MDM GDPR Consent Mastering

Kamal Abrol
Customer Success Technologist

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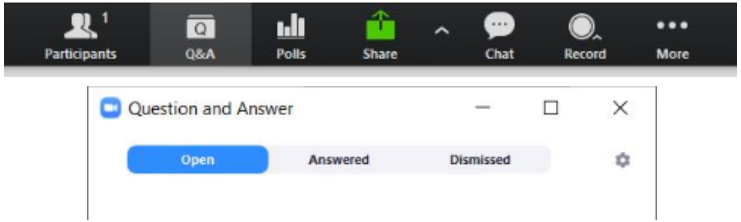
Housekeeping Tips



- Todays Webinar is scheduled to last 1 hour including Q&A
- 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.

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Disclaimer

- Compliance with the GDPR will be based on the specific facts of an organization's business, operations and use of data.
- This presentation provides a set of discussion points that may be useful in the development of an organization's GDPR compliance efforts, and is not intended to be legal advice, guidance or recommendations.
- An organization should consult with its own legal counsel about what obligations they may or may not need to meet

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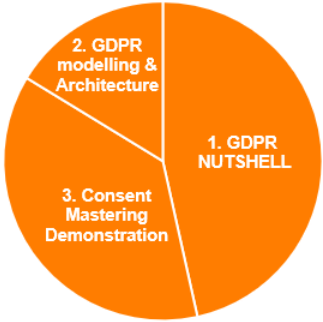
Agenda



- GDPR Nutshell-Why When Where What ?
- Business Implications (Data Protection EU/Non EU)
- Unleashing power of MDM with governance
- Consent Data Services and Architecture
- Live-Consent Mastering demo-Informatica Solution Covering All

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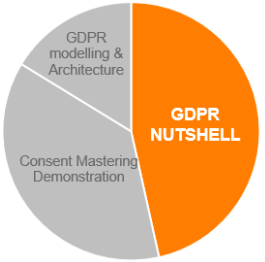
GDPR nutshell



WHY?

- GDPR is about harmonization of protection of personal data in regard to its processing ways and also increase powers of subjects/ authorities to take action against non compliant business

WHEN?

WHERE?

- All 28 EU member countries
- EU business,organizations,authorities,non-profit organizations
- Business outside EU processing personal data about EU citizens

WHAT?

- Protection of personal data through individual consents via organizational, administrative or technical means and provide evidence of that protection

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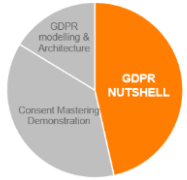
The Big Picture
Key changes of the GDPR



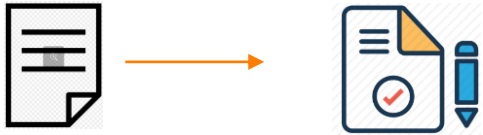
❖Tough penalties:

Fines of up to 4% or €20M of annual global turnover

€'000 → **€'000,000**

Previously fines were limited in size and impact.
GDPR fines will apply to both controllers and processors.

❖ Affirmative & Retractable Consent



Consent for processing personal data must be clear, context based and must seek an affirmative response. It must be as easy to withdraw consent as it is to give it.

❖Right to be Forgotten

Data Subjects have the right to be forgotten and erased from records, cease further dissemination of the data, and potentially have third parties halt processing of the data

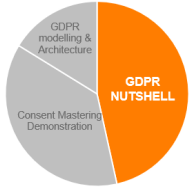
❖ Breach Notification within 72 Hours

Previously fines were limited in size and impact. GDPR fines will apply to both controllers and processors.

❖ Borderless Scope

Regulation also applies to non EU companies that process personal data of individuals in the EU

GDPR



GDPR

Definition

Do you know what data you hold, who has access to it, and for what purpose?

Discovery

Do you know where all your in-scope data is?

Execute: Manage, Protect & Monitor

Do you know how you will protect your data and apply appropriate controls?

Do you know how you will manage consents and enacting rights?

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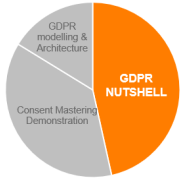
Informatica Data Governance & Compliance Solution for GDPR



GDPR

Definition

Data Governance
Informatica Axon™

Discovery

Sensitive Data Discovery & Risk
Informatica Secure@Source ®

Execute: Manage, Protect & Monitor

Archiving & Anonymization
Informatica Data Masking & Archiving

Subject Rights & Consent Mastering
Informatica Master Data Management

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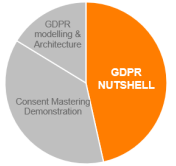
GDPR Perspective-Why MDM needs DG?



MDM
Discovery & Profiling
Cleansing & Duplication
Master/Ref Data Maintenance
Measurement & Monitoring
Data Publish/Sharing
BPM/Workflow (ActiveVOS)®

Provide Rules guidance

Create & Enforce Compliance,Policies

Track Progress

Provide Feedbacks

Governance
Standardized Methods and Data Definitions
Roles & Responsibilities
Decision rights
Arbiters & Escalation
Lineage/Statistics
Execution Analysis/Monitoring

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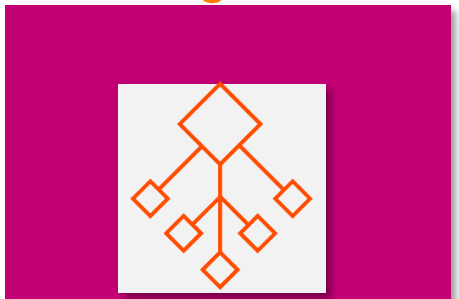
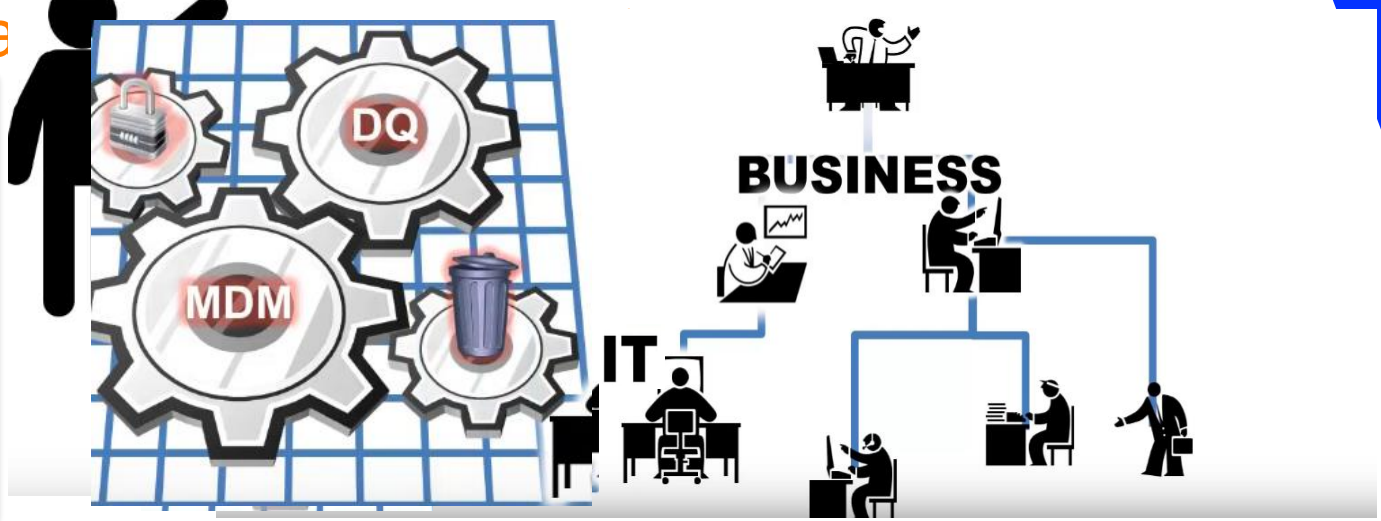
Enforcing Governa



