

The 1st Platform for **Enterprise Privacy Management**

PII Discovery



Data Mapping



Privacy Risk



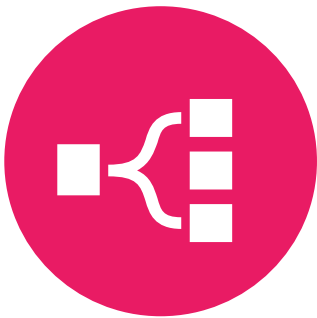
Compliance Analysis

# Enterprise Privacy Management

Your customers are the lifeblood of your business. In the digital economy preserving their confidence and trust requires protecting their personal identity information from loss, theft and misuse. BigID scans primary and secondary data sources to provide organizations visibility into their customer identity data, associated risk and usage activity. The solution delivers organizations a privacy and data protection command console for monitoring and analyzing privacy.

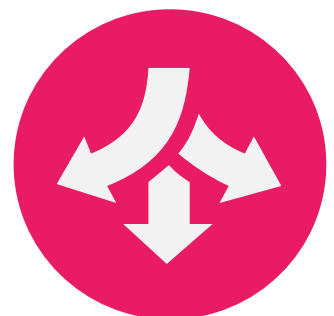
## PII Discovery

Organizations collect massive amounts of customer information but struggle to track the data assets as they sprawl across applications, databases, directories and big data repositories. The BigID solution helps organizations more accurately find their customer data and also map that data to the identity owner which is essential to meeting emerging privacy regulation requirements like subject access, right-to-be-forgotten and post breach notification. BigID uses a new approach to finding PII that avoids past accuracy problems, identifies a broader class of both structured and unstructured PII and automates the creation of a PII inventory.



## Data Mapping

Satisfying new privacy regulations requires an ability to track how applications access PII and how personal information is processed inside and between companies. BigID's privacy management platform helps organizations automate the previously manual interview based method of building data maps and helps answer questions around data lineage, residency, access and data movement.



## The 1st Platform for **Enterprise Privacy Management**

**PII Discovery****Data Mapping****Privacy Risk****Compliance Analysis**

## Privacy Risk

Quantifying the privacy risk of personal data can help organizations optimize data protection and retention decisions so as to reduce potential PII loss and misuse. BigID's privacy management platform collects secondary attributes around personal data like uniqueness, residency, security and access patterns that can be used to calculate a privacy risk score. BigID can allow organizations to track multiple risk models simultaneously to accommodate diverse internal priorities and future external risk measures promulgated by groups like NIST, regulators, industry orgs or advisors. Analysts can interrogate BigID to understand what data exceeds a particular threshold and why as well as assign to investigators with a recommended action.



## Compliance Analysis

BigID provides security, privacy and risk analysts a command console to interrogate and analyze discovered PII for compliance against regulations and consent. The console functions as an expert system that features a natural language query system, reporting and shared investigation space. Current and future regulations can be tested against company PII data for conformance. Consent can be centrally managed & audited simplifying developer integration.

## Service **Deployment**

BigID is a big data analytics solution built on a modern micro services architecture that can be easily deployed anywhere - from the public cloud or inside an organization's data center. The system can be deployed as a simple single server deployment or support a distributed deployment model that manages distributed scanner elements that sit on premise, integrate with primary and secondary sources, and can scale with the data.