



DATA DISCOVERY

Automate
Personal Data Discovery
and Classification

CHALLENGES

Personal data discovery is becoming increasingly important as data privacy laws regulate the collection, storage, and management of personal data within various aspects of business operations. By discovering personal data across systems, companies can automate personal data classification, minimize the risk of data breaches and meet compliance requirements.

Where to start

Any effort to advance your privacy program must begin with understanding what your company is doing with personal data. However, **personal data can be difficult to discover**, as it may be hidden across different IT systems, in different forms, and from different sources, resulting in an incomplete and erroneous data inventory.

Additionally, companies are responsible not only for the data they know they have but also for any data they may be unaware of. Such data is collected through various channels, often dispersed across IT systems, undetected, unprotected, unused, and possibly lost. Nevertheless, it still exists and **holds companies accountable**.

Before you assess your needs and risks, ask yourself a few questions...

- Is there a single person in your company that knows where all your personal data is stored?
- How many times do you copy the same data?
- Do you know if a new type of personal data has been collected?
- Do you store any special category data in the data store without access monitoring?
- Do you know all countries where your data is now hosted and archived?
- Can you discover personal data from different sources and different databases?

DPM DATA DISCOVERY

DPM Data Discovery is a powerful AI-based privacy-centric solution that automates personal data discovery and classification using state-of-the-art machine learning and rule-based approaches to facilitate accurate and timely classification of personal data across relational databases

Data Discovery results are an efficient, streamlined business process with data privacy and security at its core, allowing companies to respond promptly and confidently to regulatory changes and to fulfill data subject requests in a timely and efficient manner.

What makes DPM Data Discovery unique?

- Connects to all standard databases, file share locations, SaaS applications, and other types of data sources.
- Works with all file types like text, Excel sheets, pdf, CVS, e-mails, log files, social network interactions, and others.
- Uses **machine learning** and rule-based approach to facilitate accurate and timely classification of personal data across relational databases.
- **Language-agnostic** and script-agnostic to cover all your markets, no matter the language or the script.
- **Works with various scripts** (i.e., Cyrillic), eliminating the need to send the data to third parties such as Google, allowing for the entirety of both the discovery process and detected data to be kept safely in-house.
- **Does not create copies** of data in the process of data discovery and classification.
- When Data Privacy Manager is hosted in the Cloud (SaaS), data discovery publishes **only metadata** to the DPM Data Inventory.
- Result of years of Research and Development & **co-funded by the EU**



State-of-the-Art Data Discovery

Looking at the amount of data companies generate on one hand and the different regulatory changes, there are several reasons to use DPM Data Discovery:

- Companies operating in the modern privacy-driven ecosystem are subject to various regulations requiring them to handle personal data responsibly and dynamically. Discovery is designed to help you comply with regulations by providing tools for identifying, classifying, and protecting personal data and allows you to know the locations of personal data in your systems.
- Additionally, DPM Data Discovery includes features for conducting risk assessments, data protection impact assessments, and incident management.
- Companies often have complex data governance processes, with multiple departments, systems, and locations involved in handling personal data. It can be challenging to ensure consistent and compliant data management across the organization. Data Discovery allows you to automate personal data classification, which ultimately enables you to establish and maintain control over data. Having these domains readily available can help ensure that personal data is handled in a consistent and compliant manner.
- Knowing where personal data resides is a prerequisite to protecting it from unauthorized access, disclosure, or loss. DPM Data Discovery allows you to dynamically set up access controls and points to highly sensitive data that should be encrypted.
- DPM Data Discovery allows easy auditing and reporting on controls and measures put in place for such systems where personal data is located. It can also ensure that appropriate additional controls are implemented, i.e., unstructured files on servers.

COMPLIANCE

DATA
GOVERNANCE

DATA
PROTECTION

AUDITING &
REPORTING

Additional benefits of DPM Data Discovery

Build a **privacy-driven business** landscape by enhancing the DPM Data Discovery solution with other modules, such as Consent and Preference Management or Data Removal.

AUTOMATE

- Automate the process of identification, classification, and personal data protection, ensuring consistent and compliant data management across the organization.

IMPROVE

- Improve data protection by implementing appropriate security controls based on the classification of personal data.

RESPOND

- Quickly respond to incidents that may compromise personal data, such as data breaches.

PRIORITIZE

- Prioritize and mitigate risks by identifying and prioritizing personal data that is most at risk of unauthorized access, disclosure, or loss.

COMPLY

- Meet compliance requirements by identifying personal data that is subject to specific regulations and implementing the appropriate controls.



ABOUT DATA PRIVACY MANAGER

Data Privacy Manager is a modular, comprehensive privacy platform used in many different vertical markets, helping companies achieve compliance with data protection regulations worldwide.

DPM DATA DISCOVERY

- ✓ Language-agnostic
- ✓ Script-agnostic
- ✓ Discovers structured and unstructured data
- ✓ Connects to all standard databases
- ✓ Automatically searches for personal data
- ✓ Uncovers dark data and shadow processing
- ✓ Independent of privacy software in use



Gartner

**2019, 2020, 2022 Market guide for
Consent and Preference Management**



FORRESTER®

**2020 Forrester wave for Privacy
management software**

**Now Tech: Privacy Management
Software, Q3 2021**

Learn more about
DPM Data Discovery :



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