DataCon
South Africa

How to create value and demonstrate trust through your data

June 2022

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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

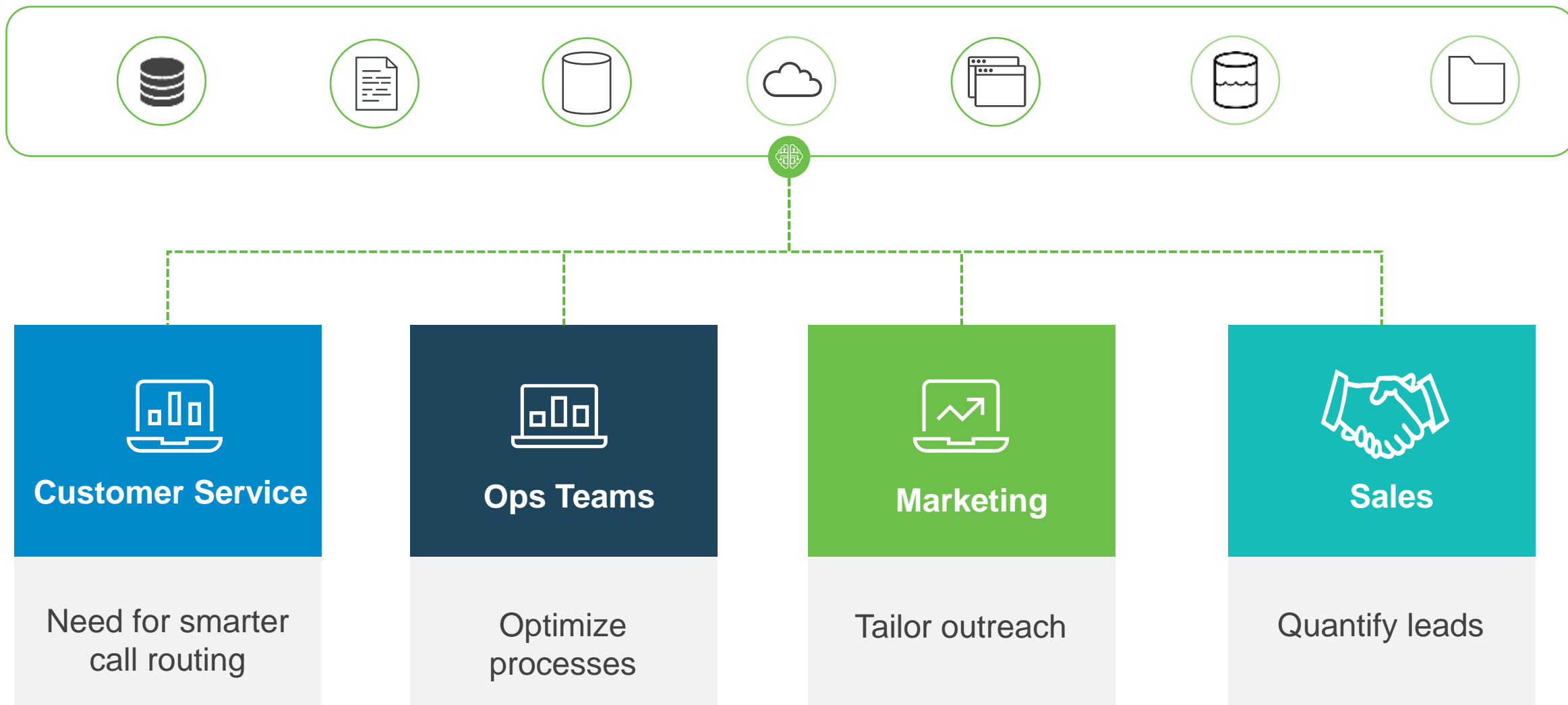**THAT POSE THREATS TO YOUR BUSINESS**
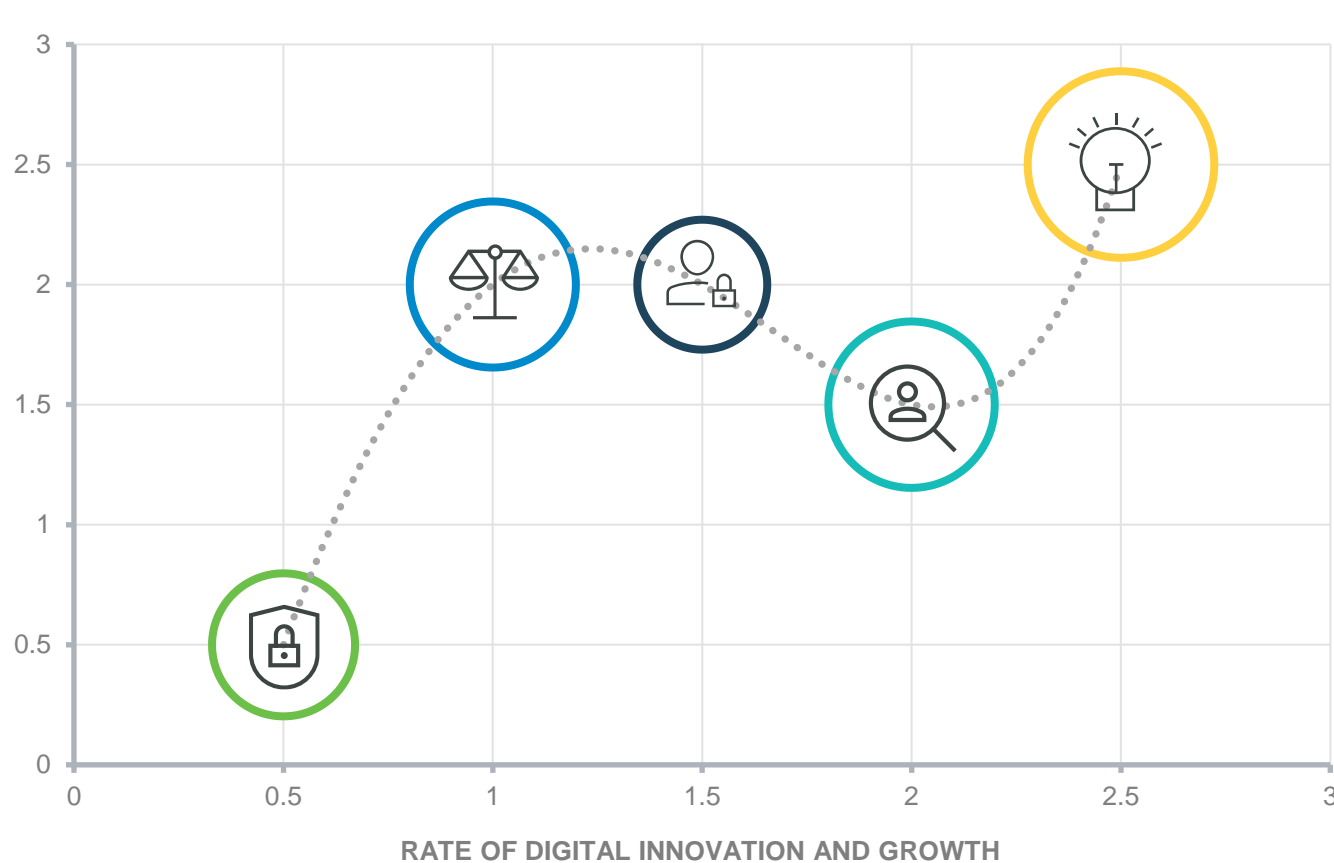
- Data Breaches
- Compliance Risk
- Policy Violations
- Breach of Contract

