

October 20, 2020

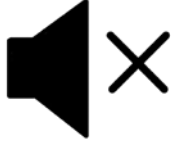
Intelligent Data Privacy and Governance

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Principal Customer Success Technologist



Housekeeping Tips



- Today's Webinar is scheduled for **1 hour**
- The session will include a webcast and then your questions will be answered live at the end of the presentation
- All dial-in participants will be muted to enable the speakers to present without interruption
- Questions can be submitted to "All Panelists" via the **Q&A option** and we will respond at the end of the presentation
- The webinar is **being recorded** and will be available to view on our **INFASupport YouTube channel** and **Success Portal**. The link will be emailed as well.
- Please take time to complete the **post-webinar survey** and provide your feedback and suggestions for upcoming topics.

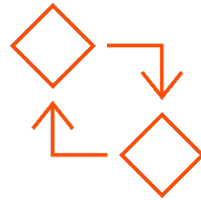
Feature Rich Success Portal



Bootstrap trial and
POC Customers



Enriched Customer
Onboarding
experience



Product Learning
Paths and Weekly
Expert Sessions



Informatica
Concierge with
Chatbot integrations



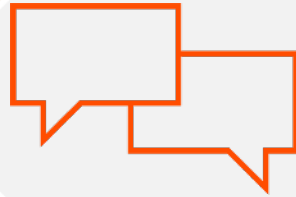
Tailored training and
content
recommendations

More Information



Success Portal

<https://success.informatica.com>



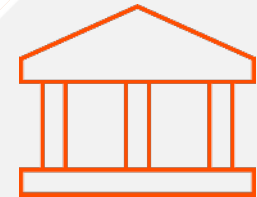
Communities & Support

<https://network.informatica.com>



Documentation

<https://docs.informatica.com>



University

<https://www.informatica.com/in/services-and-training/informatica-university.html>

Safe Harbor

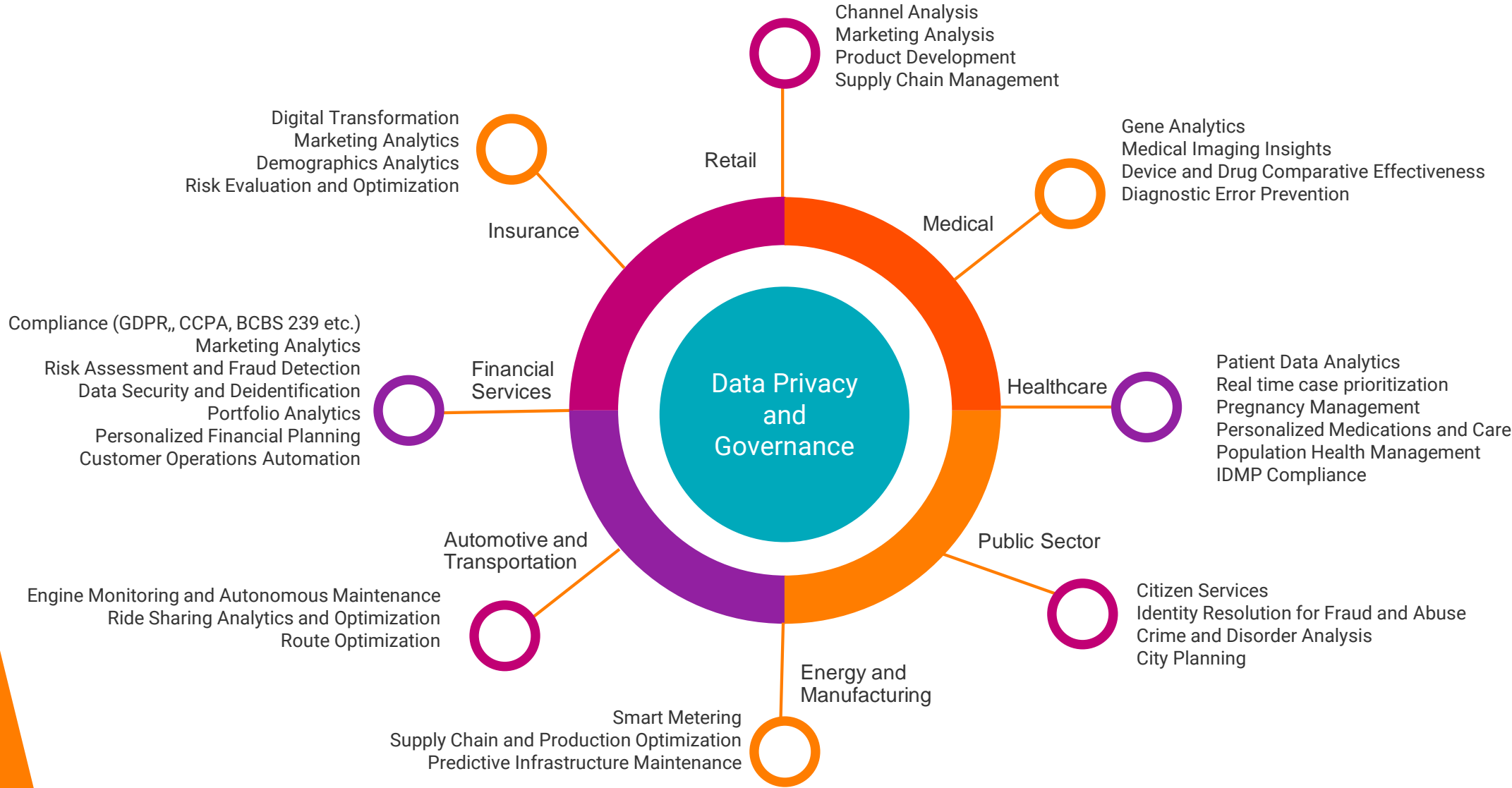
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Agenda

- Portfolio of Data Governance and Privacy Use Cases
- Data Governance Framework
- Overview of Data Privacy Management
- Integration of Axon, EDC, IDQ and DPM
- Data Governance and Privacy Architecture
- Demo
- Q&A

