

Informatica GDPR

Key Benefits

- Continuously assess and remediate GDPR risk with predefined GDPR policies, intelligent data discovery, risk analysis, and orchestrated remediation
- Ensure effective business and IT collaboration with a unified view of GDPR policies, stakeholders, and in-scope data
- Precisely link all data for data subjects to streamline the enablement and management of consent and rights
- Automate data protection
- Thwart data access and use violations with monitoring of GDPR risk (data access, user behavior, data movement)

A Data-Centric Approach to GDPR Compliance

With the General Data Protection Regulation (GDPR), organizations have significant data privacy regulation responsibilities that can be accelerated by intelligent and automated governance and protection of personal data. As a starting point, organizations need to clearly define in-scope data and policies for safe access and use, and communicate the data's purpose and utilization to the organization. Next, identify and understand the risk severity and impact of their data. Third, protect or purge data to help lower risks. Fourth, manage data subject consent and rights for use with a master view of data subjects. And finally, continually track and respond to new data privacy risks by monitoring unusual access, data movement, or user behavior with clear insights for audit and remediation.

Define GDPR Data

Informatica® Axon™ offers critical capabilities to capture both business and technology understanding of policies, responsibilities, processes, data terms, and logical and physical models. Crucially, it helps provide an understanding of how the technical environment is linked to the understanding of the business environment. This linkage helps provide a holistic view of data subject to the GDPR and forms an integral part of an approach to managing their data assets for privacy compliance.

Discover and Analyze GDPR Data Risk

Informatica Secure@Source® provides an enterprise view and analysis of data assets so organizations can rapidly assess their GDPR data risks. Leveraging predefined GDPR policies, it provides the risk assessment intelligence to prioritize GDPR compliance investments, policies, and programs. Secure@Source enables organizations to identify the location of GDPR data and assess its risk, monitor risk escalation and suspicious data access or use, and automate risk remediation with data access security controls.

Protect and Purge GDPR Data

Informatica data protection solutions, including Data Masking and Data Archive, provide capabilities to protect and secure data access, applying data-centric controls, such as masking and encryption with access controls, and to manage the lifecycle of data, including archiving and deleting data and the application. Working in conjunction with Secure@Source, organizations can leverage risk scoring to prioritize and direct data privacy control methods with automated orchestration to help scale.

Manage and Master GDPR Data

Informatica Master Data Management (MDM) provides the ability to identify data subject records within all identified sources, match and link records together for each individual data subject, and create a 360-degree view of all data subjects. It provides a single source of truth of high-quality data on what actual data records are held across the in-scope sources and how each piece of data is linked to an individual data subject. MDM provides the authoritative source of data when organizations are responding to data subject access requests (DSARs), such as right of erasure or right of portability requests.

Key Features

GDPR Policies

Leverage comprehensive and user-configurable GDPR policies to rapidly discover GDPR-regulated personal data across the enterprise. GDPR policies consist of multiple data elements with Boolean match conditions and acceptance thresholds.

360-Degree View of Data Subjects

Quickly help identify the data you hold about a data subject, across locations or systems, to provide a clear 360-degree view of regulated personal data subject to the GDPR.

Visualizations

Communicate and collaborate with multiple stakeholders, with views for data privacy, data management, data compliance, and data security. Users can leverage abstracted risk and lineage for decision support and drill down to specific data domains to support practitioners and architects.

Control and Manage

Integrated capabilities for data-centric protection support anonymization, pseudonymization, and encryption for results that have immediate impact to lower risk and manage safe data exposure. Automated, intelligent data governance drives data discovery, classification, and analysis of personal data for reliable protection and ongoing risk management.

Alerts and Monitoring

As compliance of GDPR progresses, organizations can continuously monitor risk scores, understand if data moves across a border, identify unusual user data access or behaviors, and automatically orchestrate remediation to support control attestation and audit.

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.

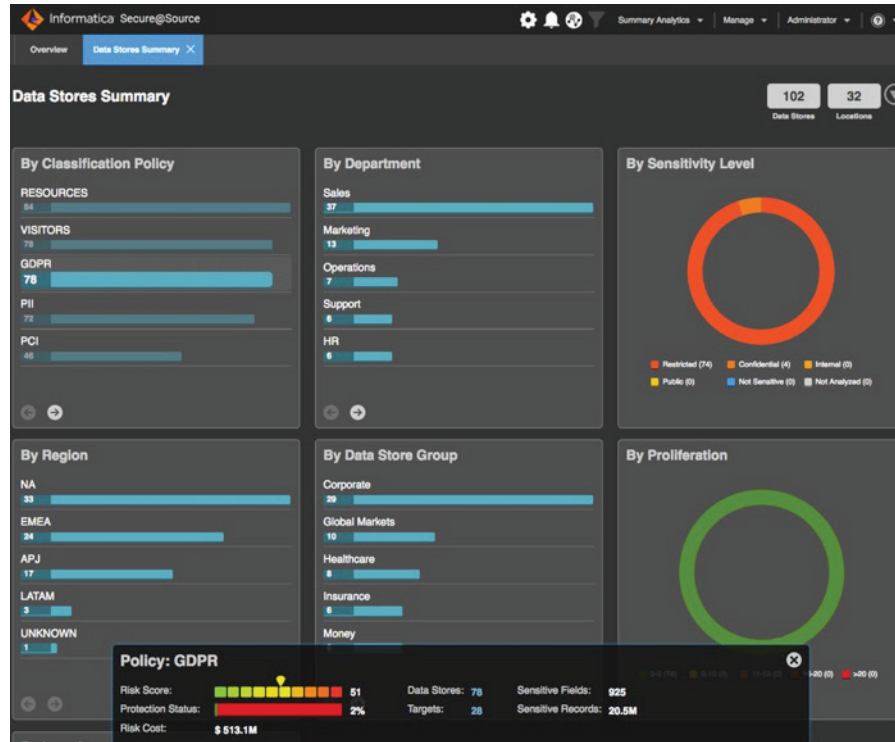


Figure 1: GDPR data data viewed by policies, department, data stores, and risk indications.



Figure 2: Dashboard of sensitive data location, risk, and proliferation.



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