THIS CREATES UNIQUE CHALLENGES FOR DIFFERENT STAKEHOLDERS IN YOUR BUSINESS
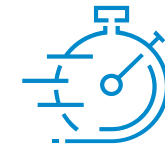
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Customer Service	Ops Teams	Marketing	Sales
Need for smarter call routing	Optimize processes	Tailor outreach	Quantify leads

Ensuring Governance Doesn't Stifle Growth

RATE OF DIGITAL INNOVATION AND 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

COMPLIANCE

BUSINESS 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

COMPLIANCE

BUSINESS VALUE

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

Truly Know Your Data

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Deep-Level Discovery Goes Deeper Than Metadata

STRUCTURED DATA
SQL | RDBMS | XSL

SEMI-STRUCTURED DATA
Data Lake| NoSQL |HTML| RDF

UNSTRUCTURED DATA
Email | PDFs | Audio/Video| Images

DEEP-LEVEL SCANS
OF ACTUAL FILES

COMMERCIAL DATA

CUSTOMER DATA

PERSONAL DATA

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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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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**

DATA MAPPING / ROPA
Privacy

IT RISK MANAGEMENT
Security

DATA CATALOG
Data Stewards

PRIVACY TOOL

GRC TOOL

CATALOG TOOL

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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

1 Business wants to use customer data for a new purpose that it wasn't collected for

2 Business request for usage needs to trigger a **PIA** because it is a new purpose

3 Check the **ROPA** for the legal basis for processing that data – depending on the legal basis:

Update **policies** pertaining to that data processing

Get updated **consent** before new use of data

4 Once PIA is approved & proper privacy updates made, access is given

May only be able to give access to data collected after updates because of the new purpose

Example: Data Access by New Business Users

1 Business requests an entire new department be granted access to customer data

2 Before access to personal data can be granted, each employee must:

Pass an **awareness training** course

Review & attest to acceptable data use **policy**

3 As employees in that department complete these tasks their access is approved

4 Any new employee joining that department must do the same

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OneTrust Data Discovery – Multiple Use-Cases

GOVERNANCE

Define Risk / Govern the Use of Data:
- REGULATIONS
- POLICIES
- OneTrust DataGuidance™ REGULATORY RESEARCH SOFTWARE

BUSINESS SEMANTICS

Apply Data Model for the Business:
- GLOSSARIES
- TAXONOMY
- BUS. UNITS

METADATA CATALOG

Create Data Inventories
- ASSETS
- PROCESSES
- VENDORS
- DATA ELEMENTS
- DATA SUBJECTS

ACTUAL DATA

Scan & Enrich Data
- snowflake
- workday
- hadoop HDFS
- aws
- MySQL
- Azure
- Office 365
- ORACLE DATABASE
- box
- ...

