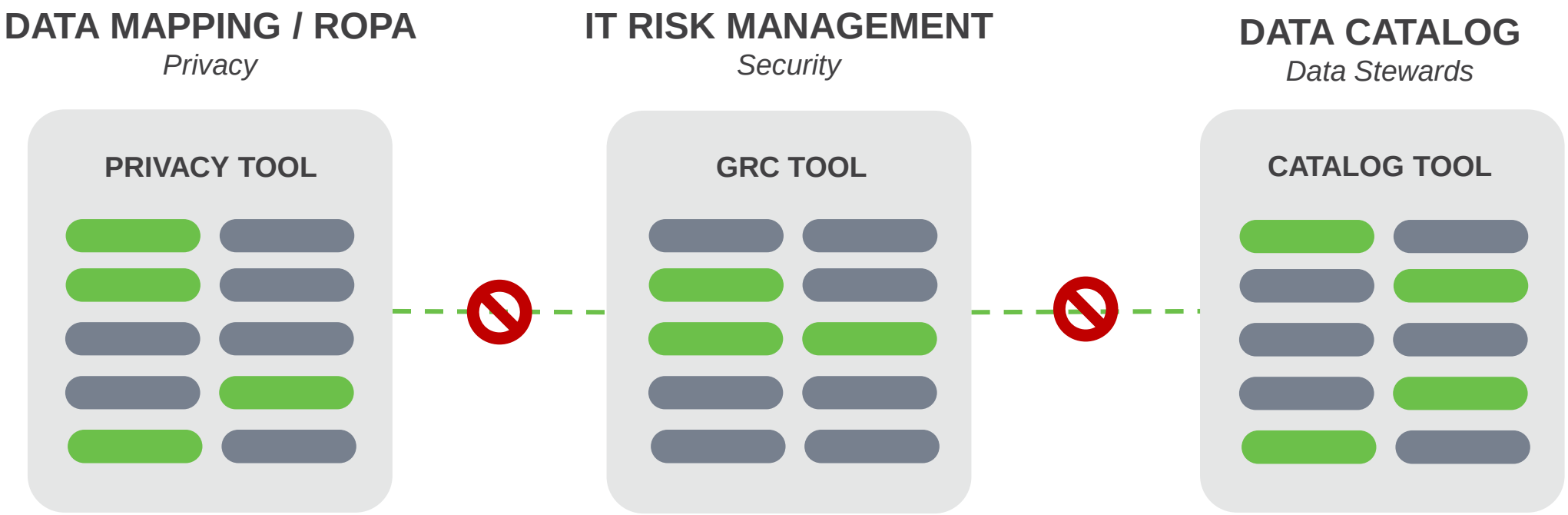
Data Governance Can’t Be Done in a Silo

Separate tools for privacy, security, and data governance causes **multiple business processes, duplicate data entry and maintenance, and lack of visibility**



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Data Governance Can’t Be Done in a Silo

A central tool allows for a data to be discovered and populated once, then used for different purposes, **streamlining different views & actions for different stakeholders**