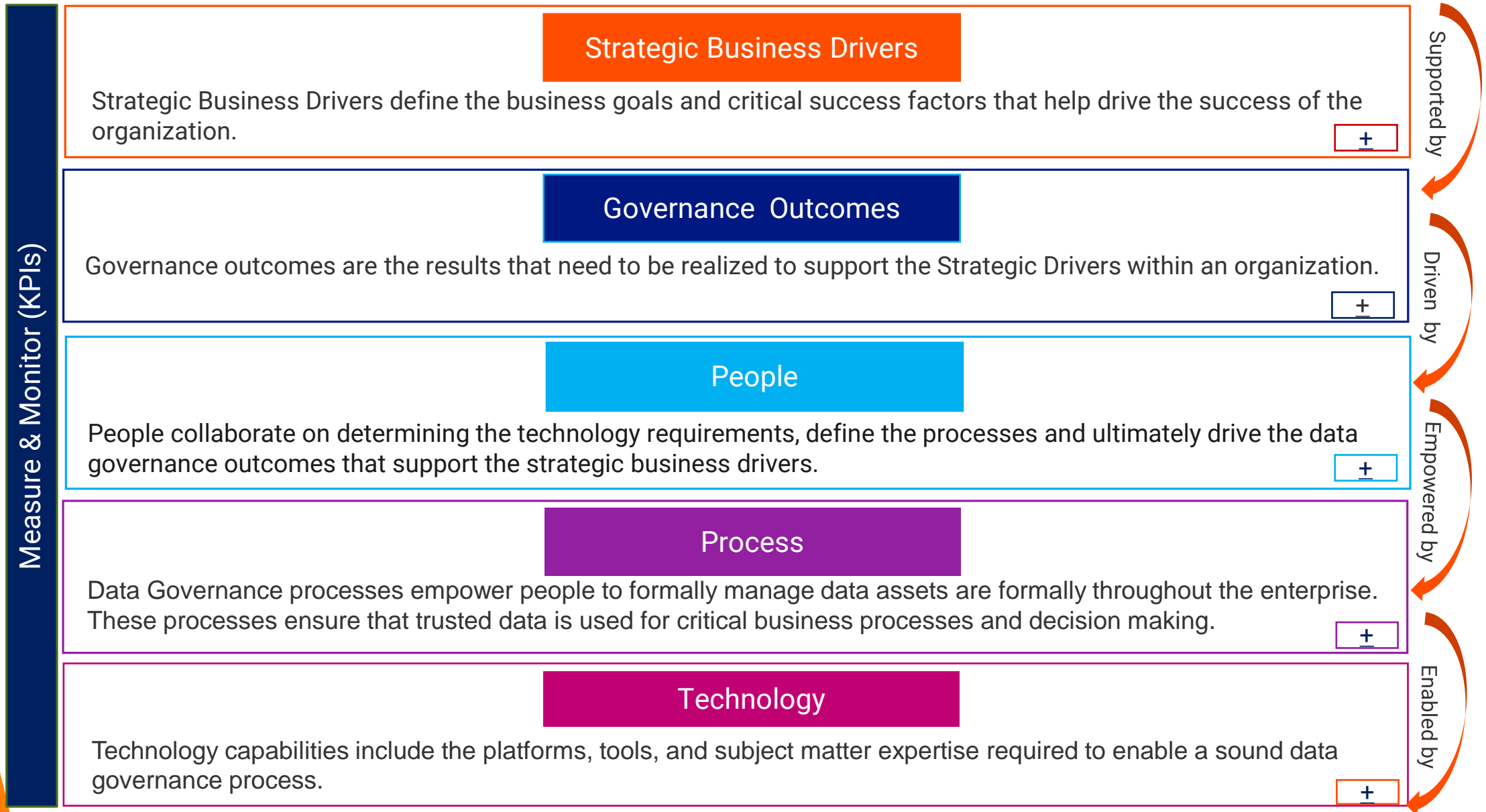
Portfolio of use cases



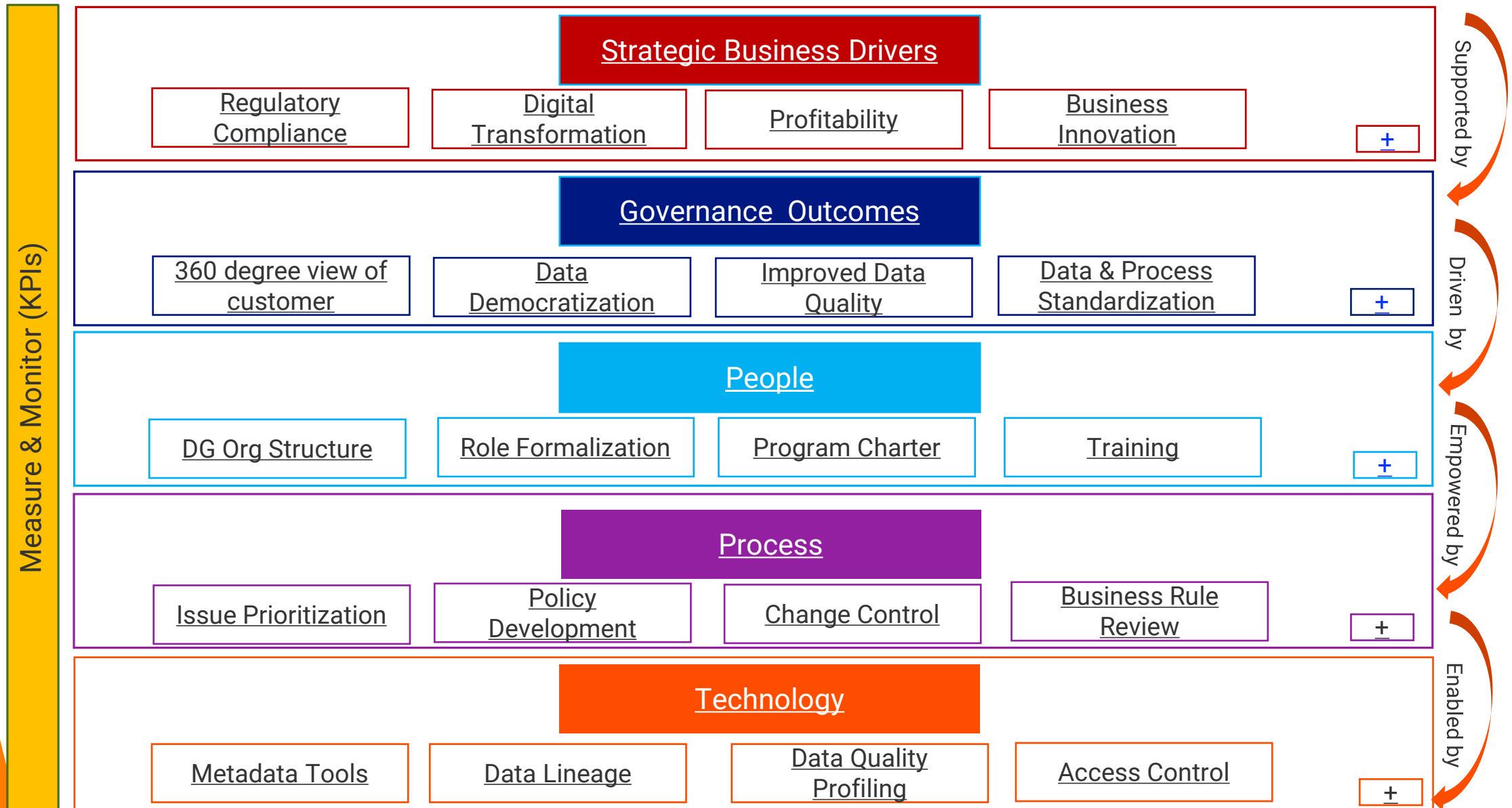


Data Governance Framework

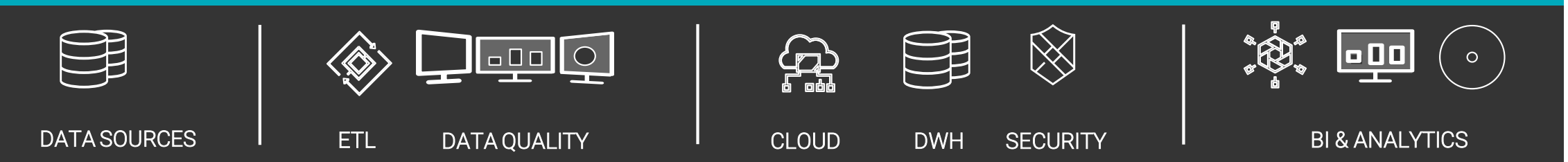
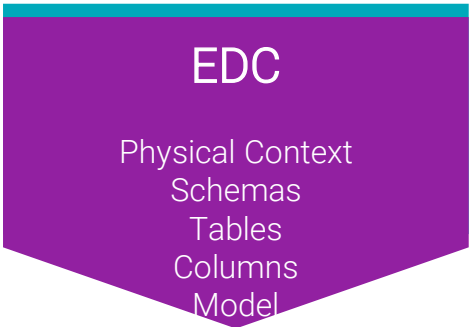
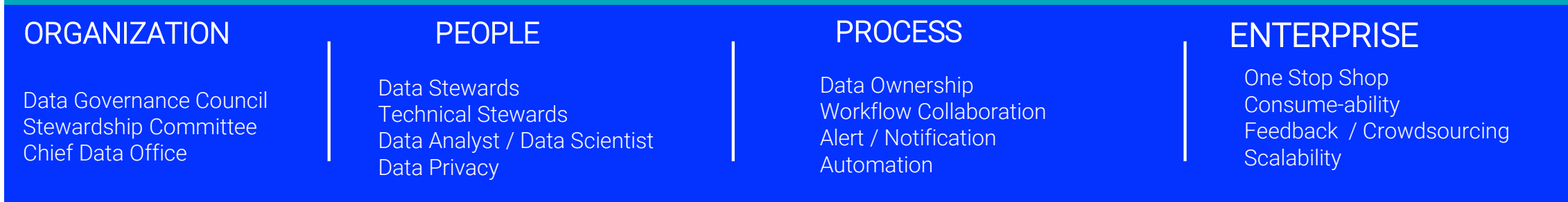
The Informatica Data Governance Framework