Subject Rights and Consent Compliance



- Do you know whether you have consent to hold and use this data**?**
- Do you know how you will protect your data and apply appropriate controls**?**

Enforcing GDPR process & Consent Mastering via C360 10.4

- IT should not own DG program
- Business should be Key drivers of DG program while IT as participating member laying down MDM/DQ Frameworks.

IT Business Collaboration via MDM BPM Workflows(ActiveVos)

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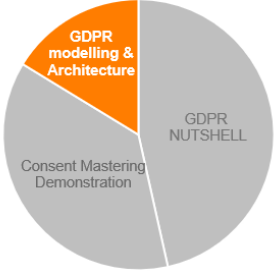
Business implications(GDPR - a big shift in management of Consent)

In past:

- Opt-in, Opt-out flag

I only know that somewhere, somehow and sometime I got the consent to use the data.

Now



- Consent proofs - accountabilit
- Privacy by default
- Controllers
- Purposes
- Policies
- Retention periods
- Share with 3rd party
- Audit
- History
- Cross border policies
- Portability to other parties
- Portability from other parties
- Withdrawal, rectification, objection and access rights
- Right to be forgotten
- Anonymization
- “In behalf of” data
- Unstructured data (i.e. images)
- **Single view of person**

Consent is not just an Opt-in/Opt-out flag… I need to provide:

- **WHY:** The purpose for which the consent was collected.
- **WHEN:** The time I need the data stored for that purpose. Typical default is 6 months.
- **WHAT:** What data needs to be collected for that purpose.

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3 BUCKET TYPES OF IDENTIFIERS FOR PERSONAL DATA

IDENTIFIER
Art. 4

(Personal Data about the Data Subject)

- Name
- Address
- Email Address
- Passport Number
- Financial & Bank Info
- Date of Birth
- Healthcare Data
- Biometric Data
- Employee ID
- Phone Number

Online IDENTIFIER
Rec. 30

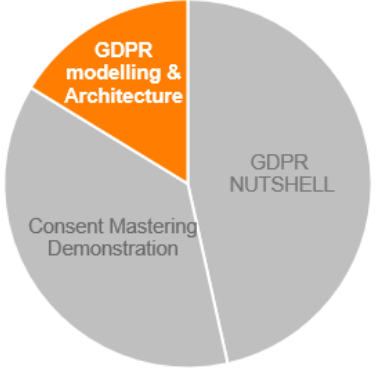
("…online identifiers [Personal Data] provided by their [Data Subject's] devices, applications, tools and protocols…")

- IP addresses, static and dynamic
- MAC addresses
- Cookies
- International Mobile Equipment IDs (IMEI)
- International Mobile Subscriber Identity (IMSI)
- Advertising IDs
- GPS or other location data
- Log files
- Browser fingerprints

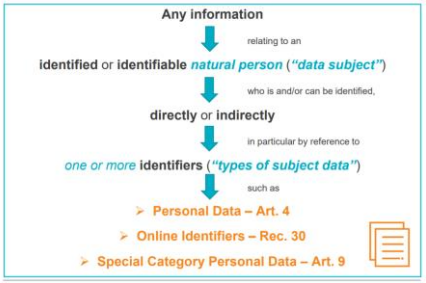
Special Category IDENTIFIER
Art. 9

(Special Categories of Personal Data about the Data Subject)

- Biometric Data (for the purpose of uniquely identifying a natural person)
- Religious or Philosophical Beliefs
- Trade Union Memberships
- Processing of Genetic Data
- Race
- Ethnic Origin
- Political Opinions
- Health
- Sex Life
- Sexual Orientation



PERSONAL DATA DEFINITION



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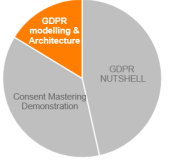
Expanded GDPR Rights achieved with MDM



- Right to be informed
- Right to erasure(RTF)
- Right to data portability
- Right to restriction
- Right to rectification
- Right of access
  - Including additional processing details
- Right to object
- Right to prevent automated processing, including profiling

Other MDM functionalities required/wanted for GDPR:

Security?

Role & processing-purpose specific layouts

Metadata?

Special care (with aditional metadata) when:

Subject is a child: a proof with the consent of the parents should be provided.
Shared cross borders outside the EU: we need an special consent of the subject, we need to inform the destination country, we've to respect the laws.
Shared with 3rd party providers: we've to inform to the subject what is the 3rd party and specify how he can apply his rights to that party.

Audit?

Complete Consent lineage, log the personal data usage.

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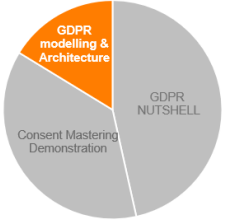
Introduction: GDPR non-MDM functionalities



Other functionalities required for GDPR that we don't pretend to cover with MDM:

- **Data breaches**: in case a data gap occurs, the affected subjects has the right to be informed. It's more a Forensic task.
- **Policy definition**: a clear definition of the GDPR data governance policies, actors and taxonomies should be done. AXON more suitable for that.
- **Consent evidence**: we must store the proof of the consent. For example, if the customer filled a form with his personal data and consents, we've to keep a copy of the form, or if the customer gave us his data through the call center, we should to record it. Typically a content manager tool can be used for this. The URL with the proof can be stored with the MDM's consent.
- **Data anonymization**: when the erasure right is applied by a subject, we can delete the data or anonymize it. To anonymize, we can use a simple rule (i.e replace the last 4 digits of the phone by XXXX), or use data masking tools.
- **Archiving**: if we don't have the consent or the consent have been expired, we can still store it for historical purposes. Data Archiving tool can be used.

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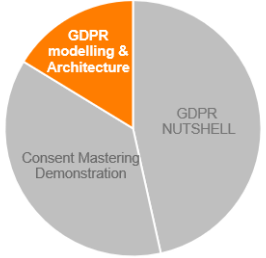

DPO Intro-GDPR Consents as a Competitive Advantage

DPO

Consents Poorly Managed

Business

DPO

Consents Mastered

Data as a Risk → Data as an Asset

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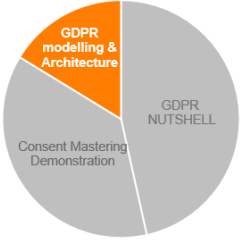

Information Challenge

Where to manage consents?