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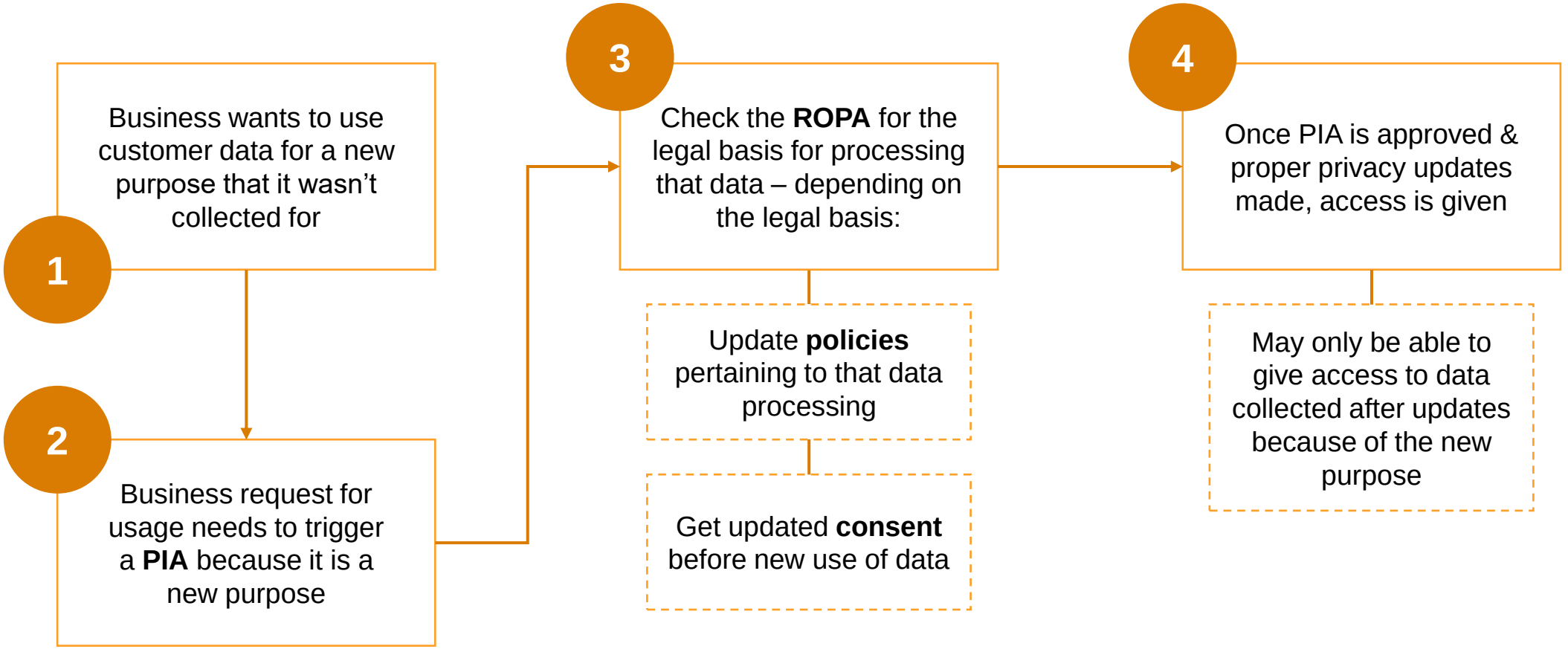
Example: Processing for a New Purpose



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Example: