



Protecting Home Buyers' Privacy:

Realty Mitigates Risk to Help Build Equity in Data



"With help from Informatica solutions, we can safeguard personal data and handle it in a way that's appropriate, defensible, and meaningful."

Rich Mendoza

Director, Data Privacy & Regulatory Compliance
Realty

Goals

Accelerate compliance with privacy regulations such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA)

Respond with increased timeliness by applying automation to data subject rights (DSR) requests from consumers who want to protect personal and financial data, and understand how it's being used

Empower real estate professionals and home buyers by making consumer data available to authorized third parties via cloud services to increase brand value with appropriate offerings

Solution

Use Informatica Data Privacy Management to automatically discover personal data and map it to data subjects for transparency into appropriate use

Use Informatica Test Data Management to automatically provision development datasets from production data and mask sensitive information to reduce risk exposure

Use data masking for real-time data de-identification and de-sensitization to support safer cloud initiatives and workload migration

Results

Allows Realty to address privacy compliance while driving innovation of product and application development, which enables agents to better service clients

Improves customer privacy experience by applying more reliable and automated workflow processes, enabling rapid responses to DSR requests without impacting internal productivity

Introduces new digital real estate service capabilities by sharing data with authorized partners and third parties while minimizing risk of data breach exposure

Business Requirements:

- Support data privacy regulatory compliance
- Minimize risk exposure with safer innovation
- Set a high bar for privacy management best practices

About Realogy

Realogy Holdings is a leading, integrated provider of U.S. residential real estate services, encompassing franchise, brokerage, and title and settlement businesses as well as a mortgage joint venture. Realogy's affiliated brokerages operate around the world with approximately 190,000 independent sales agents in the U.S. and more than 112,000 independent sales agents in 113 other countries and territories.

Informatica Success Story: Realogy

Real estate is a very personal industry, and it's as much about people as about properties. Buying a new home—whether a forever home or simply as a solid investment—is one of the largest single purchases many people will make in their lifetime. It reflects their tastes, their dreams, and often years of hard work. It also involves sharing a lot of personal information such as contact information, employment details, and payment history with bankers and realtors. And as new legislation emerges such as the General Data Protection Regulation (GDPR) in Europe and the California Consumer Protection Act (CCPA) in the U.S., home buyers have more control over if, when, and how their data is used.

This changing regulatory environment means real estate companies need to be increasingly vigilant about adhering to compliance regulations and how they use personal data internally and externally. They must also quickly respond within required deadlines to data subject rights (DSR) requests from consumers who are exercising their right to know what personal information is stored by companies and potentially demand that some or all of the data be amended or deleted.

Realogy is in the midst of this industry transformation. Its diverse brand portfolio includes the most recognized names in real estate, including Better Homes and Gardens Real Estate, CENTURY 21, Coldwell Banker, Corcoran, and Sotheby's International Realty. The business is based on a franchise model that uses innovative technology, data, and marketing products, best-in-class learning and support services, and high-quality lead generation programs to fuel the productivity of independent sales agents and improve the home buying experience for consumers.

Recognized for nine consecutive years as one of the [World's Most Ethical Companies](#), Realogy takes its use of personal information seriously. It uses consumers' personal data to analyze and improve its business, provide better support and services, and personalize content and marketing experiences, without compromising legal obligations. Like many companies, Realogy is undergoing a digital transformation, and its software developers need to work and test with real data to deliver new digital services, including their recently launched [Productivity Hub](#).

Facing stricter compliance requirements in Europe and in much of the U.S., Realogy wanted to further protect the customer data it uses in development and testing to minimize risk exposure. It also needed to respond quickly to the growing volume of DSR requests from consumers exercising their rights without becoming mired in unreliable manual processes. Additionally, the company wanted to build a bridge to the future by safely democratizing consumer data for business partner and authorized third party use via cloud services.





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Rich Mendoza

Director, Data Privacy & Regulatory Compliance, Realogy



“Data is the lifeblood of our organization, and we’re dealing with the type of data that impacts everyone’s lives,” says Rich Mendoza, Director, Data Privacy & Regulatory Compliance at Realogy. “Protecting that personal and financial data while safeguarding consumer trust is very important. We needed to incorporate data privacy and security principles into our day-to-day processes, from how we develop and test our products to how we manage and use the data to improve experiences for real estate agents and home buyers.”

De-risking Software Development

To put itself in a defensible position to demonstrate regulatory compliance while keeping its development teams productive and agile, Realogy deployed Informatica Test Data Management. The solution automatically provisions development datasets from production data and masks critical sensitive information, making the data safe for Realogy to use while it is still meaningful to developers.

“Instead of using raw production data to develop functions and tests, we run it through Informatica Test Data Management to alleviate business risk without hampering innovation,” says Mendoza. “We were able to show our dev teams, ‘Here’s a product that works the way you work. It will minimize and prevent business risk, but still allow you and your team to build the next generation of products to support our agents and customers.’”

Remodeling Data Privacy

The next step in Realogy’s data privacy journey is part of a broader initiative to track where sensitive information is stored throughout the organization, and who manages it.

“We took our compliance mandates and ran with them to build a higher watermark within our organization around data privacy,” says Mendoza. “One thing that privacy legislation makes abundantly clear is that personal data is a currency that people own and that businesses do not. It’s on loan for us to use temporarily, on the contingency that we will manage and use it responsibly.”

Realogy relies on Informatica Data Privacy Management to automatically discover and classify personal data, map it to data subjects, and help analyze its risk, so requests can be fulfilled quickly and comprehensively. With 360-degree visibility into potentially sensitive data, Realogy can easily fulfill its current DSR obligations while preparing for a future in which the volume of requests is anticipated to be exponentially larger.

“Compliance requirements around data privacy are only getting more stringent,” says Mendoza. “As more people begin to understand and exercise their rights around their personal data, Informatica Data Privacy Management will help us keep up with customers’ and regulators’ expectations for data access, amendment, and deletion. With Informatica, we are minimizing risk.”



Inside The Solution:

- Informatica Data Privacy Management
- Informatica Test Data Management

Moving the Industry Forward

With better transparency and reliable controls over the sensitive data it stewards, Realogy is able to pursue its vision of democratizing data to make it safely available to business units, partners, and third parties via secure cloud services. Realogy's data marketplace is already growing quickly, providing services to help authorized companies enrich their data and provide better experiences to real estate agents and home buyers. To keep customer data safe in the cloud, Realogy is using the persistent data masking for test data, orchestrated through Data Privacy Management, to de-identify and de-sensitize data in real time.

"Being able to leverage the power of cloud is so important for our organization, and providing data to more people in the marketplace is ultimately going to move Realogy and the real estate industry forward," says Mendoza. "We'll be able to offer predictive analytics, provide tools that facilitate transactions and help with back-end administration, and help make our agents' businesses more profitable. With help from Informatica solutions, we can safeguard personal data and handle it in a way that's appropriate, defensible, and meaningful."

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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