Using an existing application (i.e. CRM) to try to centralize consents is not a good idea: Consents should exist for ALL senstive information and for ALL processes

CRM

Sales & Marketing

CUSTOMER

CONTACT

VENDOR

SAP

salesforce.com

Microsoft Dynamics CRM

HR

Employee Data

EMPLOYEES

EXTERNAL

PROVIDERS

- Need to adapt "N" applications
- No single view
- No consents related
- Consistency compromised
- Rights not synchronized

ERPs

Management and Purchase

CUSTOMER

PROVIDER

BILLING

PeopleSoft

SIEBEL

Hyperion

SAP

ORACLE

3rd Party Data

Channel Management

CUSTOMER

ACCOUNT

CONTACT

D&B

REUTERS

Bloomberg

? Data Governance

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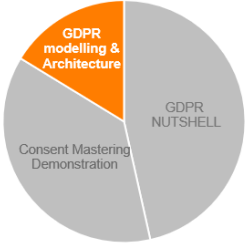
Subject Rights and Consent: built upon MDM



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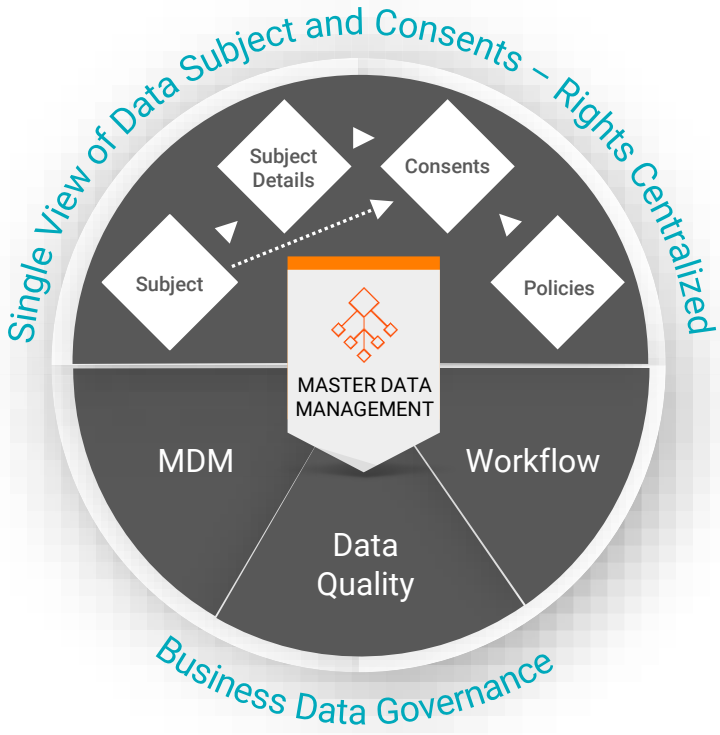

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D&B

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ACCOUNT

CONTACT

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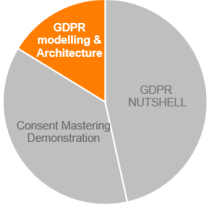
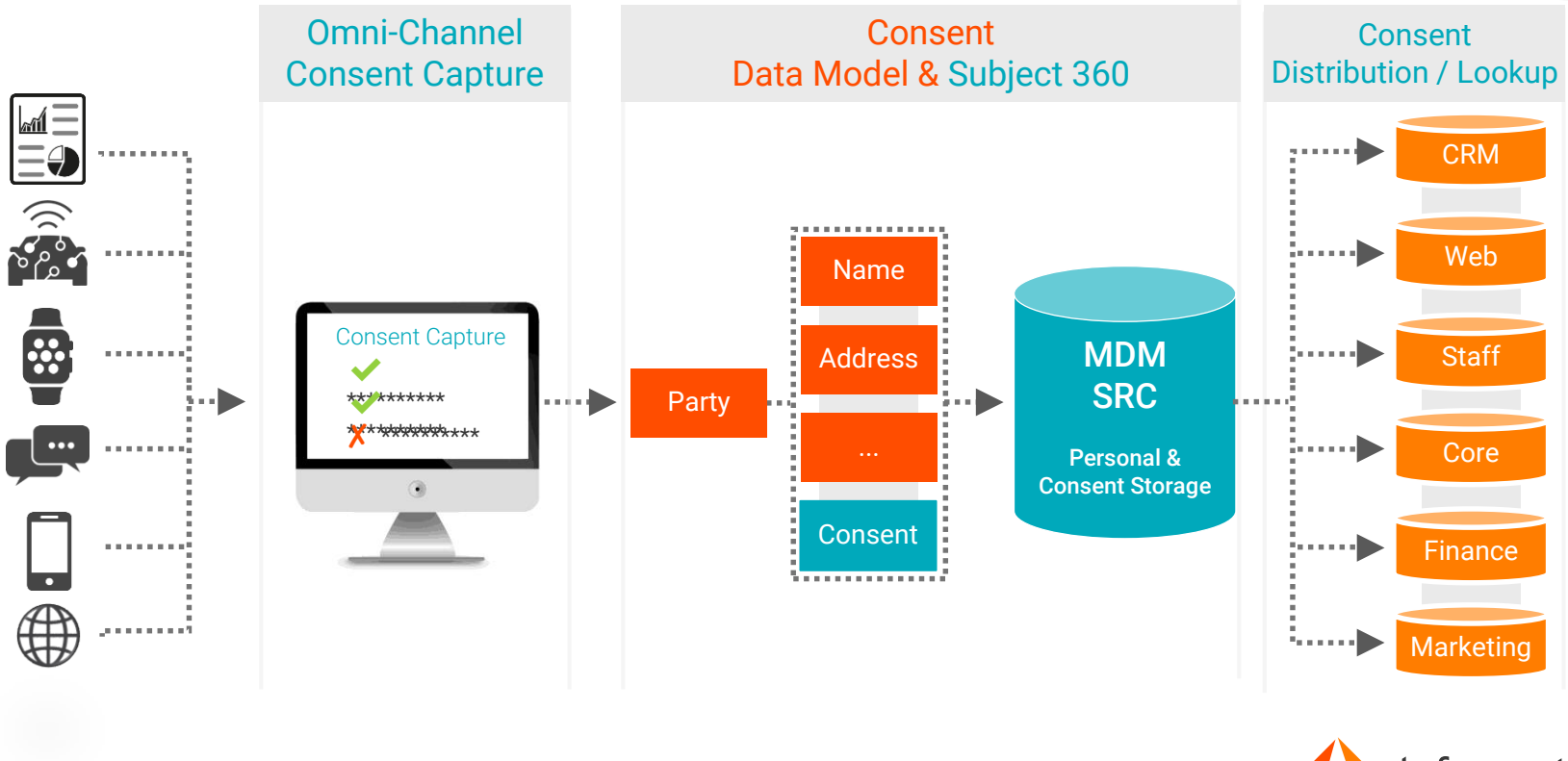
Example: Consent Data Services





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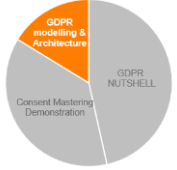
Simplified MDM Consent and Rights Data Model



Store & Enacting Consent

PARTY

Subject ID (PK)

(Subject non-sensitive data data)
Forgotten Flag
Anonymzed Flag
Child Flag
Portability Flag
Processing Objection

Golden Record of the subject. That is not tied to consents, so if you include sensitive info, it can only be used for statistics

PersDat Consent_Rel (1-N)

Personal Data Id
Consent ID
Opt-in flag

Typically one BO per contact method (i.e. phone, electronic address, address

Personal Data (1-N)

Personal Data ID (PK)
Subject ID
Firstname
Lastname

DOB

Tax ID

Phone

Personal data tied to the consents. Include here all 1-1 personal info

GDPR Consent

Consent ID (PK)
Subject ID (FK)
Purpose ID (FK)
Retention End Date
Consent Flag
Consent Proof URL
Consent Proof Type

LU GDPR Legal Basis for processing

Consent Type ID (PK)
Consent Type Desc

Explicit Consent, Legitimate Interest, Regulation, Legal Obligation, Vital Interest, Public Interest, ….