The Informatica Data Governance Framework

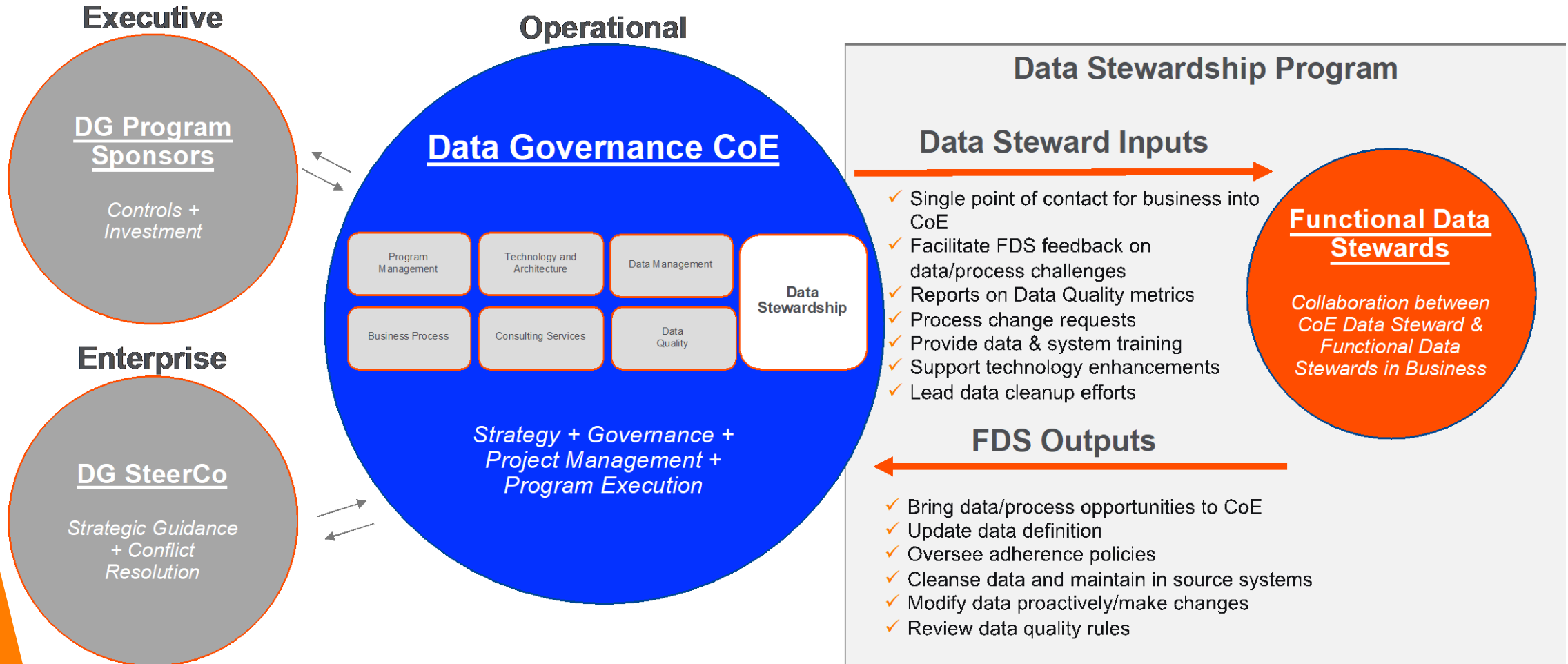


Enabling Data Governance



Operationalizing a Governance Effort

Data Governance is the arm across the organization



The Only Integrated Data Governance Platform

Integrated, Automated Robust Tools Enabling Self-Service & Data Steward Productivity



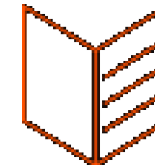
Data Governance Axon Data Governance

- What data do we have?
- What does it mean?
- What is the quality?
- Where did it come from?
- What is an appropriate use?
- How do I access?
- Who can help me?



Business content of data, define processes, policies, Ownership/stewardship and enable non-technical consumer
The ability to understand and access data.

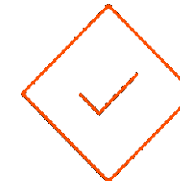
Automation



Catalog Enterprise Data Catalog

Discover & classify what's being defined. E.g. Schemas, Tables, Columns, etc.

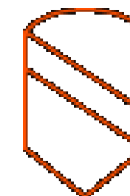
Operationalize



Quality Informatica Data Quality

Measure data quality metrics and scorecards

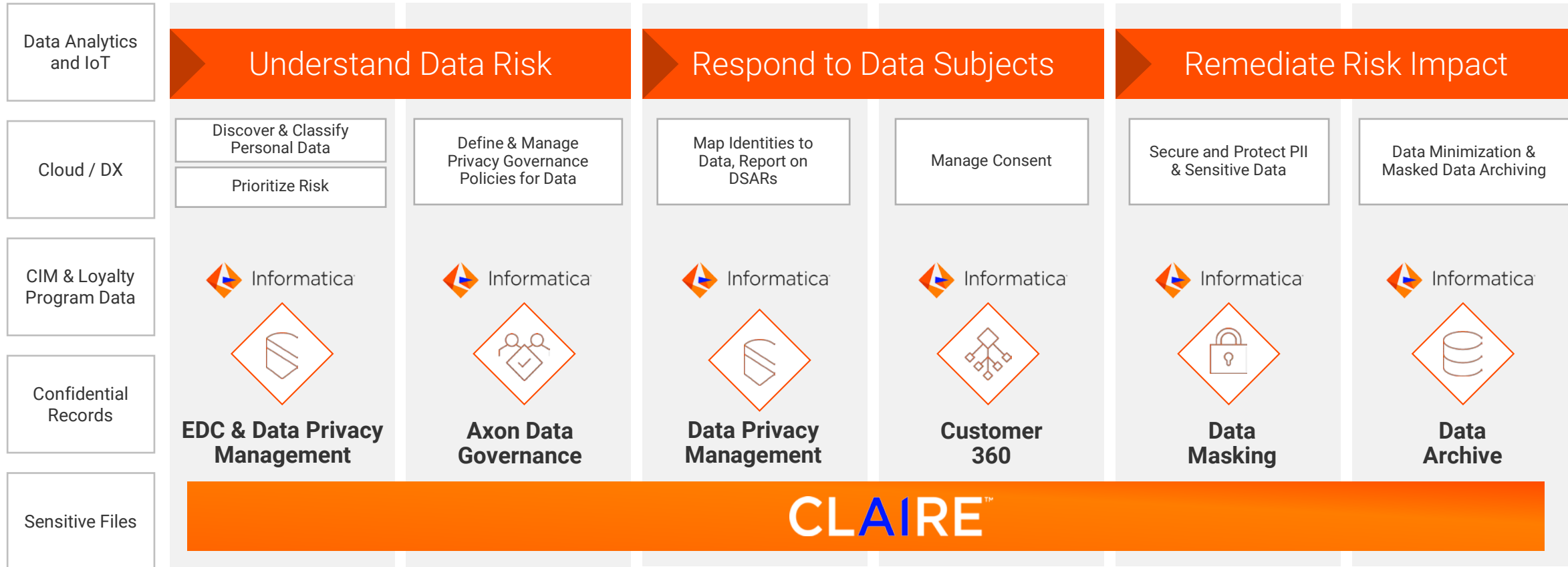
Enforcement



Privacy Data Privacy Management

Enforce policies and measure policy impact, report on risk exposure, respond to privacy requests, protect data, perform breach analysis

Data Privacy Governance



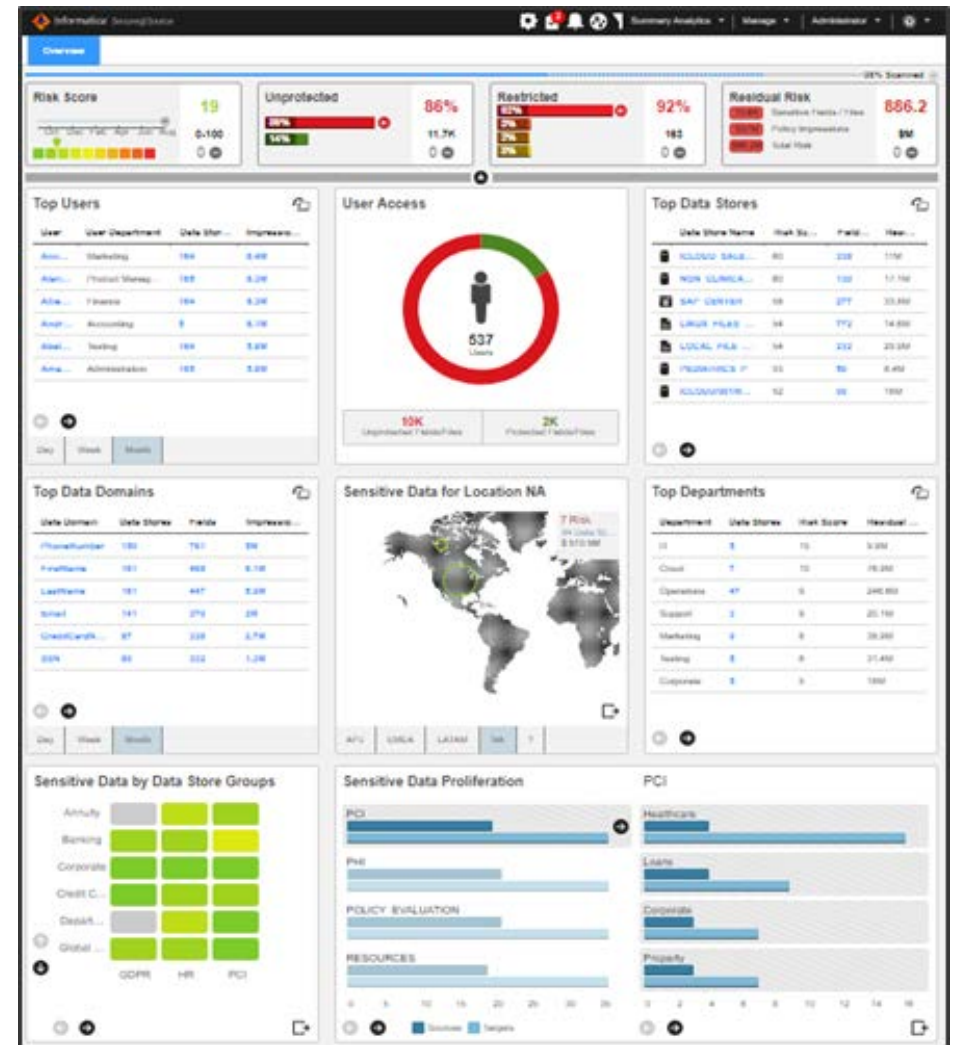


Data Privacy Management

Data Privacy Management

DPM helps organizations **discover, classify, protect and monitor** personal and sensitive data across their enterprise.

