

Drive Value by Safeguarding Data with Data Access Governance

Support Compliance and Democratize Responsible Data Use

It's critically important to use sensitive data in ethical and responsible ways. The widespread use of data in AI and analytics has increased the risk of data exposure leading to misuse. That's why it's crucial to have controlled access to data to democratize it and share it safely. As privacy and security rules become more important, businesses search for trusted data to create new value in functions such as sales, operations and development.

Protecting large amounts of sensitive data, including from cloud-based and on-premises applications, can be difficult. According to Gartner, "By 2024, modern privacy regulations will blanket the majority of consumer data, but less than 10% of organizations will have successfully weaponized privacy as a competitive advantage."¹ The key is to control access to protect data while keeping it available for appropriate business purposes.

When organizations implement a comprehensive system to control who has access to what sensitive data, they can share it with confidence and responsibility. This approach helps them build better customer relationships and improve their ability to adapt, innovate and operate more efficiently.

Key Benefits

- Deliver trusted data to consumers with self-service access to protected data products.
- Unify policies for data protection and compliance with improved consistency and visibility across enterprise data sources.
- Leverage AI-powered automation to discover, inventory and classify data and accelerate policy development at scale.
- Build trust by enforcing appropriate access to sensitive data across the enterprise with confidence in controls.
- Monitor and remediate risk exposure with predefined policies for data protection to help achieve compliance.

Build a Safe, Trusted and Reliable Data Foundation with Data Access Governance

Informatica data access governance provides a way for organizations to help ensure their data is safe and trustworthy. It can help companies meet regulatory requirements, comply with policies and share data securely. A strong data access governance framework can provide end-to-end visibility and stewardship over data, from when it is first collected to when it is shared across the enterprise. This helps organizations enforce data access controls that build trust in their data.

The solution leverages AI-powered automation to locate and classify sensitive data. It provides **metadata** intelligence so that policies can determine how it's accessed based on conditions. The policies can be applied to enforce data protection and remediation, such as data anonymization, to help mitigate privacy risks.

To make data valuable and trustworthy, it must be of good quality and delivered appropriately to those who use it. Two ways to achieve this are through data observability and a data marketplace. By using these methods, data can be monitored and shared more effectively.

- **Data observability** helps identify issues in the data pipeline and assesses data quality. Doing so improves trust in the data and helps prevent misuse.
- A **data marketplace** allows for self-service access to data while policies are enforced to help mitigate risk. This way, organizations can track data movement and gain visibility.

Data access governance includes a set of capabilities provided by **Informatica Intelligent Data Management Cloud™ (IDMC)**. IDMC provides a unified, scalable, cloud-based set of services to help ensure trust that data is protected, available, reliable and managed according to enterprise policies. Data governance capabilities are integrated into IDMC to improve efficiency and productivity throughout the organization. These capabilities include data discovery, data integration, data lineage, data cataloging, data quality, master data management (MDM) and data sharing. This cloud-native solution empowers organizations to implement a comprehensive data access governance framework that is reliable, extensible and adaptable for digital businesses as they scale data use to meet the demands of modern analytics and AI applications.