KNOWLEDGE GRAPH

- INCIDENT MANAGEMENT
- RISK MANAGEMENT
- SEMANTIC SEARCH
- RECOMMENDATIONS
- REPORTS & ANALYTICS
- PRIVACY RIGHTS (DSAR)

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

IDENTIFY & INVENTORY ASSETS

Known & Unknown Systems

Integrate with CMDB, IAM, CSP & CASB

Create Central IT Asset Inventory

Monitor Over Time for Changes & Shadow IT

SCAN, CLASSIFY & MAP DATA

Within Each IT Asset

Cloud & On-Premise, Structured & Unstructured

Intelligent, Pre-Built Classification Libraries

Central View into Assets, Processes & Vendors

AUTOMATE FULFILLMENT

Of Privacy Rights Requests

Automate Request Intake & ID Verification

Discover, Action Requestor Data in Real Time

Communicate Via Secure Portal

ENABLE ADDITIONAL WORKSTREAMS

Across Your Privacy Program

Consent Management

Incident Management

Policy Mgt & Enforcement

Vendor Risk Mgt

And more…

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Example: Data Policy Automation

DATA ACCESS	DATA RETENTION	DATA MINIMIZATION

DETECT DATA SENSITIVITY THROUGH CLASSIFICATION

DOCUMENT RETENTION SCHEDULES IN DATA MAP

1 YEAR

FLAG DUPLICATE DATA SETS THROUGH AUTOMATED DISCOVERY

2

RESTRICT ACCESS THROUGH ACCESS CONTROLS OR MASKING

ENFORCE DELETION / REDACTION IN DOWNSTREAM SYSTEMS

FLAG FOR OR EXECUTE DELETION IN DOWNSTREAM SYSTEMS

IBM Guardium   okta

salesforce   aws   Azure

salesforce   aws   Azure

How OneTrust Helps:

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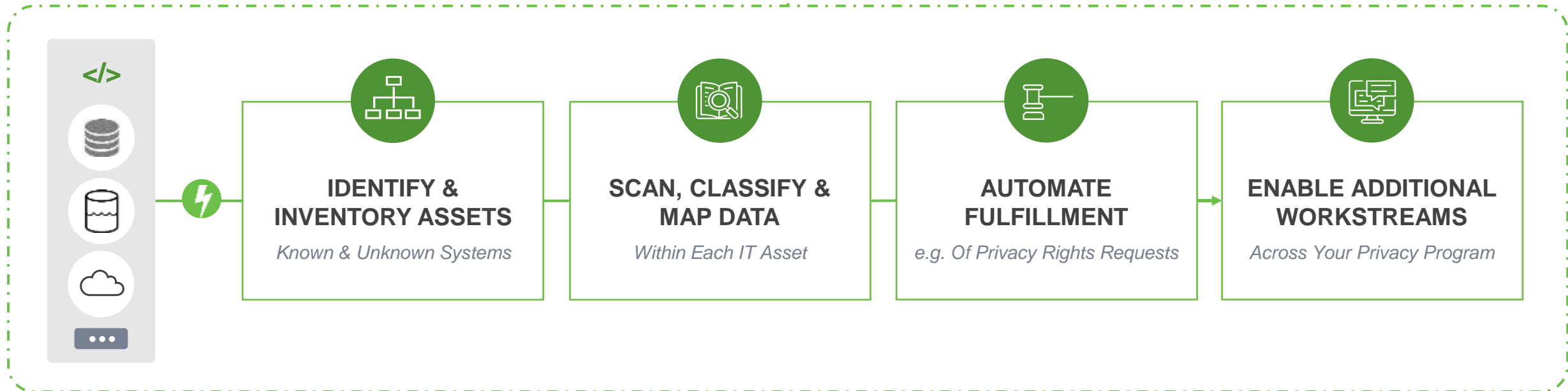DATA INTELLIGENCE SOFTWARE

Key Takeaways

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

EXPANDING REGULATORY ENVIRONMENT	EVOLVING DATA & TECHNOLOGY LANDSCAPE	SILOS BETWEEN PRIVACY & DATA GOVERNANCE

IDENTIFY & INVENTORY ASSETS
Known & Unknown Systems

SCAN, CLASSIFY & MAP DATA
Within Each IT Asset

AUTOMATE FULFILLMENT
e.g. Of Privacy Rights Requests

ENABLE ADDITIONAL WORKSTREAMS
Across Your Privacy Program

Questions?

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Thank you!

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