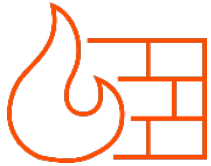
- Sensitive Data Policies and Classification
- Risk Scoring
- Orchestration of Remediation
- Subject Registry
- Alerts / Monitoring



Protecting your assets

Access to Data

Who is accessing key data assets?



Encrypt

Movement of Data

Where do the key data assets move to?

Mask



Location of Data

Which stores contain key data assets?

Responding to Privacy Requests

Data Classification

What is the classification level of the data?

Risk to Data

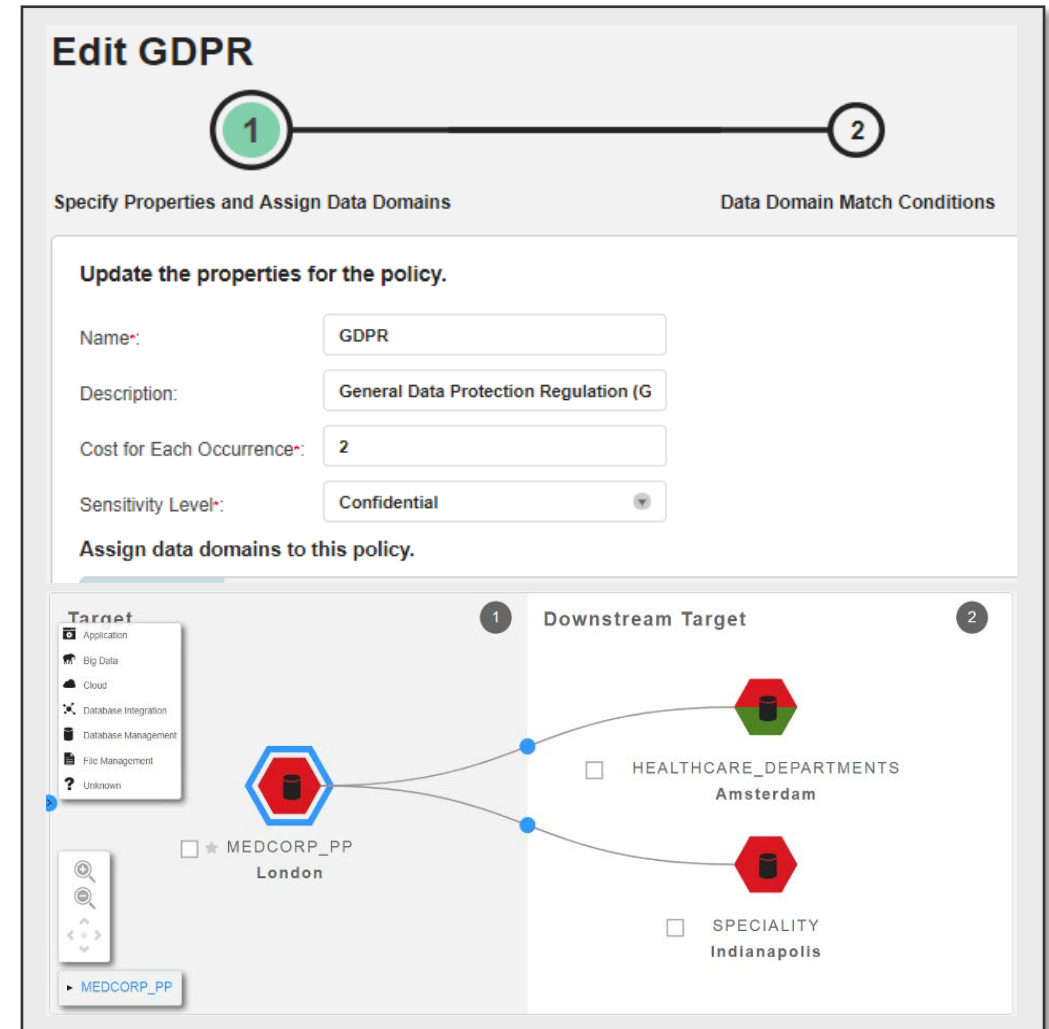
What is the risk to the key data assets?



Intelligent Discovery and Classification

Discover, classify and analyze sensitive data:

- **Conformance scoring**, black/white lists with recommendations, to limit false-positives/negatives
- **Multiple compliance policies** for contextual classification (OOTB)
- Support for **structured data, semi-structured data, unstructured data**
- **Proliferation**, capture movement of sensitive data



Subject Registry for User Transparency

Identity mapping for GDPR, CCPA and other privacy legislation

Single-View of a Data Subject:

- Data Subject records level **matching & linking** automation
- Only data elements needed for matching is stored
- **List/locations of the data stores** that contain subjects' data
- **Mapping of a subject's attributes** (data domains) that exist in various stores

Informatica Secure@Source

Overview Subject Registry X

Subject Registry

865.4K Subjects 854 Data Stores 17 Attributes

Search Customer

FirstName: mary

LastName: smith

Show Options

Clear All Search

5 Records

FirstName	LastName	Email	ZipCode	Country	Score
Mary	Smith	mary.smith@gmail.com	94063	United States	100
Marie	William	marie20@gmail.com	98025	United States	95
Marie	John	mjohn.emp@yahoo.com	85792	United States	93
Marie	E	maria@usc.edu	63587	United States	91
Marian	Karl	mariankarl@gmail.com	12894	United States	85

Risk Analytics

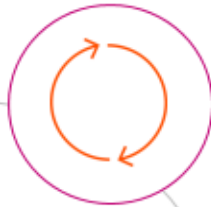
Classification/Discovery

Define and discover physical and logical locations of sensitive data.



Proliferation

Movement of data inside and outside the organization.



Liability Cost

Value of data loss to the organization.



Volume

Number of records.



User Access/Activity

Frequency and volume of user activity.



Protection

How the data itself is protected.



Custom Risk Factor(s)

Define, measure, argument any other criteria as a risk



RISK

Analyze & monitor privacy risk

- Remediate with data protection
- Understand data privacy compliance
- Monitor for data misuse and privacy violations
- Prioritize investments and resources
- Support audit & compliance

Orchestrate Remediation for Data Protection

- **Initiate Workflows to Remediate Risks:**
 - Trigger supporting business process: ServiceNow
 - Integration to Informatica data protection
 - **Out-of-the-Box 3rd-Party Protection Integration:** Ranger, Sentry, Microsoft
 - Custom scripting

