

# Intelligent Data Privacy

## Benefits

A reliable data privacy governance framework to operationalize your approach:

- Intelligently discover and classify personal and sensitive data using AI for automation
- Continuously remediate data privacy risk with predefined policies for risk analysis and orchestrated remediation
- Enable effective business and IT collaboration with a unified view of policies, stakeholders, and in-scope data
- Precisely link subject data to identity to streamline consent and rights management
- Simulate automated data protection to understand risk impact and help predict results
- Prevent unauthorized data use and access violations

## Operationalize Data Privacy to Meet Compliance Mandates and Gain Competitive Advantage Through Improved Trust Assurance

### An Explosion of Personal Data is Creating New Risk to Business Value Creation

The explosion of personal information collected and used across enterprises is creating a generational market disruption. Sensitive data is now streaming from a myriad of devices and sources and is being used across data lakes for new analytic insights. And with digital transformation, personal data is moving into cloud applications beyond traditional on-premises repositories, opening opportunities to deliver new products and services at high scale. However, with increased data volume and use comes increased risk from insider abuse and exposure from attacks.

In response to these challenges, consumers are demanding greater data privacy governance from businesses to ensure responsible access and use that maintains trust. The upside of improved data handling is that it helps increase customer loyalty, improve data quality, and unleash new business value.

### A Reliable Data Governance Framework for Building and Maintaining Trust

The Informatica® Intelligent Data Privacy solution helps organizations improve privacy readiness, meet compliance goals, and makes data safer for use by addressing the data-centric requirements of today's data privacy initiatives through a consistent framework approach to:

- Define regulated data and policies, and align across people, processes, and systems
- Locate, classify, and understand personal and sensitive data across the organization
- Link customer and employee identities to sensitive data
- Analyze privacy risks and determine remediation priorities
- Protect personal data, and centrally manage customer consent and rights to comply with privacy regulations and corporate standards
- Demonstrate compliance with regulations and appropriate use policies through on-demand reports and visualizations with continuous risk analysis

## Critical Data Privacy Governance Capabilities

### **Define and Manage Governance Policies**

Informatica Axon™ Data Governance provides capabilities to define, document, and measure business and technology policies, and responsibilities, processes, and data terms. With Axon's governance task framework and visual workflows, organizations can identify critical business user stakeholders and align them with the data and processes they own.

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

Informatica Secure@Source® leverages the CLAIRE® engine and AI to enable an enterprise-wide view and analysis of personal data assets and metadata. Organizations can rapidly locate, classify, and understand their data environments across multi-cloud, Hadoop, relational, and file storage systems for both structured and unstructured data.

### **Map Identities to Personal and Sensitive Data**

Secure@Source builds a data subject registry and links it to personal and sensitive data, enabling organizations to quickly access data that belongs to identities, such as a customer or employee. Identity mapping helps support data subject access rights (DSARs) and integrates with consent management systems.

### **Analyze Data Risk and Establish Protection Plans**

Secure@Source analyzes personal data risk and provides customizable risk impact models, helping organizations to prioritize remediation, and effectively optimize and deploy resources and investments. Risk is continuously measured and recorded to provide Key Risk Indicators (KRIs) for privacy and protection programs.

### **Protect Data, and Manage Subject Rights and Consent**

With Informatica Data Masking, data anonymization and pseudonymization helps ensure reliable control for the access and use of personal data. And with Informatica Master Data Management, organizations can enable a 360-degree view of data subjects and consent management by capturing and documenting lineage, history, and data retention periods, while providing an ability to execute data subject rights in a thorough and consistent approach.

### **Measure and Communicate Audit Readiness**

Axon Data Governance, Secure@Source, and Master Data Management provide global visualizations to support decision makers, detailed views for practitioners, and timely insights on personal data to support reporting requirements. These capabilities help manage and track data privacy and protection programs to enable needed visibility for auditors.

## Key Benefits

### **Capture and Enforce Privacy Policies**

Leverage comprehensive, user-configurable privacy policies to rapidly discover data subject to privacy regulation compliance across the enterprise. For example, using Boolean match conditions and acceptance thresholds, users can search any of the multiple data elements controlled by privacy policies (e.g., GDPR, BCBS 239, and HIPAA).

## About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category, or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities, or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

## Know What is at Risk With a Complete View of Personal Data

Quickly identify the personal and sensitive data you hold about a data subject, across systems and locations, to enable a 360-degree view of privacy-regulated personal data.

## Link and Manage Identities to Control Data Access and Use

Discover what sensitive data is held for subjects, with intelligence on personally identifiable information (e.g., address, phone number, credit card numbers, or date of birth).

## Enforce Data Subject Rights With Consent Management

Utilize a collaborative environment to centrally manage data privacy preferences and consent to enforce data subject rights. Master data management helps to enable consent management with native capabilities that include managing workflows, creating a single view of the data subject, providing record history, and enabling audit for data privacy attestation support.

## Automate Data Discovery and Protection With Advanced Intelligence

Using machine learning and AI techniques, the Informatica CLAIRE engine helps deliver capabilities that have immediate impact on gaining visibility and accelerating protection. Automated intelligence drives data discovery and analysis for classification of personal data. High risk to data can then be remediated with proven deidentification, including data masking and encryption, archived, or dispositioned with third-party protection, such as Ranger and Sentry.

## Create Visualizations for a Clear View of Privacy Status

Communicate and collaborate with multiple stakeholders, with views for data privacy, including data management, compliance, and security status. Dashboards, rich graphs, and drill-down capabilities support cross-functional business user needs for new insights and remediating gaps.

## Take Quick and Decisive Action With Alerts and Monitoring

As privacy regulations evolve and compliance readiness accelerates, organizations can continuously monitor risk scores, get notified if data moves across geographies, identify unusual user data access or anomaly behaviors, and automatically orchestrate remediation. Informatica Intelligent Data Privacy supports a comprehensive view for staying ahead of the next mandate.

## Next Steps

Are you ready to begin your data privacy governance journey today or address gaps in overall readiness? [Please visit our website](#) to explore additional resources and connect directly with our team.