Data Access by New Business Users

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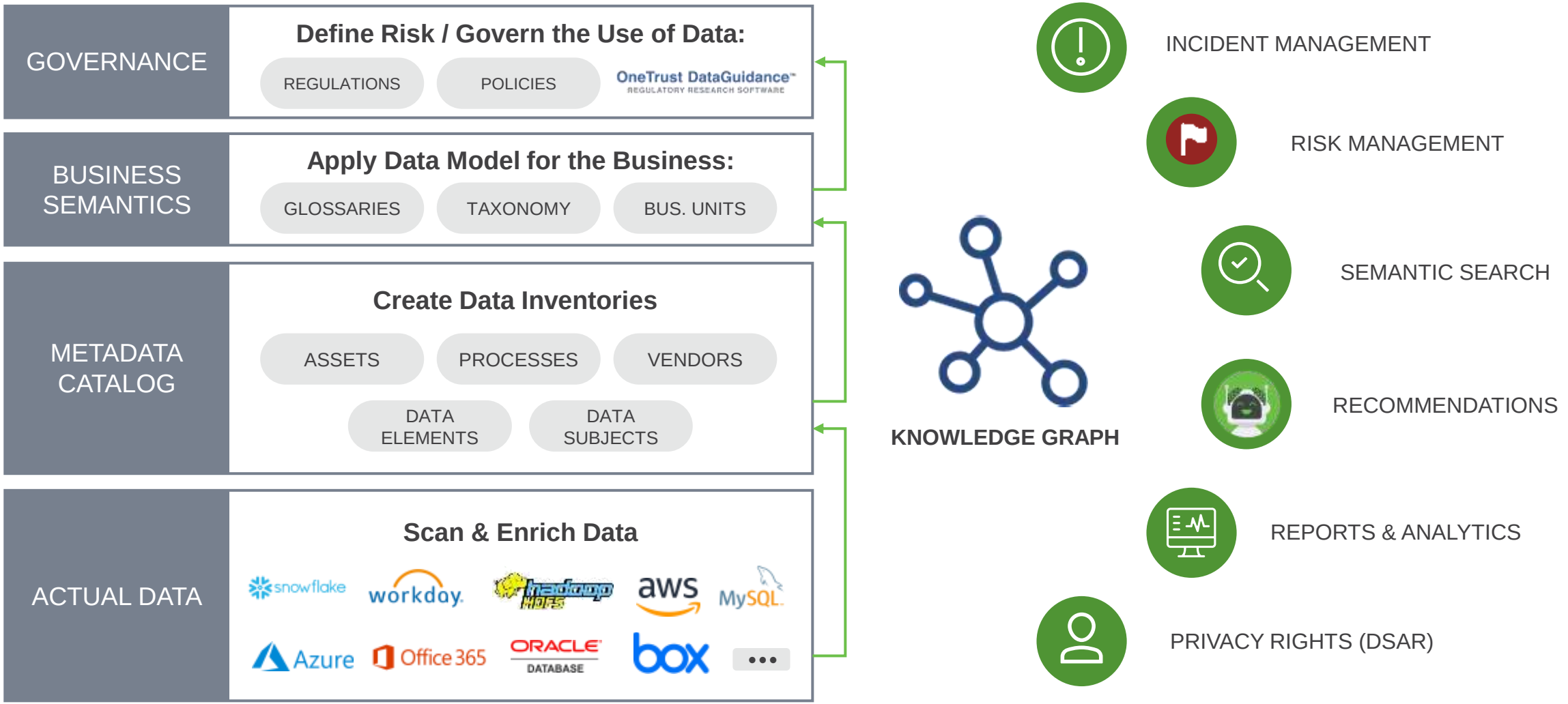
OneTrust Data Discovery – Multiple Use-Cases