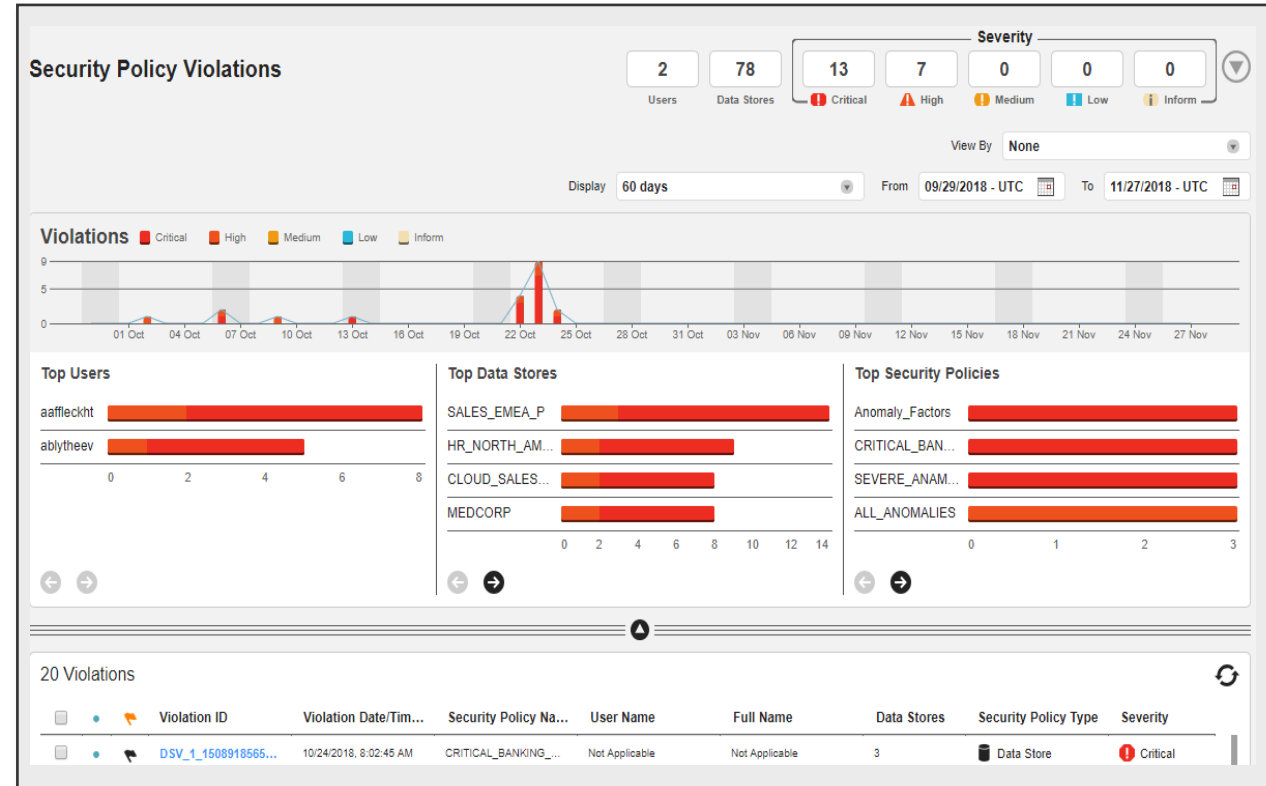
The screenshot displays the Informatica Data Protection interface. At the top, there's a navigation bar with 'Overview' and a breadcrumb 'ICLOUD/001MGT/MED_OT'. Below this, a summary row shows statistics: 82 Sensitive Fields, 0 Protected Sensitive Fields, 52 Risk Score, and 1 Scans. A dropdown menu is open over the 'Scans' value, listing actions like 'Export', 'Refresh', 'Manage Keys', 'Export Data Store Details', and 'Take Action'. Below the summary is a table with 86 records. The table has columns: Schemal..., Object, Field, Domain, Protected, Sensitive, Conform..., and Verified. Three rows are visible, all with 'AdmiD' as the field and 'AdmiD' as the domain. Below the table is a 'Details' panel with two toggle switches: 'Protected Field' (off) and 'Sensitive Field' (on). At the bottom is a 'Tasks' section showing 4 tasks. The tasks table has columns: Name, Extension, Data Stores, Due Date, and Status. Two tasks are visible, both with extension 'PDM_REMOTE' and data store '1'. The first task is 'New' and the second is 'Configured'.

Schemal...	Object	Field	Domain	Protected	Sensitive	Conform...	Verified
PATIENTS_...	OPO_2018	AdmiD	AdmiD	No	Yes	55	Yes
PATIENTS_...	OPO_2018	ADMITID	AdmiD	No	Yes		No
PATIENTS_NC	OPO_2018	AdmiD	AdmiD	No	Yes	55	Yes

Name	Extension	Data Stores	Due Date	Status
PRT-1531770747	PDM_REMOTE	1	7/15/2018	New
PRT-1531780910	PDM_REMOTE	1	7/19/2018	Configured

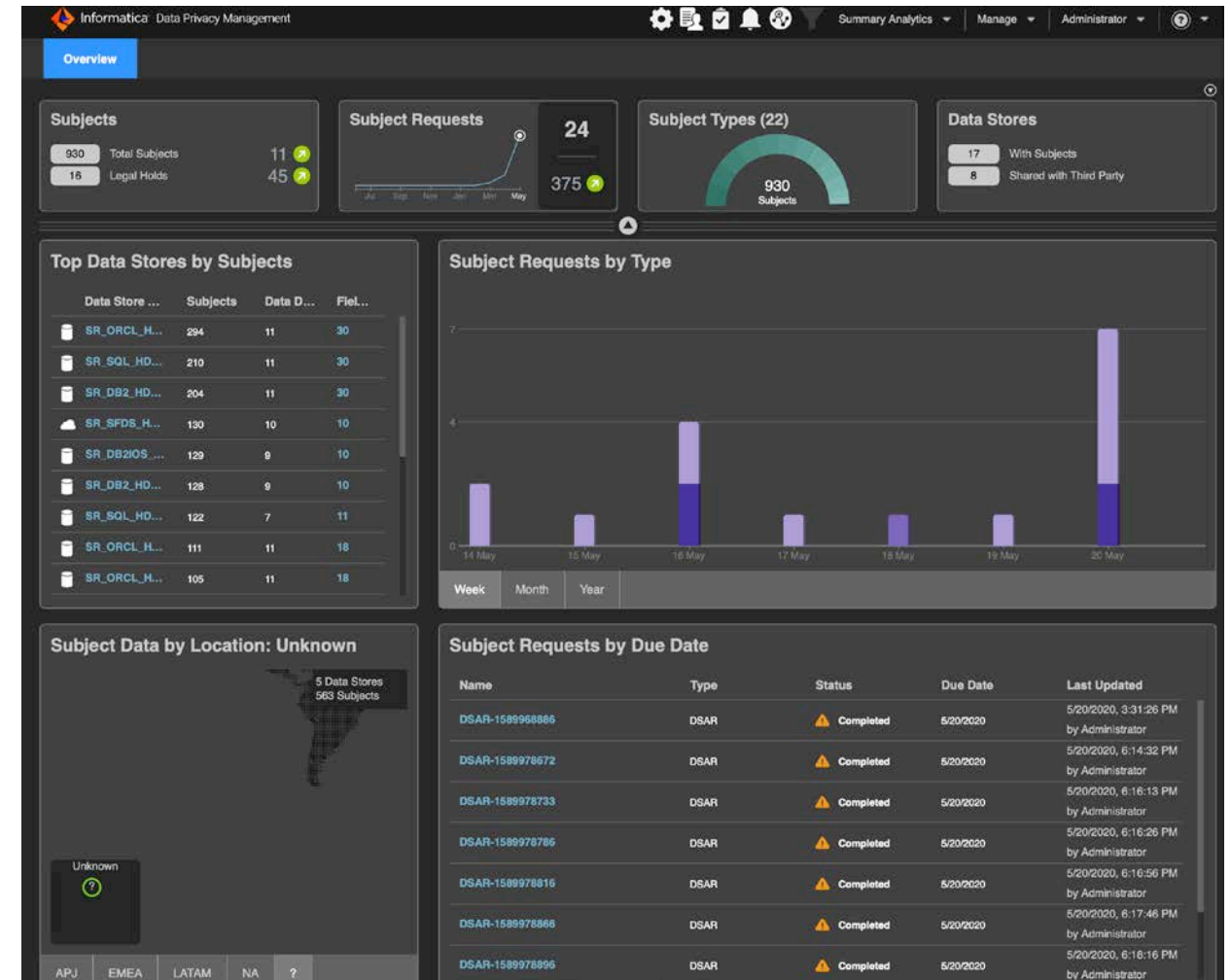
Monitor Data Use and Cross Border Flows

- **Alert on excessive data access and cross border flows:**
 - Data movement across borders
 - Excessive data access by users
 - User behavior that might be risky and expose an organization to data misuse

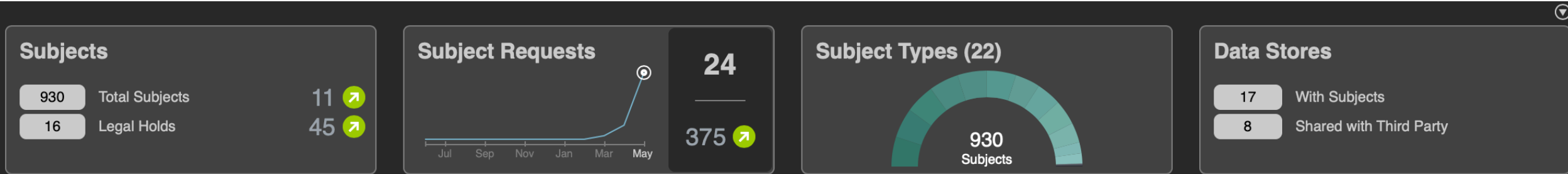


Privacy Dashboard

- A new dashboard with “privacy-oriented metrics”
- Provides one quick view of status of Privacy Operations
- Call to action for critical time-bound Subject related tasks
- Switch to Security dashboard as required
- Set default view – “Privacy” vs “Security”



Key Privacy Indicators in Privacy Dashboard



Provides data on number of subjects in the system
Total Number of subjects with legal holds in the system
This data updates whenever a subject scan runs

Trend line of subject requests in the system
Updates real-time as the requests are made

