

# A Data Nightmare: Why Compliance Matters

THE CASE FOR GDPR



dathena

## Data Privacy

The world is changing, fast. Blockbuster films about data privacy have brought topics such as Cambridge Analytica and Fake News to mainstream conversations, urging consumers to protect their data. News headlines feature a dystopian world where a paradigm shift in global privacy requirements is taking place, like the introduction of GDPR to protect personal data. And, consequences are starting to unfold – like the proposed £183m fine to British Airways for customer data breaches.

*“Make no mistake, the GDPR sets a new and higher bar for privacy rights and compliance.”*

– Brad Smith  
President & Chief Legal Officer, Microsoft

## Dathena Privacy solves the *overwhelming* problem of data privacy management.

Dathena fast tracks compliance at a fraction of the cost of other solutions and provides you peace of mind knowing that your organization is in control of its data and compliant with regulatory requirements.

- ✓ **Governance Verification** - In partnership with PwC or other consulting firms, Dathena performs a Privacy Maturity Assessment that combines advanced AI technology with industry-leading digital strategy and data privacy capability.
- ✓ **Automated Inventory and Record of Processing Activities (RoPA)** – Automatically scan files to save your DPO both time and money. Dathena predicts the purpose of processing at the personal data level and continuously updates your data processing register.
- ✓ **Auditing** - Dathena's AI solution is transparent because it utilizes a deterministic and explainable approach that provides legally defensible evidence.

## Dathena helps keep you compliant and your customer's data safe.

Developed by information risk experts and data scientists, Dathena understands:

- The complexities of data privacy and protection needs,
- The role of the Data Protection Officer (DPO),
- How to utilize artificial intelligence (AI) to power a privacy solution that seamlessly delivers compliance and protection.

*92% of IT decision-makers with data in the cloud are confident in Azure's ability to be compliant.*

Microsoft GDPR survey, November 2017

## Dathena: Ultimate Enabler of the Azure Trusted Cloud

In partnership with the world's most trusted cloud – Microsoft Azure – Dathena empowers every client to achieve more with privacy. Microsoft Azure is the first major cloud provider to obtain the new Privacy Information Management Systems (PIMS) certification from ISO 27701, positioning Azure as the global leader in privacy and security compliance.

- ✓ **Automated Personally Identifiable Information (PII) Linking and Subject Access Requests (SARs)** - Detect and map all PII with accuracy, whether your data is structured, unstructured, on-premise, or in the cloud. Both the volume of data and SARs are growing exponentially, making manual processes unfeasible. By automating SAR responses, you can reduce costs, improve accuracy, and decrease response times.
- ✓ **Remediation** – Reduce the risk of data leaks and unauthorized access to customer data with automated tagging. Control stale files and get suggestions about access recertification campaigns.
- ✓ **Prioritization** – Automatically analyze and sort documents by toxicity and risk with a Data Privacy Impact Assessment (DPIA).

# How GDPR Protects Fundamental Human Rights




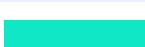
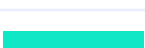


## What's Your Compliance Plan?

GDPR, the General Data Privacy Regulation, is a European Union (EU) data privacy law enacted in May of 2018. It requires organizations to keep data safe while giving data subjects more control over how their data is stored and used. This affects every company that interacts with EU citizens, regardless of the company's location.

***"Large fines for non-compliance: 4% of global revenue or up to €20 million"***

### Level of Automation

Effective information audit		90%
Actionable data breach response plan		50%
Data Protection Impact Assessment (DPIA)		100%
Data Processing Agreement (DPA)		50%
Ability to inculcate a 'data respect culture'		50%

## Dathena Has You Covered

### 6 Essential GDPR Requirements:

- ✓ **An effective information audit** of your EU personal data - this will help establish whether your organization is affected by GDPR Recital 23.
- ✓ **A data protection impact assessment (DPIA)** that follows the principles of "data protection by design and default" Article 25.
- ✓ **A risk-based audit of your business data supply chain** to improve static and in-flow data protection.
- ✓ **A Data Processing Agreement (DPA)** to establish roles and responsibilities of every party affected by the data processing cycle.
- ✓ **An actionable data breach response plan** that identifies roles and responsibilities in the event of a breach in adherence to Article 33 and 34 of GDPR.
- ✓ **The ability to inculcate a 'data privacy respect' culture** led by your DPO.

## Simplify with Dathena

GDPR applies to "personal data" and a "data subject", who may be any person in the European Union (EU) - citizens, residents, and potentially, visitors. Identifying which data is personal and subject to GDPR is an essential tenet of any data privacy policy that must not be overlooked. An organization requires clear, transparent, demonstratable, repeatable and assured adherence to regulations and best practices when handling Personally Identifiable Information (PII).

**Compliance requires legal, IT and data handling expertise, plus the new role of Data Privacy Officer. GDPR = 11 chapters + 99 articles covering a wide-range of user privacy issues.**

### GDPR Compliance

#### 3 Key Principles That Make It Easy:

- 1** Assess and manage compliance risks
- 2** Identify and protect the most important data
- 3** Streamline reporting procedures

***Don't put your business at risk.  
Get a privacy plan and the right tools in place to ensure compliance.  
Dathena can help.***