Addressing Privacy Challenges Through Data Discovery

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The Next Phase of Privacy Technology

DATA DISCOVERY
Connects to all Systems
Discover & Classify
All Identities
Personal & Nonpersonal Data
Structured & Unstructured Data

DATA MAP
Personal Data Assets
Record of Processing

DATA CATALOG
Detailed technical metadata & business search

CORE PRIVACY USE CASES
PIAs, ROPA, Cookie Consent, Policy Mgt, Incident Mgt, Vendor Mgt, DSAR, etc.

AN ORGANIZATION'S TECH STACK CONTAINS:

MANY SYSTEM & DATA TYPES

& MANY INDIVIDUAL IDENTITIES

AUTOMATE CORE PRIVACY USE CASES
- DSAR
- Incident
- Consent
- PIAs

AUTOMATE POLICY & CONTROL ENFORCEMENT
- Retention
- Access
- Minimization
- Etc.

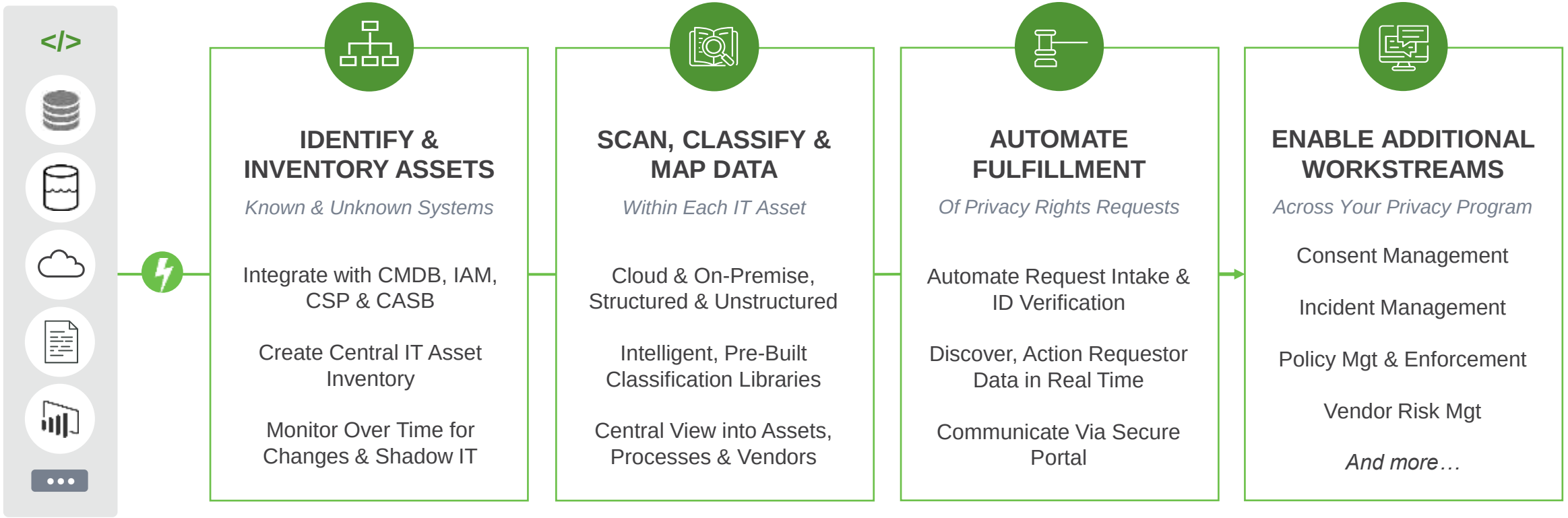
INTEGRATED FOR AUTOMATED PRIVACY DATA GOVERNANCE

REDACTION
Retention

MASKING
Access

DELETION
Minimization

How it Works: Steps to Automation



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Example: Data Policy Automation

DATA ACCESS

DETECT DATA SENSITIVITY THROUGH CLASSIFICATION

RESTRICT ACCESS THROUGH ACCESS CONTROLS OR MASKING

DATA RETENTION

DOCUMENT RETENTION SCHEDULES IN DATA MAP

ENFORCE DELETION / REDACTION IN DOWNSTREAM SYSTEMS

DATA MINIMIZATION

FLAG DUPLICATE DATA SETS THROUGH AUTOMATED DISCOVERY

FLAG FOR OR EXECUTE DELETION IN DOWNSTREAM SYSTEMS

How OneTrust Helps:

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DATA INTELLIGENCE SOFTWARE

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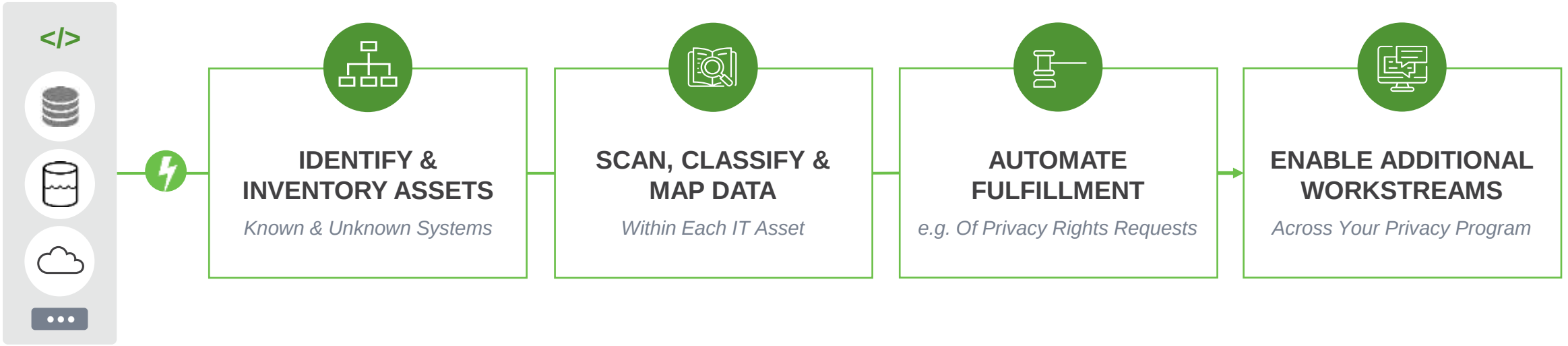
Key Takeaways

3 Key Challenges (Privacy, Security, Governance, Legal, Compliance, IT Teams)

EXPANDING REGULATORY ENVIRONMENT

EVOLVING DATA & TECHNOLOGY LANDSCAPE

SILOS BETWEEN PRIVACY & DATA GOVERNANCE



Questions?

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Thank you!

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