Number of Subject types in the system
Number of subjects per Subject type

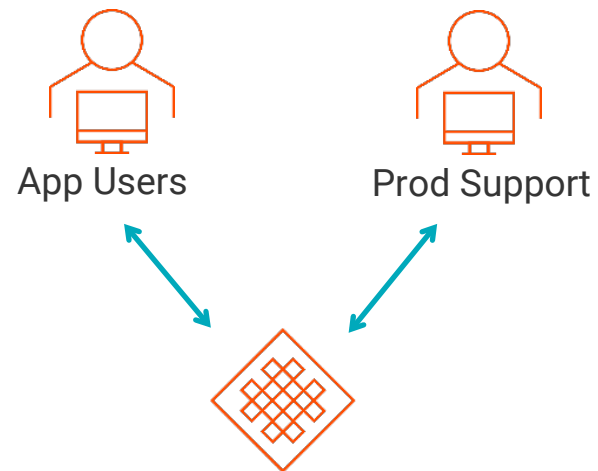
Number of data stores with subject data in the system
Number of data stores where data is shared with third parties

Protect Data and Applications

Data Protection for all use cases

Dynamic Masking

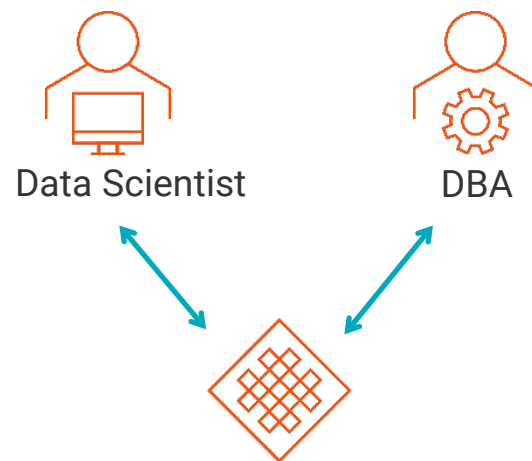
Use Case: Production Data/ Data Lakes



- Mix of authorized and unauthorized users
- Cannot change underlying data
- Existing app infrastructure must remain as-is

Data at Rest Encryption

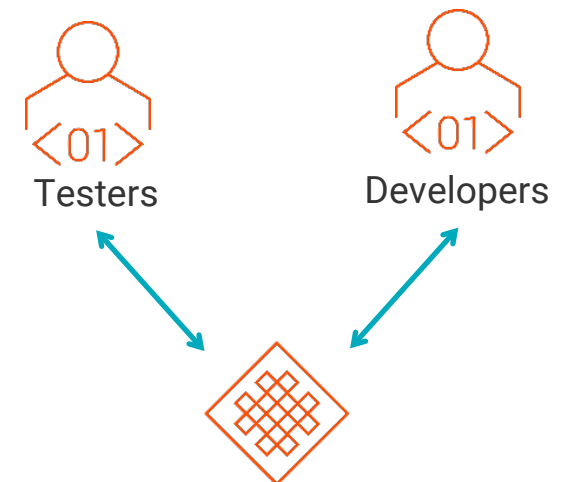
Use Case: Data Lakes/Data Warehouses



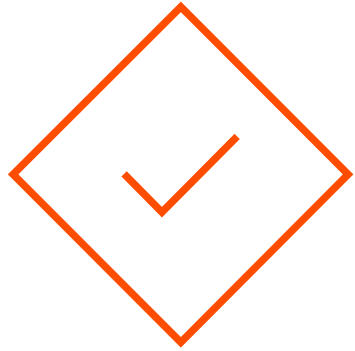
- Data Protected at Rest
- Access to sensitive data by policy
- Existing app infrastructure must remain as-is

Persistent Masking

Use Case: Test/Dev, Analytics Data



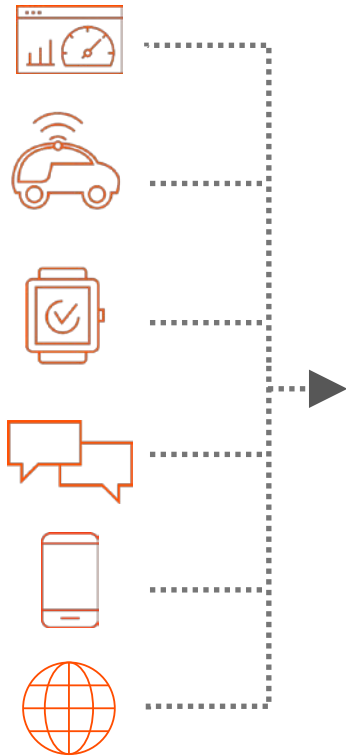
- All users are unauthorized
- Data must be meaningful and fit for purpose
- Never a reason to revert to original values



Integration of Axon, EDC, IDQ and DPM

Democratize Data, Put Risk in the Rear View Mirror, Unleash Value

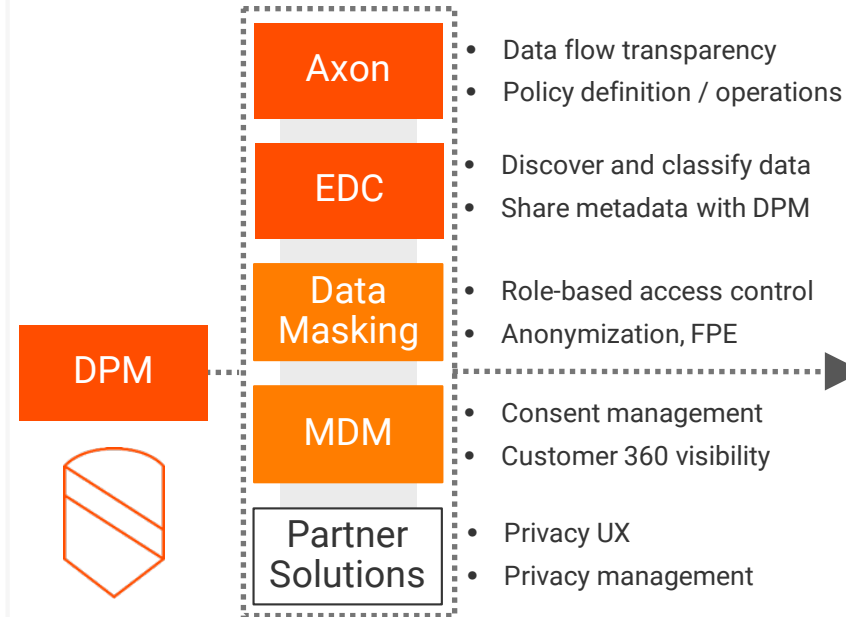
Ingest Enterprise-Wide Data Sources



Curate & Normalize Clean Raw Data



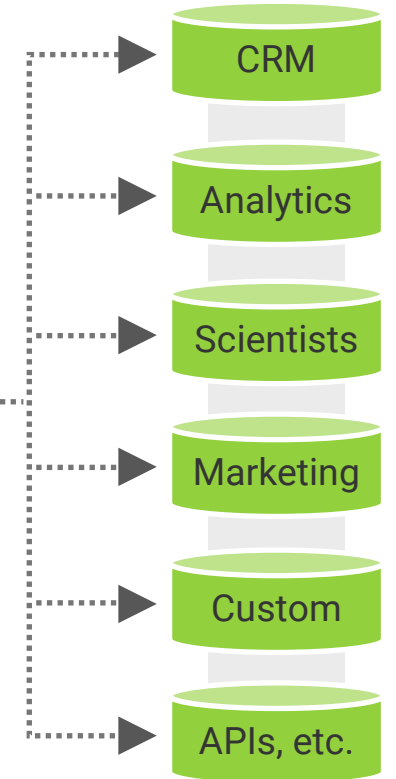
Informatica Data Privacy Governance Framework



