ACHIEVE

PRIVACY BY DESIGN

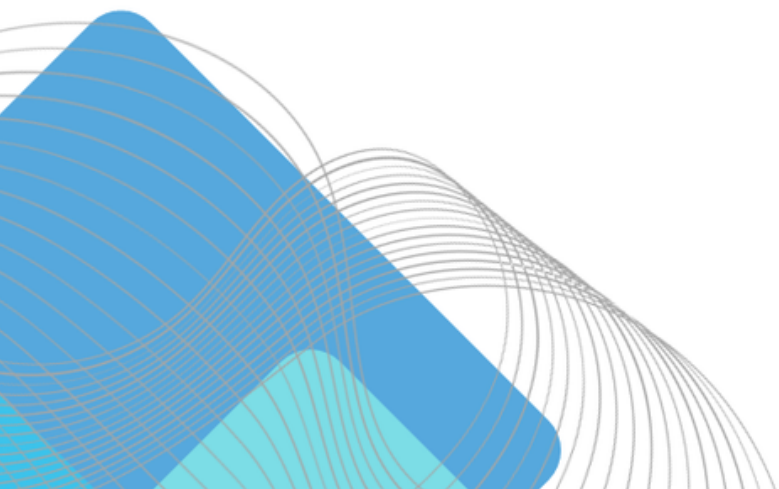Purpose Graph ™

Protect Privacy

AND MEET COMPLIANCE BETTER!

GROWING COMPLEXITY

Privacy violations result in financial damage and cause irreparable damage to a company's reputation. Additionally, privacy laws require organizations to take appropriate measures to protect consumer data. As data volume and complexity continue to accelerate inside an organization, protecting privacy is hard to achieve with traditional process tools. The right way to protect privacy and meet compliance is to implement 'Privacy by Design' principles.

PURPOSE GRAPH

oneDPO's PurposeGraph monitors and identifies data privacy and security issues in big data environments. It uses privacy engineering and artificial intelligence to map data and monitor data-use inside an organization. Our 'Privacy by Design' approach provides a scalable solution that can enable faster flow of data while protecting privacy in an organization.

IMPLEMENT PRIVACY BY DESIGN

Privacy by Design requires organizations to follow fundamental data protection principles to protect consumer privacy. PurposeGraph provides an elegant solution that helps organizations to implement following privacy by design principles.

1 **Privacy as Default** ensures that personal data is automatically protected in systems and processes in an organization. PurposeGraph helps with the following principles to make privacy by default a reality.

> **#1 Purpose Specification** – Ensures all data inside the organization's data lakes and data warehouses are associated with the purposes for which personal information is collected, used, retained and disclosed.
>
> **#2 Data Minimization** – Analyzes and identifies a list of data assets that are not used. Shows list of data assets that can be archived to reduce the attack surface.
>
> **#3 Purpose Limitation** – Restricts the use of personal information to the purposes consented by the individual or purposes required by law. Alerts users who are using data for purposes that are not allowed.

2 **Visibility and Transparency** are essential to establish accountability and trust. PurposeGraph helps with the following principles.

> **#1 Accountability** – Creates audit trails of various data use and the purpose behind the use. Employees and partners can be made accountable for their data use.
>
> **#2 Openness** – Maintains information about the access policies, access history and approvals related to the personal information. Makes the information easily available reports

3 **Security** is essential to protect privacy, ensuring that all data are securely retained,

> **#1 Security** - Audits and flags vulnerabilities in access control. Lists all data assets that have too broad access or incomplete access controls. Having a strong access control assures the confidentiality,

AUTOMATE COMPLIANCE

PurposeGraph provides automatic steps to monitor, evaluate, and verify compliance with privacy policies.

DPIA: PurposeGraph can identify projects and teams using sensitive data. Our algorithm helps customers to identify data owners for data assets. Privacy managers can collect critical metadata to complete risk assessments.

Audit Trail/ ROPA: Creates an audit trail of who accessed what and for what reasons. The solution also tracks the history of who approved the use. Auditors can drill down to individual activities and produce the right record of processing activities for regulators and internal auditors.