LU Consent Proof Types

Purpose Type ID (PK)
Purpose Type Desc

Sample of consent proof types: Subject IP, document scan, voice recording, etc

Consent Policy (loaded from DG tool)

GDPR Consent Policy

Policy ID (PK)
Controller ID (FK)
Policy Desc
Purpose Type (FK)
Legal Basis (FK)
Policy Version
Retention Years
Retention Months
Retention Days
Share 3rd Party Flag
Cross Border Flag
Country In
X-Border Country Out
Enabled flag
Portability From

GDPR Policy Text

Purpose Text ID (PK)
Purpose ID (FK)
Language ID (FK)
Policy Short Text
Policy Long Text

GDPR Controller

Controller ID (PK)
Controller Desc
Is External Flag

Controller is the self organization, a 3rd party provider or a Business Unit

LU GDPR Purp Types

Purpose Type ID (PK)
Purpose Type Desc

Sample of purpose types: Invoice, Advertisment, Logistics, Alerts/Information, etc

GDPR Third Parties

Third Party ID (PK)
Third Party Type

Processor / Receiver

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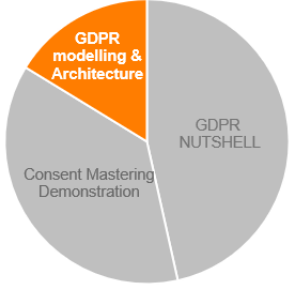
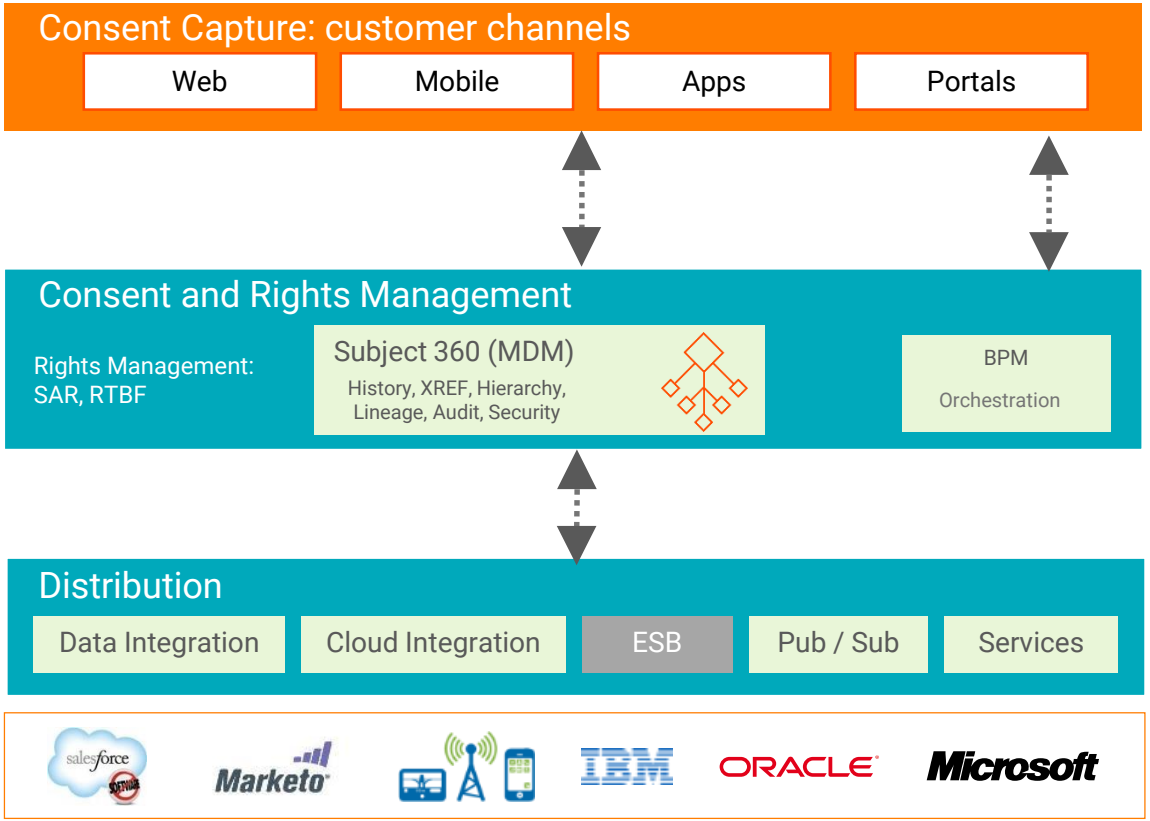
Subject Rights and Consent Architecture





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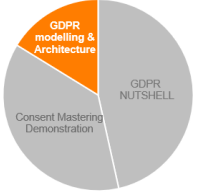
Industry Accelerator: Prebuilt templates to fasten up implementation



Prebuilt Data Models

Industry	Domain(s)
Horizontal	Party Model, Reference Data, Supplier Data
Life Sciences	Investigators, Sites, Studies, Drugs, Compounds, Medical Devices, Provider, Affiliations, Medicinal Products
Healthcare	Provider , Member, Payer, Plan, Groups, Contracts
Telecommunications	Customer, Households, Contracts, Products, Services, Locations
Travel and Hospitality	Customer, Loyalty, Location, Products & Services, Preferences
Education	Constituent, Courses, Publications
Media and Entertainment	Customer, Location, Product, Content Catalog
Insurance	Customer, Broker, Agents, Beneficiaries, Policy, Insurables, Products, Services, Death Master
Banking and Capital Markets	Customer, LEI, Counterparty, Financial Account, Securities, Asset Classes
Retail	Customer, Loyalty, Product, Location, Employee GDSN – Food & Beverage
Oil & Gas	Well Heads, Assets, Location, Contracts, Supplier
Manufacturing and High Technology	Customer, Product, Supplier, Contracts
Public Sector	Person of Interest, Citizen, Supplier,

Industry Accelerators

Customer Data Management for Insurance	*Provider Data Management* for Life Sciences
Customer Data Management for Retail	*Clinical Trials Data Management* for Life Sciences
Securities Data Management for Banking & Capital Markets	*Medical Device Data Management* for UDI Compliance
Counterparty & LEI Data Management for Banking & Capital Markets	*Reference Data Management*
Provider Data Management for Healthcare	*Well Head Master** for Oil & Gas
Payer Data Management for Healthcare	*Medicinal Products Data Management** For IDMP Compliance