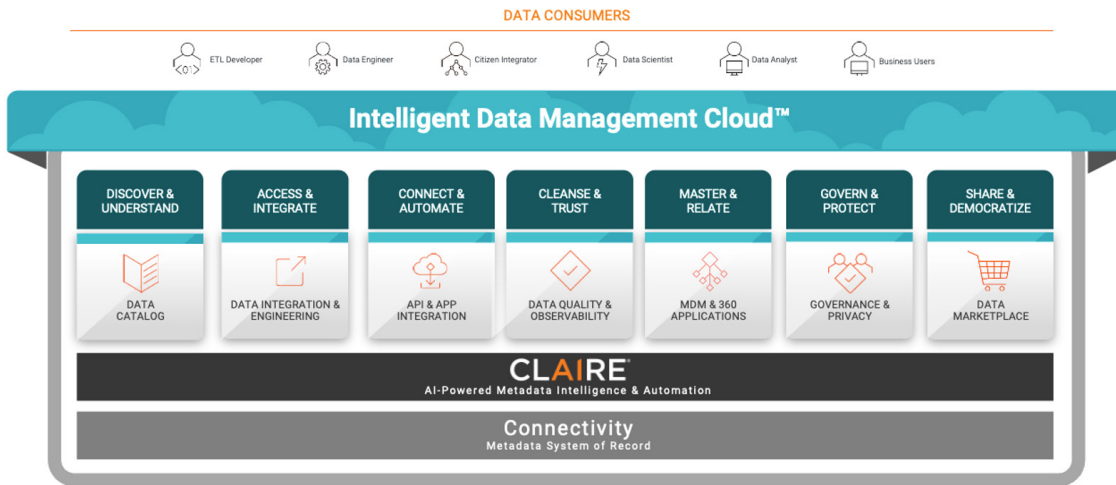


Figure 1. Informatica Intelligent Data Management Cloud provides a single, unified, AI-powered solution.

Key Capabilities

Fine-Grained Controls for Appropriate Data Access

Data access governance capabilities on IDMC provide a simple and consistent approach to managing data exposure. By applying metadata, data access management helps ensure permissions are appropriate for each user and align with business strategy and data protection policies. Unlike other solutions that control access only to specific resources, data access management is universal and works across systems, helping to ensure that data is safe in critical-use situations. With data access management, organizations can trust that their data is protected at each step, from its source to its use by applications and consumers.

AI-Powered Automated Sensitive Data Discovery and Classification

Using AI-driven automation to identify, inventory and classify sensitive data can help companies understand their data landscape better. Informatica **Cloud Data Governance and Catalog** scans data across enterprise systems, including on-premises and cloud-based solutions, to extract metadata. This allows for a metadata-driven intelligence approach to understanding data types, formats, sensitivity levels and more. The solution uses Informatica's CLAIRE® AI engine to classify massive volumes of data at scale and suggest sensitivity-level classifications for data assets. By linking data access policies to technical metadata, classifications and business processes, companies can promote responsible data access management practices.

Gain End-to-End Visibility into Sensitive Data Movement and Impact

Automated **data lineage** allows you to track and analyze the path of sensitive data as it moves through various systems and processes. Organizations can easily see where the data originated and how it was transformed along the way. This helps ensure that the data is delivered safely and securely to authorized recipients, giving confidence in its accuracy.

Interactive visualizations make it easy to explore relationships and dependencies between sensitive data sets and identify potential risks or vulnerabilities. The overlays provided can help determine the sensitivity level of the data, including policies applied, data quality statistics and processes used.

Define, Manage and Enforce Policies for Data Access

To help ensure consistent data privacy and security standards across your organization, it's essential to establish clear rules. With Cloud Data Governance and Catalog, it is possible to define and document business and technology policies, responsibilities, processes and data terms. Data stewards can create data access governance policies and link them to technical metadata so an organization's data consumers can access sensitive data safely.

The solution enforces policies at the row, column and cell levels to help ensure that data is protected appropriately and meets mandates required by data privacy laws and internal data sharing and use strategies. Automated **data governance** workflows allow business and technical users to collaborate on tasks requiring sensitive data while adhering to security, privacy and policy compliance principles.

Maintain a Single, Authoritative Source of Master Data

With Informatica **Master Data Management**, organizations enable a 360-degree view of data subjects. By maintaining a single, authoritative source for master data, organizations can minimize risk exposure associated with having redundant and unnecessary data stored across an organization. The solution provides capabilities to deploy consent management by capturing and documenting lineage, history and data retention periods, helping to ensure that only authorized personnel can access and modify master data containing sensitive information. It also provides an ability to execute data subject rights in a thorough and consistent approach aligned with policies related to access, rectification or erasure of protected data.

Facilitate Responsible Use of Sensitive Data with PETs

Privacy enhancing technologies (PETs) help remediate sensitive data risk exposure to unleash trusted data democratization and sharing across an organization. Data access management provides comprehensive data-centric protection with flexible capabilities that enable data stewards to maintain policies that support data de-identification, such as pseudonymization or anonymization of sensitive data types, while maintaining data integrity and utility.

Robust data protection algorithms, including masking (tokenization, generalization, substitution, redaction) and digital watermarking can help to protect personal and other sensitive data. Realistic, de-identified values can be leveraged to improve the reliability of application development, testing and training and help protect data confidentiality in live and production systems, such as analytics, AI and similar business initiatives.

