

Informatica GDPR Privacy and Protection

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 critical data privacy regulation responsibilities that can be accelerated through metadata-driven intelligence and automated governance that operationalizes protection of personal data. As a starting point, organizations need to discover in-scope data and map it to personal identities to define policies for safe access and use, then communicate the data's purpose and utilization to the organization. Next, assess and understand the risk priority based on the impact of data exposure. Third, protect or purge data to help lower risks. Fourth, manage data subject consent and rights for use, such as DSAR reporting, with a master view of data subjects. And finally, continually track and respond to new data privacy risks by monitoring inappropriate access, data movement, or user behavior with clear insights for regulatory audits and remediation of gaps in privacy controls.

Define GDPR Data

Informatica® Axon™ Data Governance offers critical capabilities to align enterprise-wide policies, role responsibilities, processes, data definitions, and logical and physical models by providing an understanding of how the technical environment is linked to the business environment. This linkage enables a holistic view of data and workflow within scope of GDPR compliance, and forms an integral approach to managing data assets for privacy governance.

Discover and Analyze GDPR Data Risk

Informatica Data Privacy Management provides an enterprise view and analysis of data assets so organizations can rapidly assess their GDPR data risk exposure to loss or abuse. Leveraging predefined GDPR policies, it provides risk assessment using metadata-driven intelligence to prioritize GDPR compliance investments and enforce protection policies. Data Privacy Management enables organizations to discover the location of GDPR data and assess its risk, map data to identities in a subject registry, monitor risk escalation and suspicious data access or use, and automate risk remediation with data access and use security controls.

Protect and Minimize GDPR Data

Data protection solutions, including Informatica Data Masking and Data Archive, provide capabilities to protect data access and use, applying data-centric controls, such as obfuscation and encryption, to manage the data lifecycle. Remediation can also include archiving and deleting data to automate and comply with data subject access rights requests (DSARs) and data retention period policies. With Informatica Data Privacy Management to enforce controls, organizations leverage AI-driven risk scoring to prioritize and direct data privacy controls with automated orchestration to help scale across a global enterprise and multiple privacy mandates.

Manage and Master GDPR Data

Informatica Master Data Management (MDM) Customer 360 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 for consent management. 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 an authoritative source of data when organizations are responding to consent requests, such as right of erasure or right of portability inquiries.

Key Features

GDPR Policy Definition and Alignment

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 for Risk Exposure and Remediation

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.

Data Protection Controls

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 unauthorized across a border, identify unusual user data access or use 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: Risk visibility dashboard for global data locations and mandates, prioritized by risk exposure.

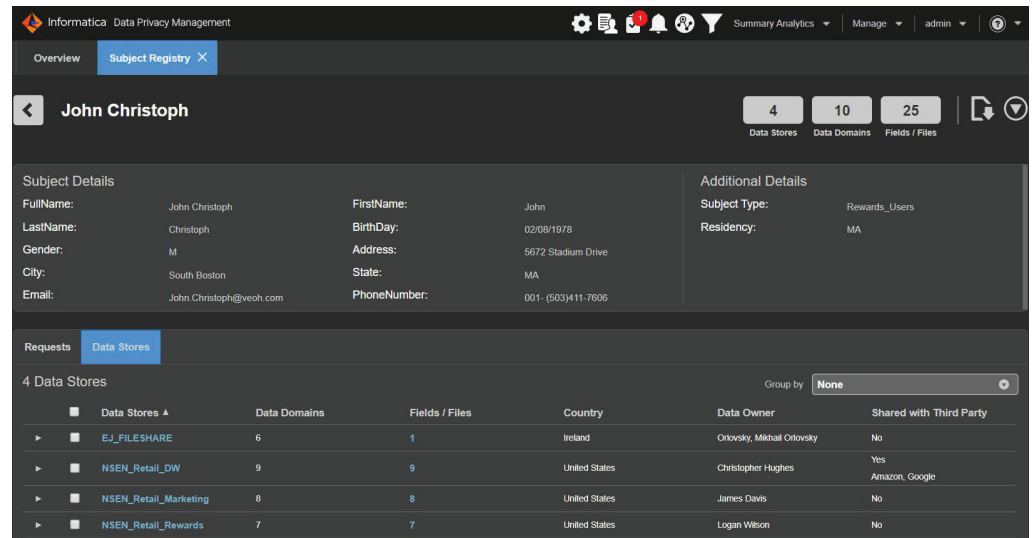


Figure 2: Subject registry to automate DSAR reporting and accelerate response to inquiries.



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