New

GDPR – SUBJECT RIGHTS AND CONSENT ACCELERATOR

- Single view of the subject
- Store consents and sensitive data
- Provide purpose-based perspectives to the consuming applications
- Enacting rights: Access, rectify, objection, portability, right to be forgotten

* Partner Led

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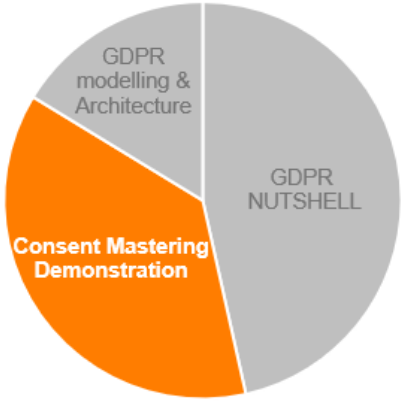
GDPR Consent Mastering

Demo



Entering Data & Consent from Apps

Mock Applications

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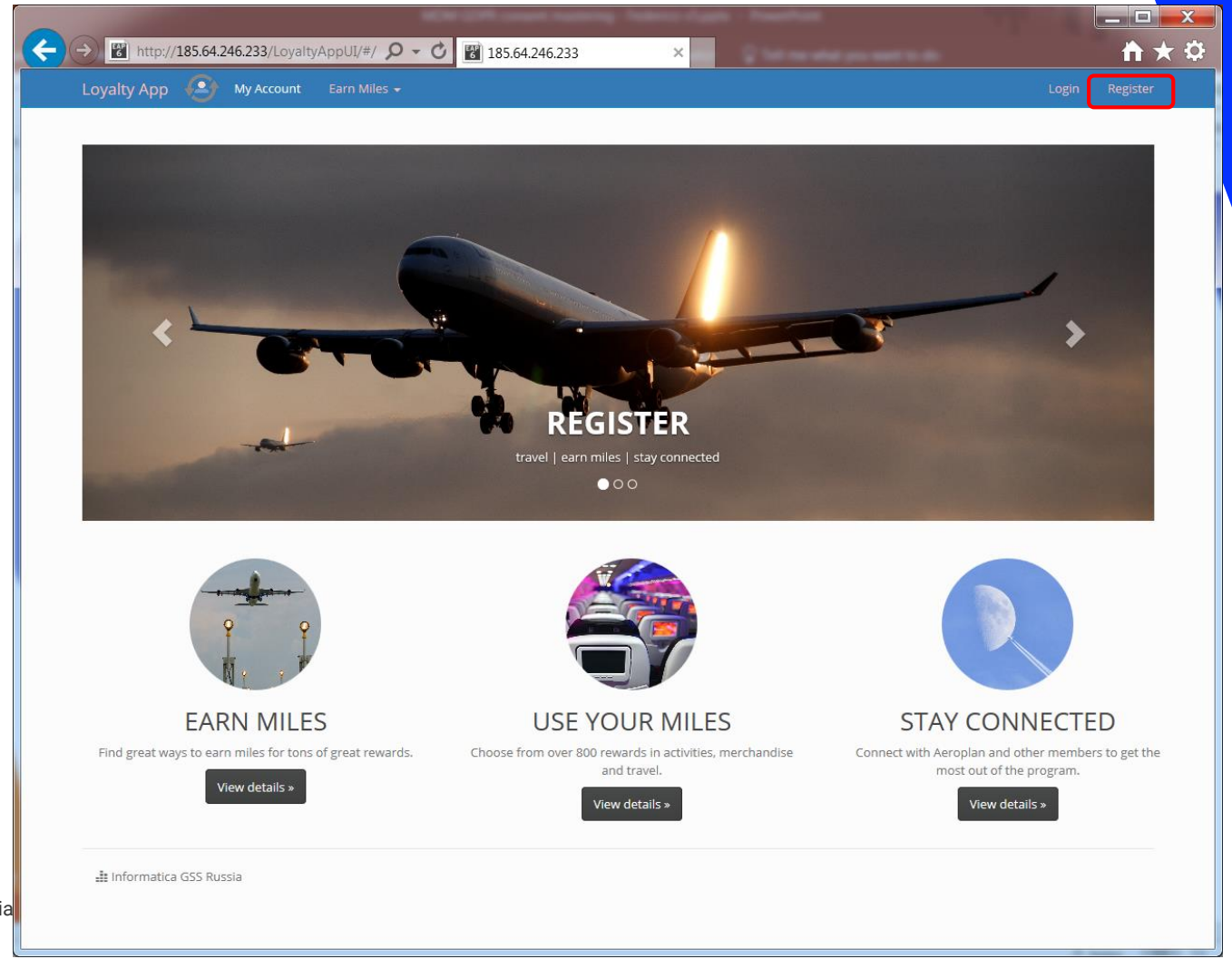
Hello. I'm Jim Tailor, and I want to join to the Wembley's Airlines frequent flyer program, so I'll click on the "register" button



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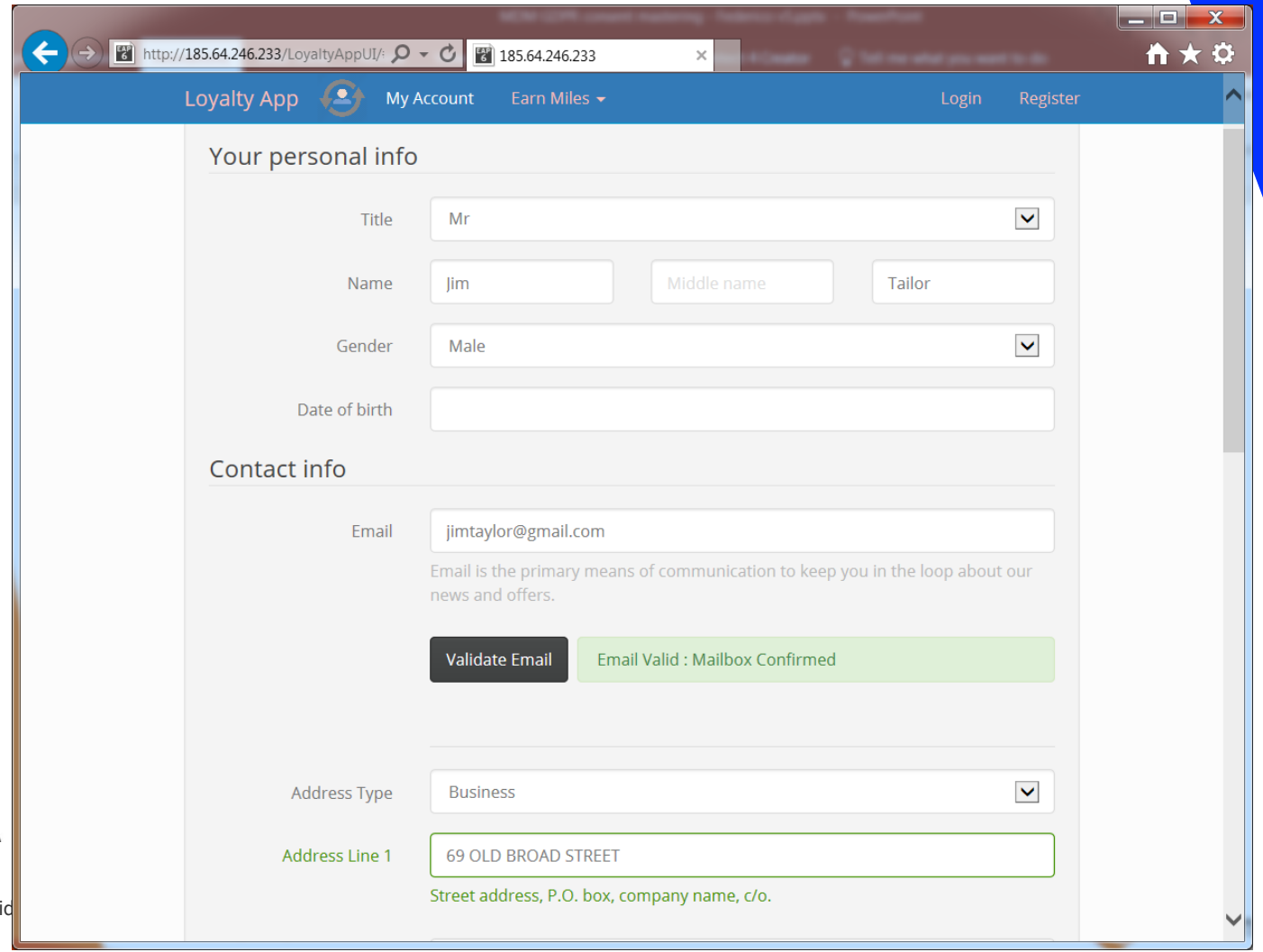
The webpage ask for my personal data, so I'm typing it.