CONTINUOUS ASSESSMENTS

Any given time, privacy managers can see what data assets are used for what purpose by who. They can monitor risks and prevent privacy incidents before they grow. PurposeGraph collects the purpose behind all data use. It monitors and identifies the wrongful use of data.
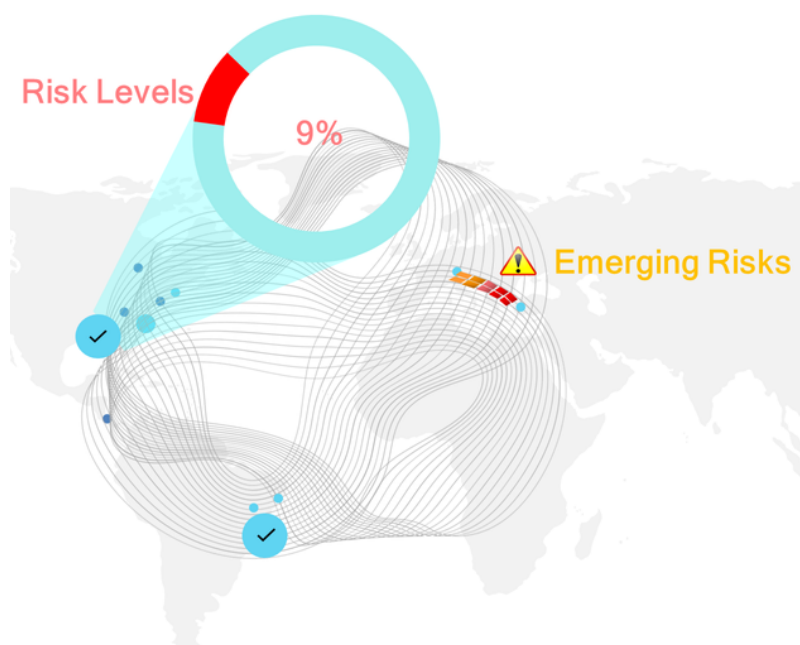
PRIVACY ENGINEERING + AI

PurposeGraph brings the latest technology to automate privacy. PurposeGraph connects three different dimensions to develop a deep intelligence on how an organization uses data.

- THE WHAT - Maps a large volume of data and identifies sensitive data.
- THE WHO - Analyzes who is accessing and sharing data. Identifies usage patterns.
- THE WHY - Collects and validates the purpose behind data use.
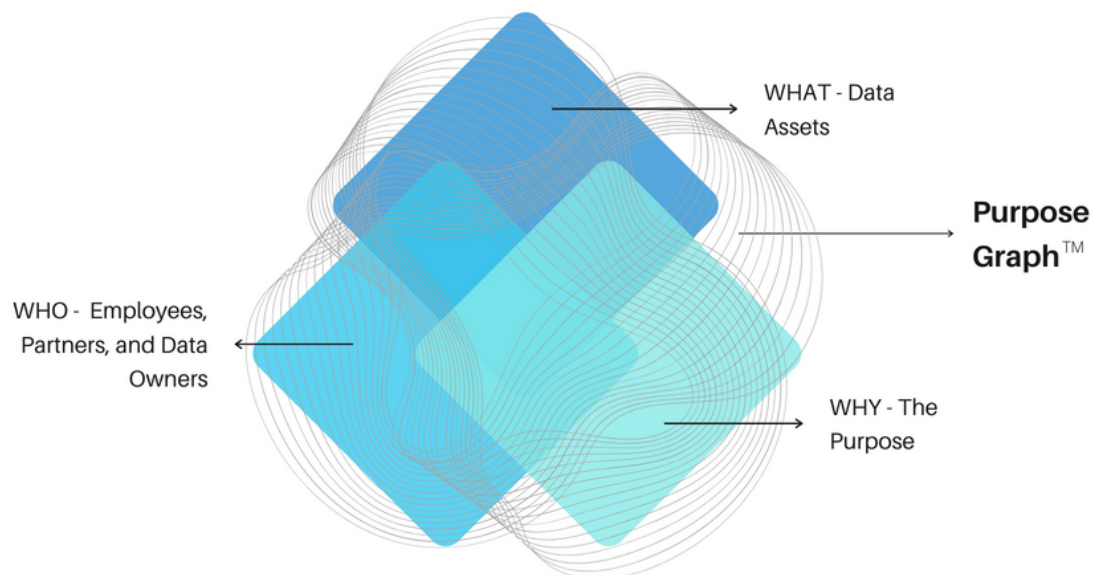
EASY INTEGRATION

OneDPO integrates with existing enterprise applications and services such as Active Directory, all major structured databases, and semi-structured data sources (Hive, HBase, Presto). Our solution can be easily deployed on the cloud (AWS, Snowflake, Azure, Google Cloud Platform), or on-premises.

