



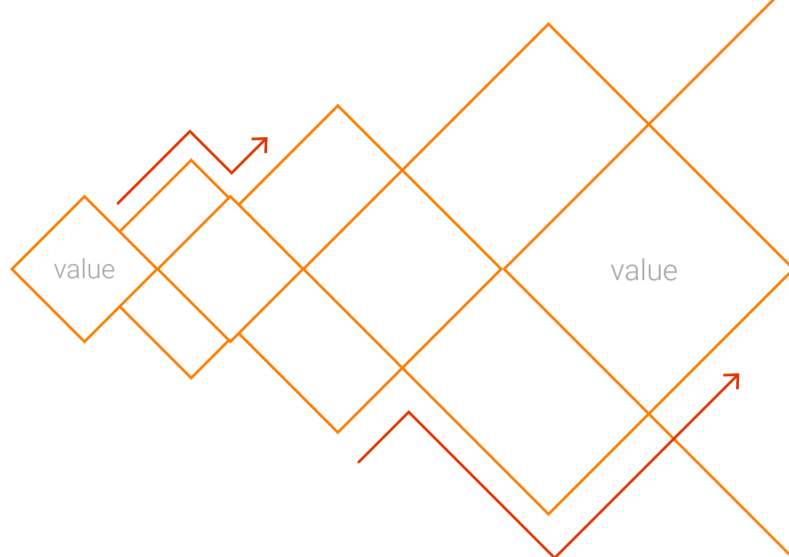
# The road to sustainable privacy maturity

## Data compliance is never really done.

As new regulatory regimes, updates and definitions continue to roll out, businesses need a sustainable compliance footing that enables them to keep up. Falling behind risks large fines and reputational damage that can send customers fleeing.

The upside of getting it right can be huge. Organisations that establish trust in how they protect customer data see a 2.7x return for every dollar spent.

**It's a journey, not a destination.**



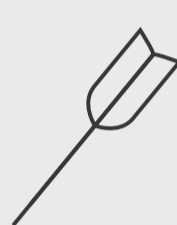
## Stops along the road.



## Six steps to turning customer data protection into a business enabler.

# 1

### Define and Manage Governance Policies



Companies that have been through GDPR and CCPA will tell you how vital it is to identify critical business-user stakeholders, and align them with the data and privacy processes they need to own.

### Discover, Classify and Understand Personal and Sensitive Data



Locate, classify, and analyze data to understand risk across environments – such as multi-cloud and on premises, Hadoop and relational – for both structured data and unstructured file systems.

# 2

# 3

### Map Identities to Personal and Sensitive Data



Build a data subject registry linked to personally identifiable information (PII), enabling faster access to data that belongs to customers and employees.

THE ROI OF PRIVACY  
**'Businesses can see a 2.7x return in value for their spend on privacy protection.'**  
-Cisco 2019

THE ROI OF PRIVACY  
**'Consumers are 5x more likely to give permission to businesses they trust on privacy'**  
- Boston Consulting Group

### Automate Analysis of Data Risk and Keep Protection Plans Current



Use automation to continuously measure privacy risks and record them to ensure Key Risk Indicators (KRIs) for data privacy and compliance programmes are still relevant and up-to-date.

# 4

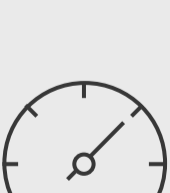
# 5

### Protect Data and Manage Subject Rights and Data Deletion Requests



Use data masking and encryption to ensure reliable control during the exposure, access, and use of personal data. Document the location, lineage, history, and retention periods for all the privacy classified data you hold. That's the only way to ensure a speedy and verifiable response to data deletion and **subject rights requests**.

### Measure and Communicate Audit Readiness



Track the current progress of data protection programmes for auditor visibility to demonstrate success or quickly remediate privacy gaps with the controls you've put in place.

# 6



At a time when consumers are actively looking for trust and certainty, **protecting customer privacy** is more important than ever.

Turn data compliance into a sustainable, repeatable process that reduces risk while enabling new business and protecting revenues.