Note I'm using my nickname and personal email address… also the 69 Old Broad Street address

(continues next slide)



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At the bottom I got four different consent policies. I'll accept the first three: I allow Wembley to send me Information from the loyalty program, I accept to receive offers, and also the newsletter. But I don't want my data to be used for analytical usage

Note: policies and texts are fully configurable; those are just for demo purposes.

http://185.64.246.233/LoyaltyAppUI/ 185.64.246.233

Loyalty App My Account Earn Miles Login Register

Country United Kingdom

Validate Address Valid

Phone Number 207082600 Work Valid Phone

Validate Phone

Set up your Password

Password ••••••••••

Repeat Password ••••••••••

- [x] I accept the loyalty programme privacy statement and grant Wembley Arilines the usage of the data to send information about the loyalty programme.
- [x] I consent to receive offers and advertisements from Wembley Airlines. Please read the advertising privacy statement.
- [x] I want to receive from ACME Advertising co (Wembley's collaborator) the monthly newsletter through email. Newsletter privacy statement.
- [ ] Yes, I consent Wembley Airlines to use my data for analytical and statistical usage.

Sign Up

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Now I want to get an invoice of a flight I did two months ago, so I call Wembley Airlines' Customer Service.
In that case I give my given name, VAT Number, the work email address and my Company's address.
In that case, I don't need to give consent, as invoicing doesn't require an implicit consent.

Invoicing App

Login Register

Your personal info

Name	James	Middle name	Tailor
VAT Number	542885412		
Email	jtailor@informatica.com		
Address Type	Business		
Address Line 1	69 old broad st		
Address Line 2			
City	LONDON		
ZIP/Postal Code	EC2M 1QS		
Country	United Kingdom		

Submit

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Informatica

Datasteward Viewing Data & Consent

MDM Entity 360

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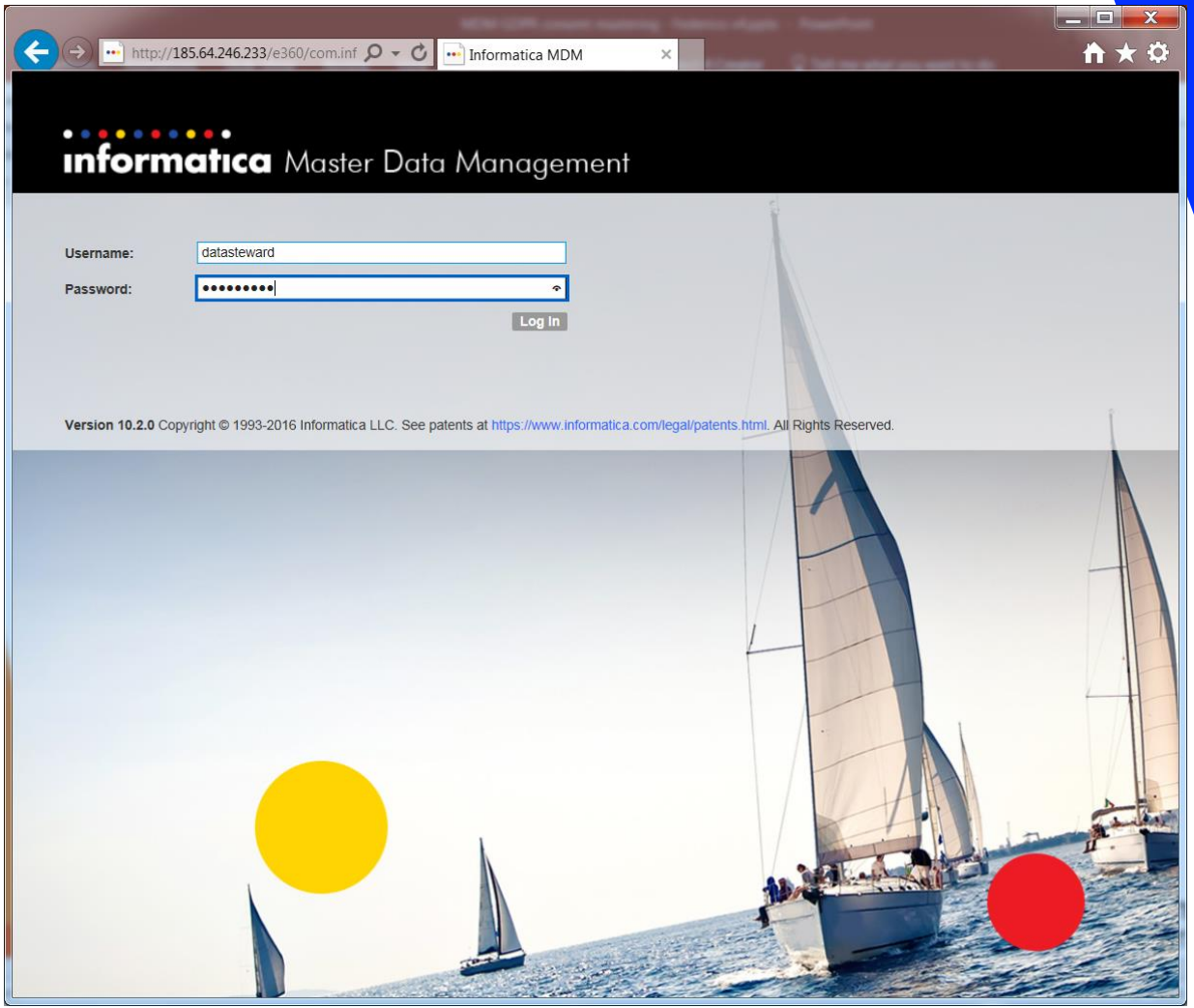
I'm Wembley's Datasteward… I'm receiving a complaint from James Tailor, because he is receiving offers into his phone, and he doesn't want it. Let's log into Informatica Data Director (MDM Datastewardship solution) to see what's going on