WHY PURPOSE MATTERS?

For instance, an organization has collected two email addresses. These emails might appear to have identical privacy risks.

DATA	408 333 5555 JANE@example.com	408 444 7777 JOHN@example.com

However, if we look at the purpose for which these email addresses were collected, only certain purposes are permitted. John's email can be used for marketing. However, Jane's email can't be used for marketing. If an analyst uses Jane's email for marketing, it results in a privacy violation.

|	408 333 5555	408 444 7777
DATA	JANE @example.com	JOHN @example.com
PURPOSE- WHY WAS IT COLLECTED?	Fraud Prevention	Trial Subscription
PURPOSE BEHIND THE DATA USE	Marketing ⚠ Privacy Violation	Marketing

40%

of fines are imposed for companies processing data without the right legal basis.

IDENTIFY HIDDEN RISKS AND PREVENT INCIDENTS

Purpose Graph uses usage intelligence to identify risks and enforces privacy policies. For example, when a marketer wants to use Jane's and John's email for a marketing campaign, our platform compares the purpose behind data vs. the purpose behind the data use. The system identifies Jane's email can't be used for marketing hence it flags access to Jane's data. It surfaces the data use as an issue and notifies the analyst using the data.
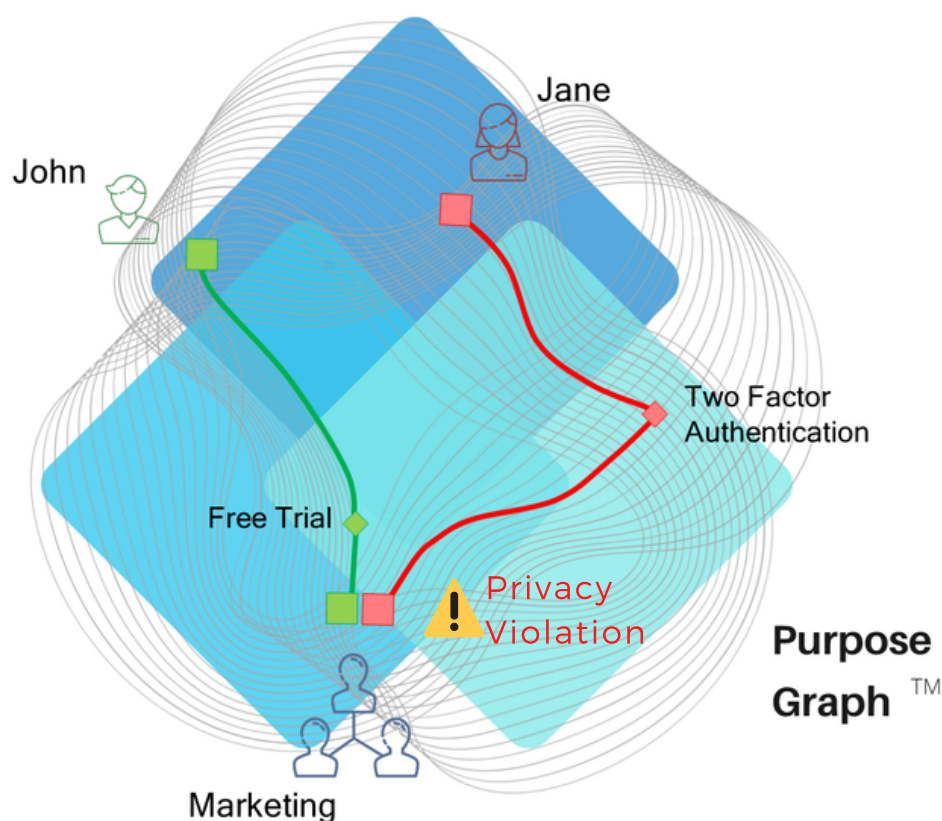
UNLOCK YOUR DATA

