



# OneTrust DataDiscovery™

## AI POWERED DISCOVERY & CLASSIFICATION FOR PRIVACY, SECURITY & DATA GOVERNANCE TEAMS

Over the past decade, data has become the driving force behind businesses, economies, and daily life. With 90% of all the data in the world generated in the last two years alone, big data has become a big problem. This modern-day data problem means businesses have complex data ecosystems made up of SaaS systems, data lakes, data processing tools, third-party data, and more. This ecosystem creates different challenges for the business like managing large volumes of data and the risks created by not only personal data, but other sensitive, at-risk, and unexpected data. These challenges open organizations to increased risk of data breaches, compliance gaps, policy violations, and breaches of contract.

In order to solve the data problem, organizations now need to “know their data” to comply with a growing number of privacy laws, understand their IT & security risk, and build comprehensive data governance programs. Because of this, it has become more crucial than ever for organizations to find the best ways to discover, classify, gain insights from, and govern data.

OneTrust DataDiscovery is an AI powered data discovery and classification solution integrated into the full OneTrust platform. Powered by the OneTrust Athena™ AI and robotic automation engine and regulatory research from OneTrust DataGuidance™, the solution helps organizations discover and classify structured and unstructured data across cloud, on-premise and legacy systems and use the insights gained from this data to comply with privacy laws like the GDPR, CCPA, and LGPD, understand their IT & security risk, and manage broader data governance programs.

### ONETRUST DATADISCOVERY HELPS ORGANIZATIONS:

VIEW SENSITIVE DATA	IDENTIFY AT RISK DATA	UNCOVER UNEXPECTED DATA
<p>Get a central view of sensitive data across all your IT systems. Identify which sources contain the most high-risk data, and drill into the classification of data in each asset.</p>	<p>Flag at-risk data that violates internal policies, data residency requirements, or privacy and data governance laws. For example, sensitive data identified in log files.</p>	<p>Discover where sensitive, confidential, or potentially toxic combinations of data have been stored. For example, employees entering sensitive personal data in free text fields of applications.</p>

### HOW ONETRUST DATADISCOVERY WORKS



#### FIND

Identify known & unknown IT systems through integration with CMDB, CASB, CSP & IAM tools



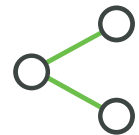
#### DISCOVER

Connect to each system to scan for personal & non-personal, structured & unstructured data



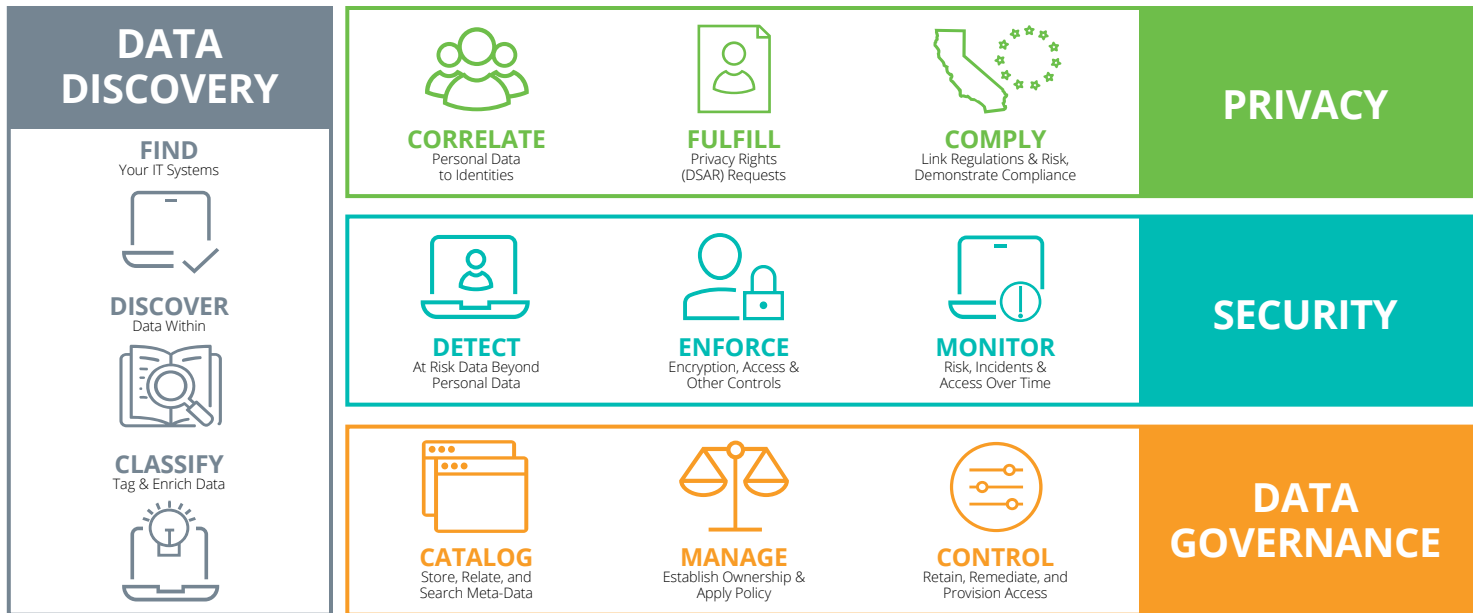
#### CLASSIFY

Go beyond metadata with sample & deep scans & leverage AI & ML models to classify & enrich data



#### ACTION

Act on the discovered data through OneTrust's Privacy, Security & Data Governance capabilities



### FOR PRIVACY TEAMS

- Correlate personal data discovered to identities, enabling real-time searches of identity graphs
- Quickly respond to and fulfill privacy rights (DSAR) requests through targeted discovery and actioning of the individual's data based on the type of request
- Understand the privacy implications of your data through Athena AI-powered classification models trained on OneTrust DataGuidance's regulatory research data set

### FOR SECURITY TEAMS

- Go beyond personal data to discover and flag data and entitlements that violate policies or pose security risk
- Take action on these risks through OneTrust GRC's IT & Security Risk Management solution by leveraging Athena AI-suggested controls and tracking risk mitigation tasks and workflows
- Leverage Athena robotic automation capabilities to enforce policies and controls through integration with encryption, identity & access management, and other remediation tools

### FOR DATA GOVERNANCE TEAMS

- Leverage discovery results to create key metadata and deliver robust metadata management by mapping discovered data into the OneTrust Data Catalog
- Establish ownership of data and apply internal and regulatory-driven policies to data sets while, giving the business a real-time view into data to drive analytics and business intelligence
- Take action on data through Athena robotic automation to enforce controls like data retention & remediation and to enable data access in response to approved data usage requests



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OneTrust is the #1 fastest growing and most widely used technology platform to help organizations be more trusted, and operationalize privacy, security, data governance, and compliance programs. More than 7,000 customers, including half of the Fortune 500, use OneTrust to build integrated programs that comply with the CCPA, GDPR, LGPD, PDPA, ISO27001 and hundreds of the world's privacy and security laws. The OneTrust platform is backed by 115 patents and powered by the OneTrust Athena™ AI and robotic automation engine. Our offerings include OneTrust Privacy Management Software; OneTrust PreferenceChoice™ consent and preference management; OneTrust Vendorpedia™ third-party risk exchange; OneTrust GRC integrated risk management; OneTrust Ethics ethics and compliance; OneTrust DataGuidance™ regulatory research; OneTrust DataDiscovery™ AI-powered discovery and classification software; and OneTrust DataGovernance™. Copyright © 2020 OneTrust LLC. All rights reserved. Proprietary & Confidential.