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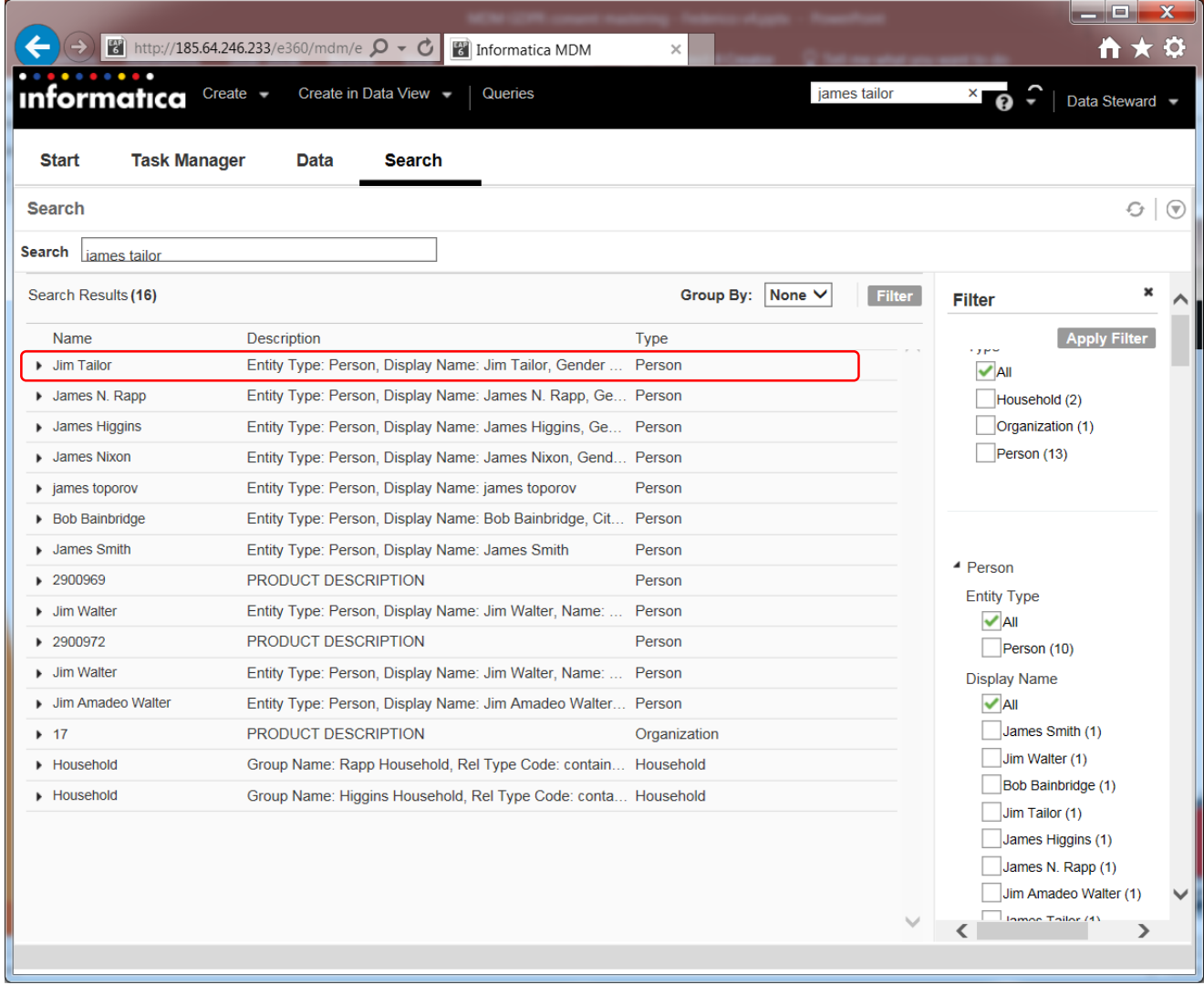
Using MDM smartsearch capabilities, I get easily results based on any data I got from James Tailor to identify him (name, phone, address, etc.) in a google-like search. Let's open it to see his details



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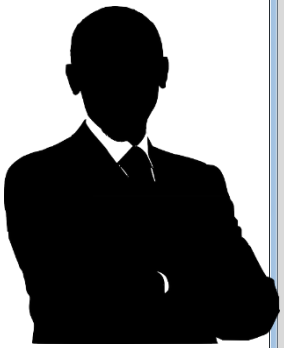
Nice! From here I've the complete 360° view of this customer… I can see he has 1 address, 1 phone number, 2 names, 2 email addresses…



I can see this person exists both in the CRM and in the Billing systems

I can see he has accepted 4 consent policies

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I'm clicking on the loyalty program advertising policy to see that I got the consent to use his data till 1/6/2018 for advertising. I even have a proof of the consent (the IP address he used to register into the loyalty program)

Informatica MDM

localhost/e360/mdm/entity360view/?wstate=(%27$ws%27:%27COView:orcl-DEMO_WEMBLEY:Person:3220969%27)

informatica | Create | Create in Data View | Queries | james tailor | Data Steward

Start | Task Manager | Data | Search | Person: Jim ...

Person: Jim Tailor

View: PersonEdit_Any

Overview

Display Name: Jim Ta

Forgotten Flag:

Anonymized Flag:

Portability Flag:

Object to Processing:

Child Flag:

Addresses (1)

Address Type Cd

BUSINESS

Telecom (1)

Telecom Type Cd

SocialAccount (0)

Name (2)

Relationships

Go back | Apply

Selected record: Loyalty Prog Advertising

Selected relationship type: PersonToGDPRConsentPolicies Relationship

Additional attributes:

In Behalf of Flag:	
Retention End Date:	2018-06-03 00:00:00
Consent Desc:	Loyalty Prog Advertising
Consent Flag:	☑
Consent Date:	2017-06-03 06:02:54
Consent Proof URL:	91.244.125.8
Consent Proof Type:	Subject IP

rds (4) New

(0)