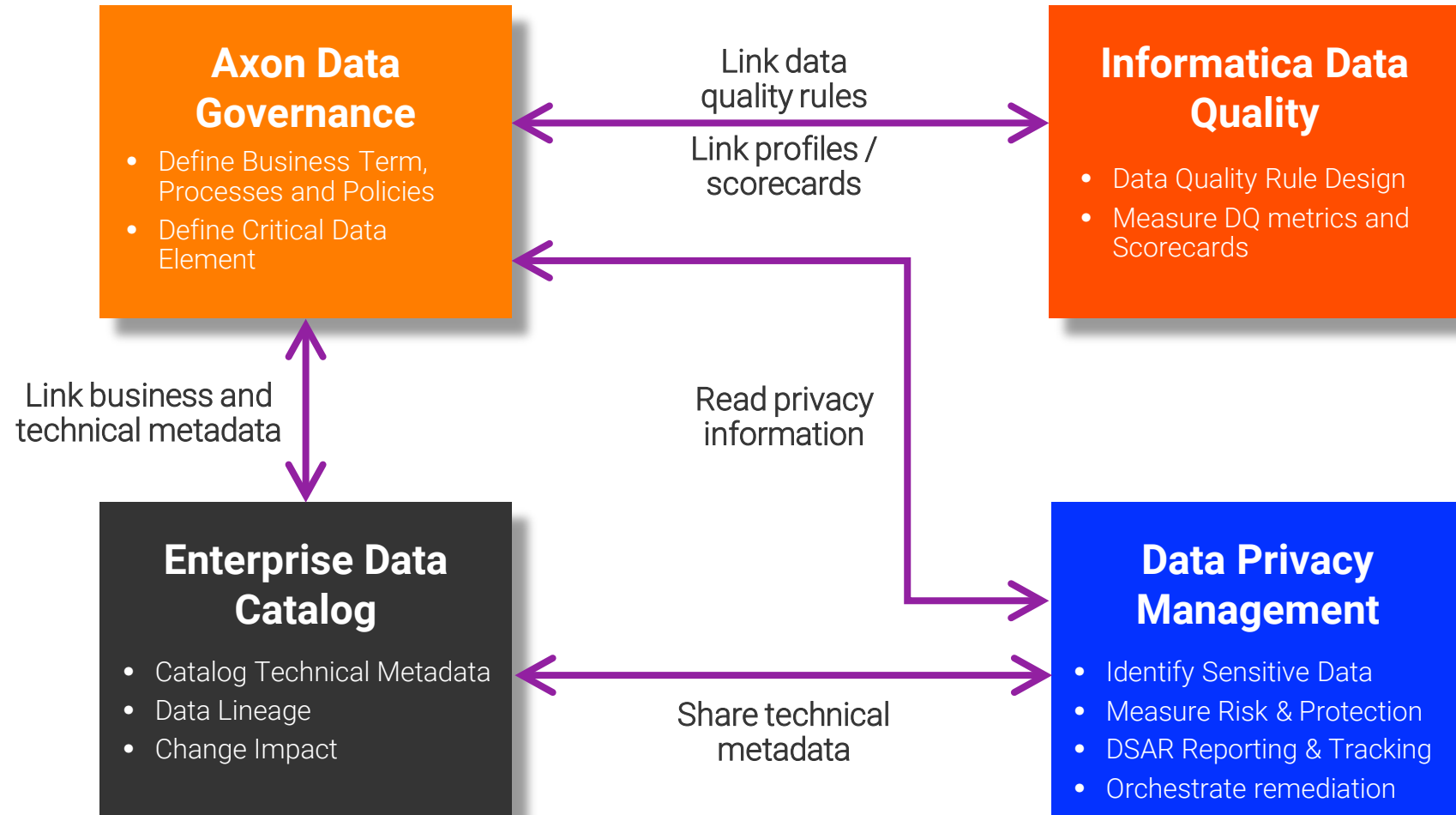
DPM – Operationalize your data privacy controls

- Discover and classify personal & sensitive data
- Map data to identities for access controls, DSAR reporting
- Assess risk and cost impact of data exposure decisions
- Remediate data protection (masking, consent, archive, etc.)
- Audit controls for privacy compliance effectiveness

Safe Democratization and Consumption



Cross Product View





Axon Systems

Informatica Data Governance Search My Items Create

CMD System

SUMMARY INTERFACES STAKEHOLDERS IMPACT DATA EN

DEFINITION

Client Master Database holding corporate, wholesale and FI counterparties. Some high worth

Long Name: Client Master Database

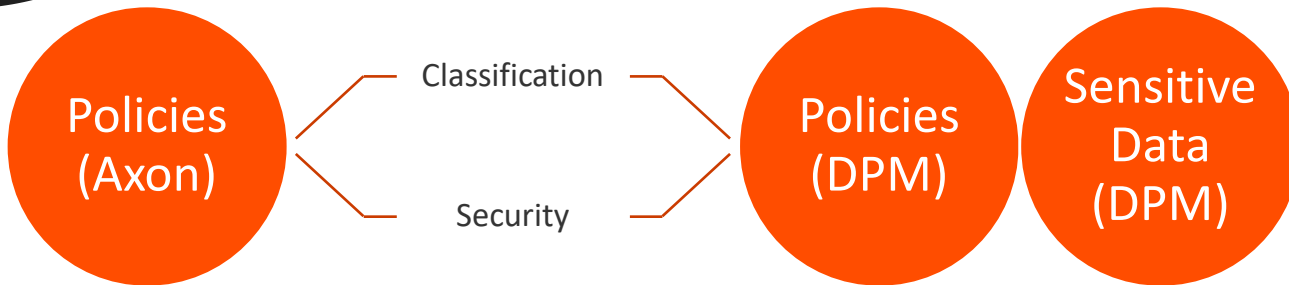
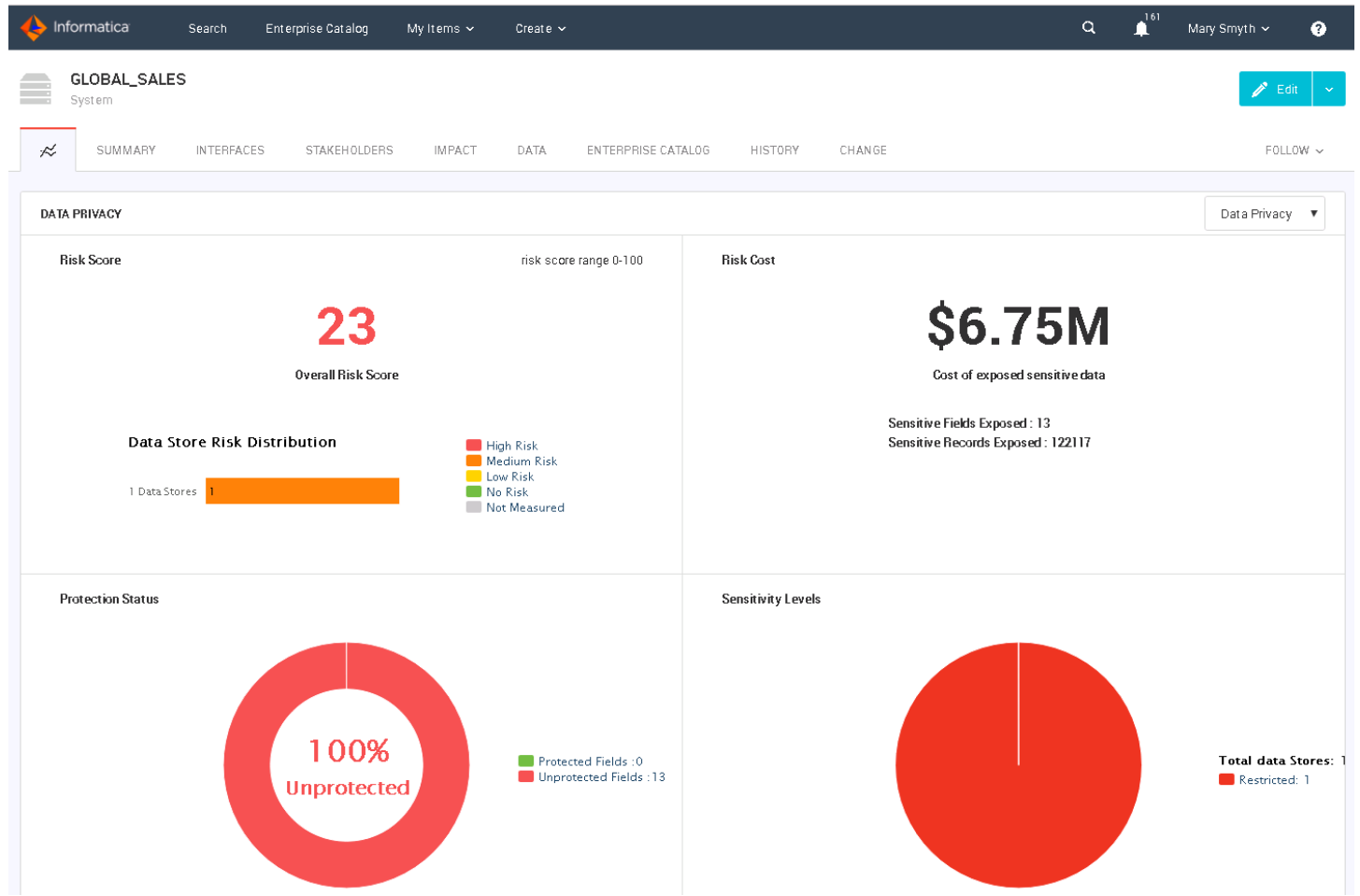
Type: Software Application - Internal

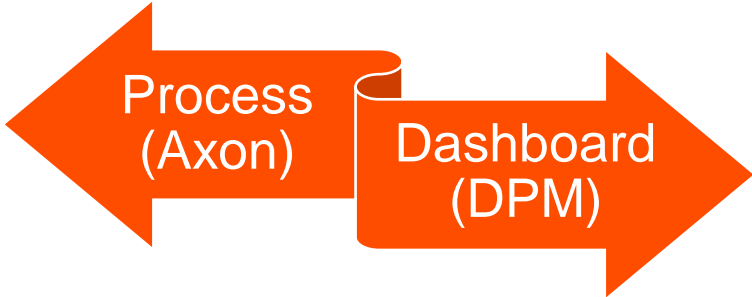
URL: <https://corpaxon:9554/web.isp/login>

Sample field: *Not specified*

DATA CONTENT SUMMARY

Data Governance View of Privacy





KYC-1: Know Your Client (KYC) Process
Process

SUMMARY COMPONENTS STAKEHOLDERS IMPACT DATA HISTORY CHANGE 3

DEFINITION

Know Your Customer (KYC) refers to due diligence activities that financial institutions and other regulated companies (e.g. insur purpose of doing business with them.