Data Profiling and Data Observability to Assess Data Fitness

Continuously monitor, remediate and improve data access governance with data observability. Informatica **Cloud Data Quality** can help to detect anomalies and unauthorized changes to sensitive data. By analyzing profiling statistics, including value distributions, patterns, data type and data domain inferences, data stewards can identify anomalies that may indicate potential data privacy breaches or vulnerabilities, and automatically orchestrate remediation.

Organizations can better track the effectiveness of data de-identification techniques, such as data masking for anonymization applied to sensitive data. They can also monitor risk scores as sensitive data gets shared across different geographies and locations to help ensure privacy protection measures are properly applied and maintained.

Governed Data Access for Trusted Data Democratization

Informatica **Cloud Data Marketplace** provides a “storefront” environment for sharing sensitive data that aligns with an organization's policies for appropriate, trusted data use. The solution helps to reduce the risk of unauthorized access and data security breaches. Data consumers are provided with clear policies and guidelines that are transparently enforced, making it easier to request and gain insights from sensitive data products and avoid abuse. Shared data may be used reliably while minimizing privacy risks resulting from inappropriately accessed information.

Key Benefits

Deliver Trusted Data to Consumers with Self-Service Access to Protected Data Products

Handling sensitive data is essential to build trust between data providers and data consumers. Informatica Cloud Data Marketplace and data access management capabilities allow organizations to create a centralized platform for governed data access that meets regulatory requirements and risk tolerance. With these capabilities, users can access anonymized data sets and gain valuable insights for analytics and AI while minimizing the risk of exposing sensitive information.

Unify Policies for Data Protection and Compliance with Improved Consistency and Visibility Across Enterprise Data Sources

Data access governance helps establish a privacy-centric framework and culture across the organization that instills confidence when accessing and using sensitive data. It brings together comprehensive capabilities to identify, classify and define sensitive data access policies for its protection. The data access governance framework enables transparency across people, processes and systems to monitor and remediate risks. This holistic approach builds data literacy with trust for data producers to help affirm their data is safe, secure and handled responsibly to encourage wider democratization, sharing and consumption.

Leverage AI-Powered Automation to Discover, Inventory and Classify Data to Accelerate Policy Development at Scale

Using automated AI and machine learning, based on petabytes of data to derive metadata, can simplify how sensitive data is governed. Informatica's CLAIRE engine automates data discovery, classification, inventory and analyses of sensitive data across complex data environments to support greater intelligence that is applied during policy definition. With centralized data discovery and tracking data movement and use, organizations reduce manual efforts, save time and enhance their data privacy posture at a rapid scale and speed.

Build Trust and Confidence by Enforcing Appropriate Access to Sensitive Data Across the Enterprise

Fine-grained access controls apply insights derived from metadata to achieve more specific, appropriate policy enforcement. Organizations achieve greater clarity into risk conditions that help to define specific policies for enterprise-wide data sharing.

As analytics and AI continue to be scrutinized for ethical and appropriate use, organizations can help instill confidence that data exposure aligns with data strategy while maintaining compliance with regulatory rules and mandates for data privacy and the safe use of AI.

Monitor and Remediate Risk Exposure and Achieve Compliance Readiness with Predefined Policies for Data Protection

Organizations can orchestrate policies to protect data privacy and enable end-to-end data observability and monitoring. Data engineering, security and privacy teams can assess and remediate risks of data misuse and policy violations in real time and translate insights into policy updates.

Effectively enforcing data access policies for using sensitive data and monitoring movement, access and activity in line with standards helps identify anomalous behaviors that threaten data exposure in order to take quick and decisive action.

¹ Gartner® Press Release, “Gartner Unveils Top Eight Cybersecurity Predictions for 2023-2024” March 28, 2023. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

Where data & AI come to



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Informatica (NYSE: INFA) brings data and AI to life by empowering businesses to realize the transformative power of their most critical assets. When properly unlocked, data becomes a living and trusted resource that is democratized across your organization, turning chaos into clarity. Through the Informatica Intelligent Data Management Cloud™, companies are breathing life into their data to drive bigger ideas, create improved processes, and reduce costs. Powered by CLAIRE®, our AI engine, it's the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location — all on a single platform.

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