Businesses are at a critical crossroads. They want to empower employees with rich data to compete in today's data-centric marketplace. On the other hand, they face growing security threats and stricter data protection regulations. Adding new compliance processes is not a solution. It will limit data flow and will hinder innovation. oneDPO can operationalize data governance without hindering data flow.

oneDPO
Privacy Engineering

Process Tools

Value from Data

High

Low

High   Low

Data Risks
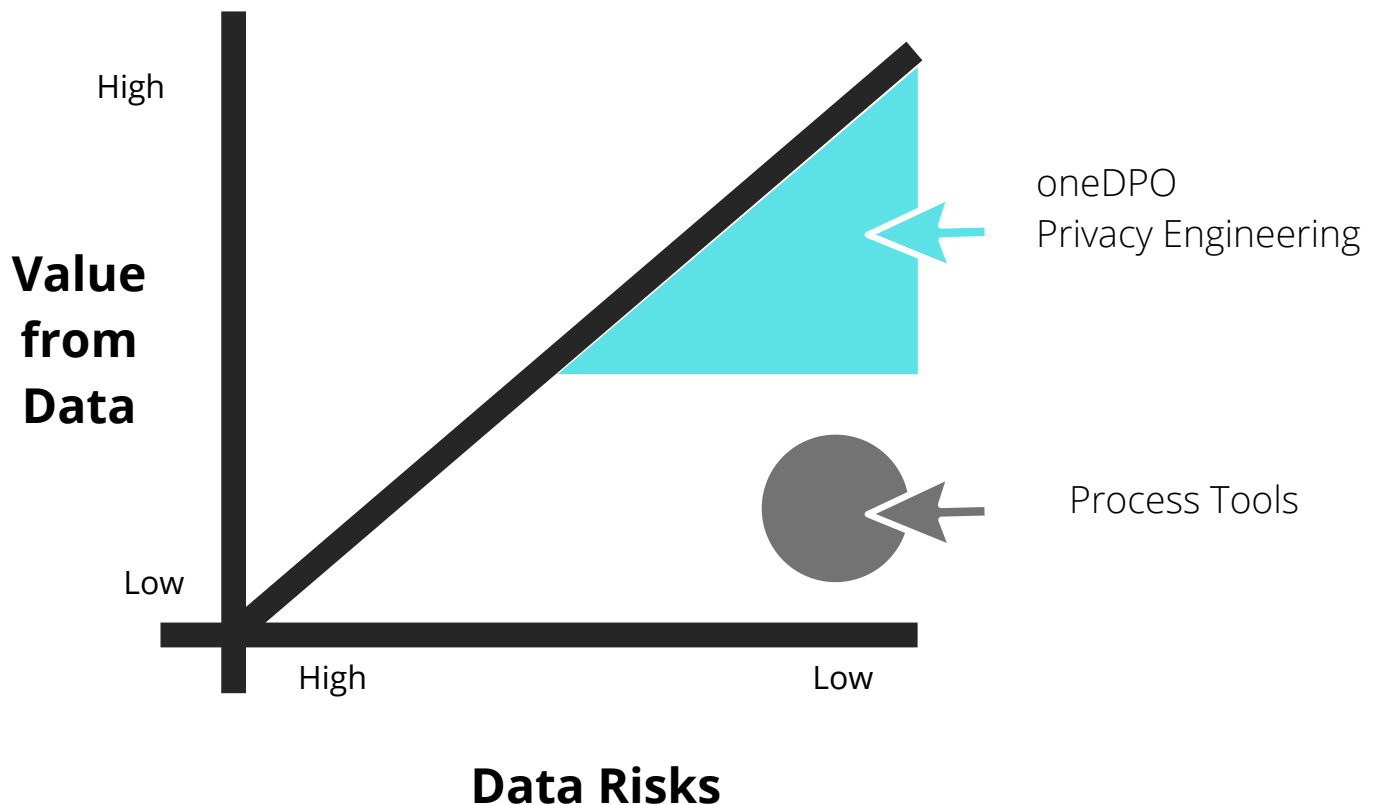
oneDPO gives superpowers to privacy managers to tackle real privacy risks!

Sign up for a demo at www.oneDPO.com