Ref.: KYC-1

Classification: Execution Process

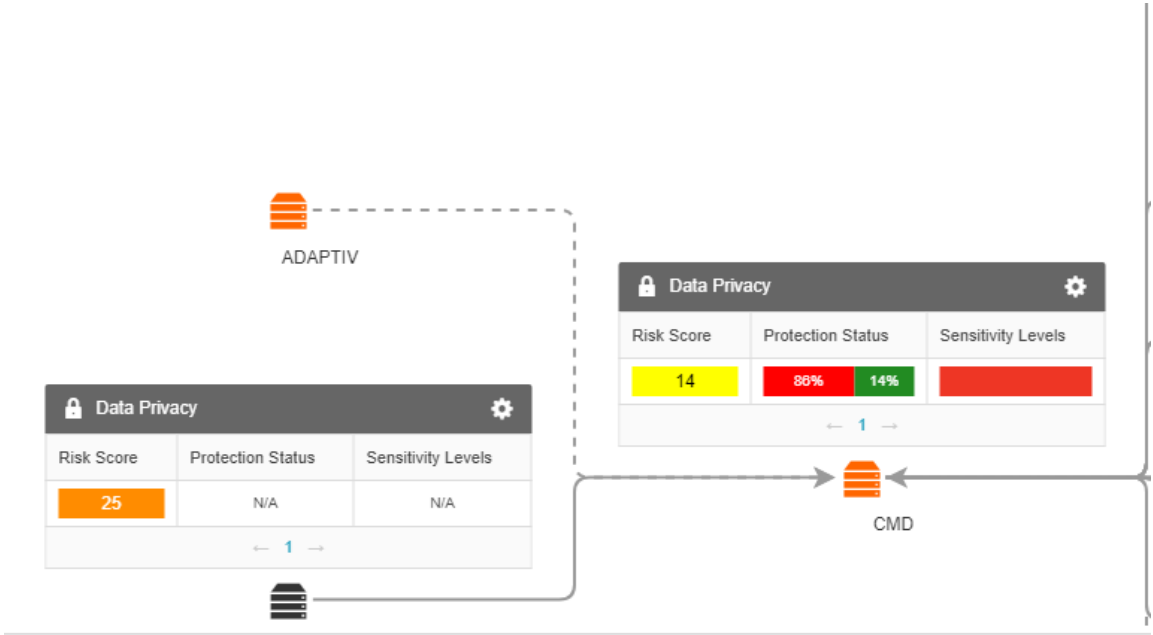
Automation: Partially Automated

Input Description: *Not specified*

Output Description: *Not specified*

Data Permissions: Create Read Update Delete Archive

Duration: *Not specified*



Accelerate Privacy Time to Value with Catalog Integration

Informatica Enterprise Data Catalog integration with DPM

Import data stores and scan results from EDC

Highlight policy gaps for incremental scans

OnDemand Sync

Import from Catalog Import Cancel

Select Catalog Resources and apply the Classification Policies to Import.

Classification Policies : 4 Items Selected (x)

Execute row count

Automatically update on incremental scans

Select Catalog Resources*

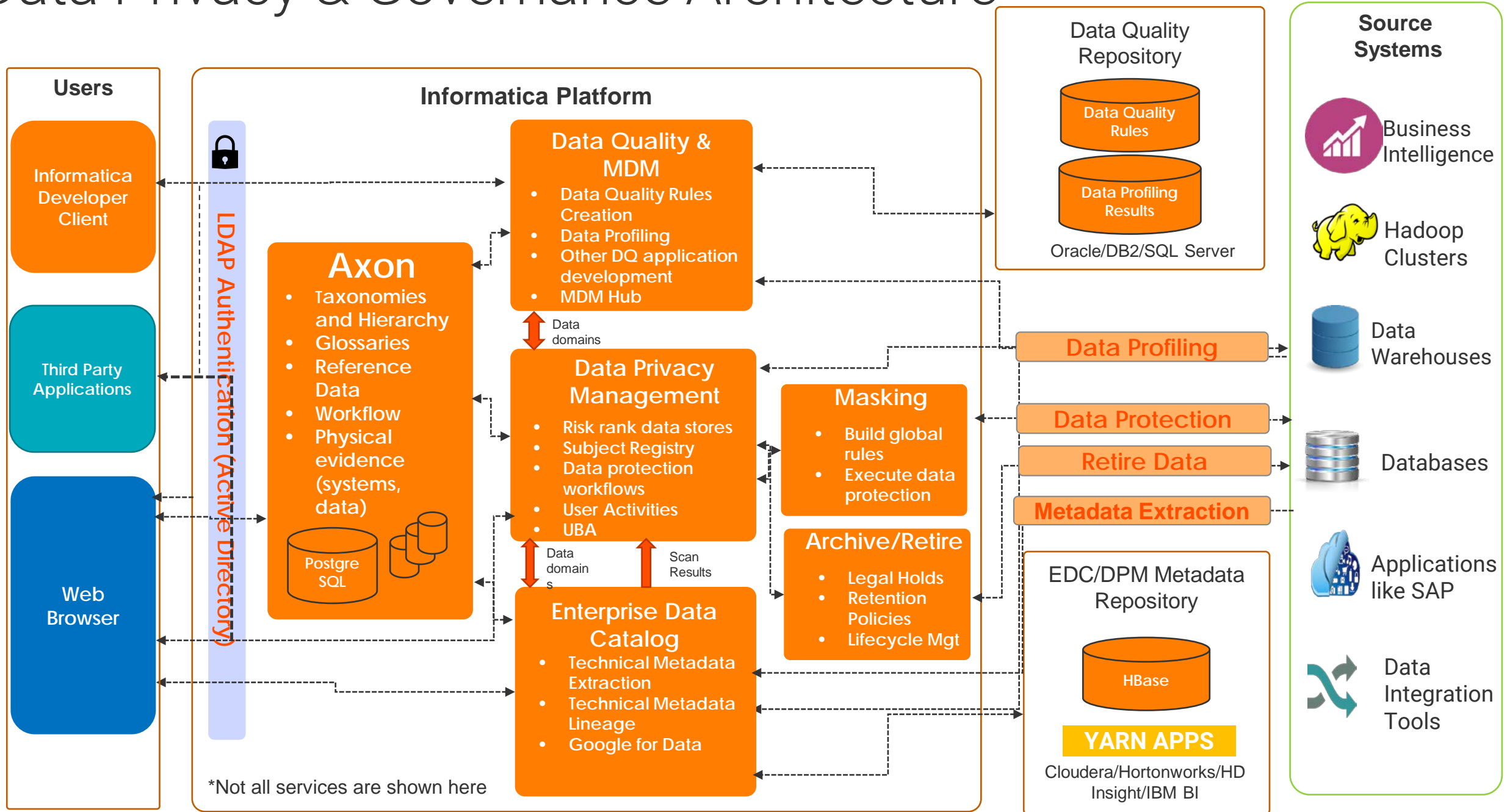
Display: Missing Data Stores

0 Selected

51 Available

Name	Description	Type	Last Scanned
BDE_db2_conn	-	IBM DB2	-
SystemLocations	Internal system job that imports locations in the...	System Location	3/14/2018, 3:03:29 AM
Hive1	-	Hive	-
Salesforce1	-	Salesforce	-
OracleProd	-	Oracle	-
OracleTest	-	Oracle	-
DomainUsers	Domain User resource created by system.	Informatica Domain User	3/14/2018, 6:46:10 PM
DataDomainPropagation	Internal system job that propagates data domai...	Data Domain Propagation	3/15/2018, 9:12:38 AM
DataDomain	Internal system job that synchronizes data dom...	Data Domain	3/15/2018, 9:27:39 AM
SFDC	-	Salesforce	-
ICS_001EWR_Salesforce1	-	Salesforce	-

Data Privacy & Governance Architecture



Demo

Questions?





Thank You!