Status

No Tasks to display

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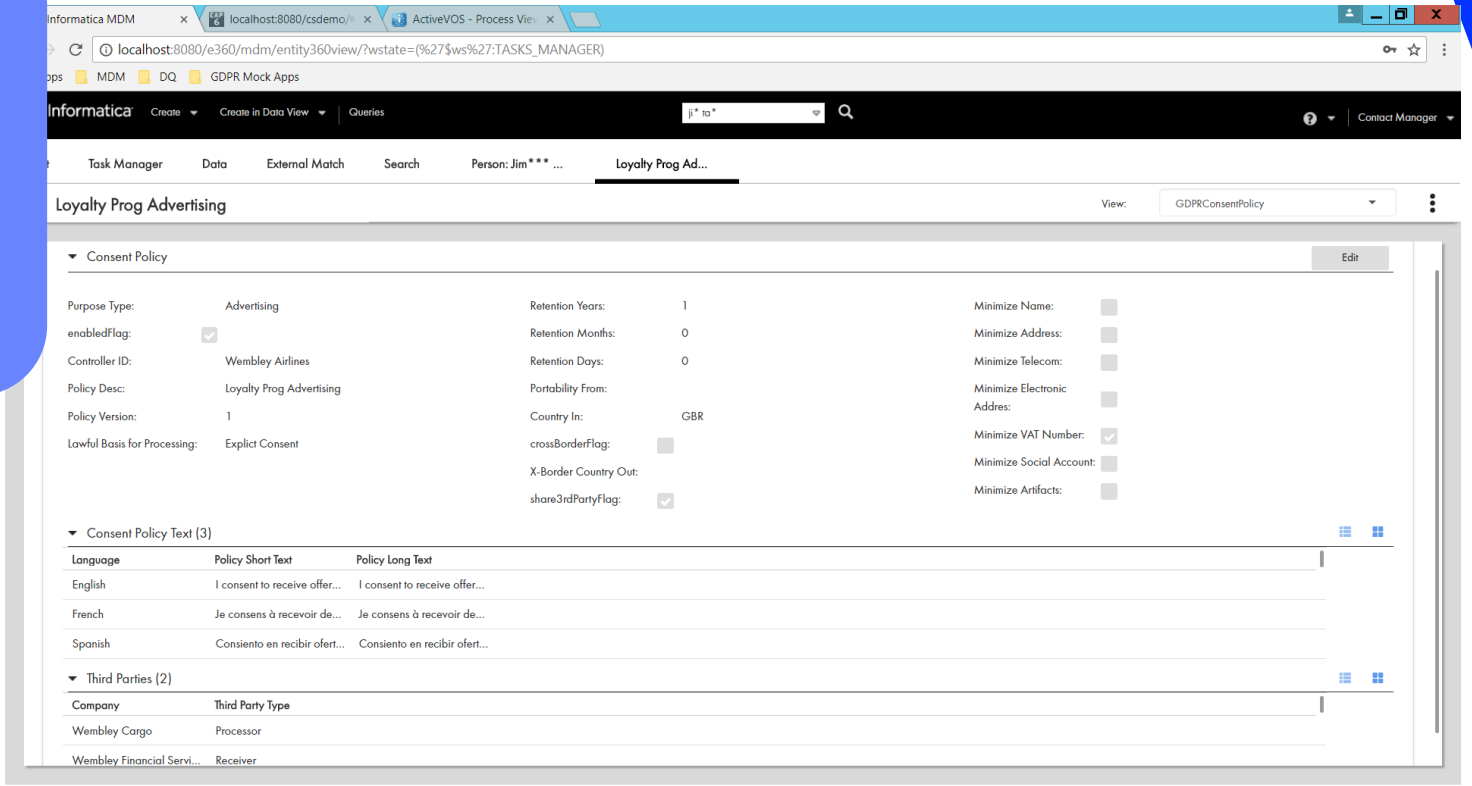
In any moment I can see details of this consent policy: version, retention periods, data scope, lawful basis for processing, legal text, to what third parties can be shared, etc
Those policies are created and maintained by the legal department, directly here, or can loaded from any policy management tool



© Informatica. Proprietary and Confidential.

… going back to the customer view Clicking to the phone, I can see it is correctly attached to the policy… I can use the phone to give him information and for advertising

http://185.64.246.233/e360/mdm/entity360view/?wst | Informatica MDM

jim tailor

Create | Create in Data View | Queries | Data Steward

Start | Task Manager | Data | Search | Person: Jim… | Loyalty Prog…

Person: Jim Tailor

View: PersonEdit_Any

Display Name:	Jim Tailor	Name Prefix Cd:		Gender Cd:	MALE
Forgotten Flag:		First Name:	James	Birthdate:	
Anonymized Flag:		Middle Name:		Customer Tier Cd:	
Portability Flag:		Last Name:	Tailor	Activity Status Cd:	
Object to Processing:		Rowid Object:	3200962		
Child Flag:					

Addresses (1)

Address Type Cd	Address Line1	Address Line2	City Name	State Province	Postal Cd	Country (
BUSINESS	69 OLD BROAD ST…		LONDON	CITY OF LONDON	EC2M 1QS	GBR

Telecom (1)

Telecom Type Cd	Phone Number	Validation Status	Eff Start Date	Eff End Date	anonymizedFlag
	207 082 8600	Valid Phone			

Telecom Consents (2)

Consent Desc	optInFlag	Retention End Date
Loyalty Prog Informat…	☑	2021-06-01 00:00:00
Loyalty Prog Advertisi…	☑	2018-06-01 00:00:00

SocialAccount (0)

Name (2)

Name Type Cd	Name	anonymizedFlag
	Jim Tailor	
	James Tailor	

Source Systems

- CRM — 1/Jun/2017 15:16:51
- Billing — 1/Jun/2017 15:39:09
- Admin — 2/Jun/2017 11:26:37

Related Records (4)

New

- Loyalty Prog Information — PersonToGDPRConsentPolicies Relationship
- Invoicing — PersonToGDPRConsentPolicies Relationship
- Loyalty Prog Advertising — PersonToGDPRConsentPolicies Relationship
- Email Newsletter ACME — PersonToGDPRConsentPolicies Relationship

Related Tasks (0)

Task Title	Status

No Tasks to display

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I'll edit the record and opt-out the phone for advertising, so he will not receive more calls for this purpose.

Person: Jim Tailor

Overview — Save — Cancel

Display Name:	Jim Tailor	Name Prefix Cd:		Gender Cd:	MALE
Forgotten Flag:		First Name:	James	Birthdate:	
Anonymized Flag:		Middle Name:		Customer Tier Cd:	
Portability Flag:		Last Name:	Tailor	Activity Status Cd:	
Object to Processing:		Rowid Object:	3200962		
Child Flag:					

Addresses (1)

Address Type Cd	Address Line1	Address Line2	City Name	State Province	Postal Cd	Country
BUSINESS	69 OLD BROAD ST...		LONDON	CITY OF LONDON	EC2M 1QS	GBR

Telecom (1)

Telecom Type Cd	Phone Number	Validation Status	Eff Start Date	Eff End Date	anonymizedFlag
	207 082 8600	Valid Phone			

Telecom Consents (2)

Consent Desc	optInFlag	Retention End Date
Loyalty Prog Informat...		2021-06-01 00:00:00
Loyalty Prog Advertising		2018-06-01 00:00:00

SocialAccount (0)

Name (2)

Name Type Cd	Name	anonymizedFlag

Source Systems

- CRM — 1/Jun/2017 15:16:51
- Billing — 1/Jun/2017 15:39:09
- Admin — 2/Jun/2017 11:26:37

Related Records (4) — New

- Loyalty Prog Information — PersonToGDPRConsentPolicies Relationship
- Invoicing — PersonToGDPRConsentPolicies Relationship
- Loyalty Prog Advertising — PersonToGDPRConsentPolicies Relationship
- Email Newsletter ACME — PersonToGDPRConsentPolicies Relationship

Related Tasks (0)

Task Title	Status

No Tasks to display

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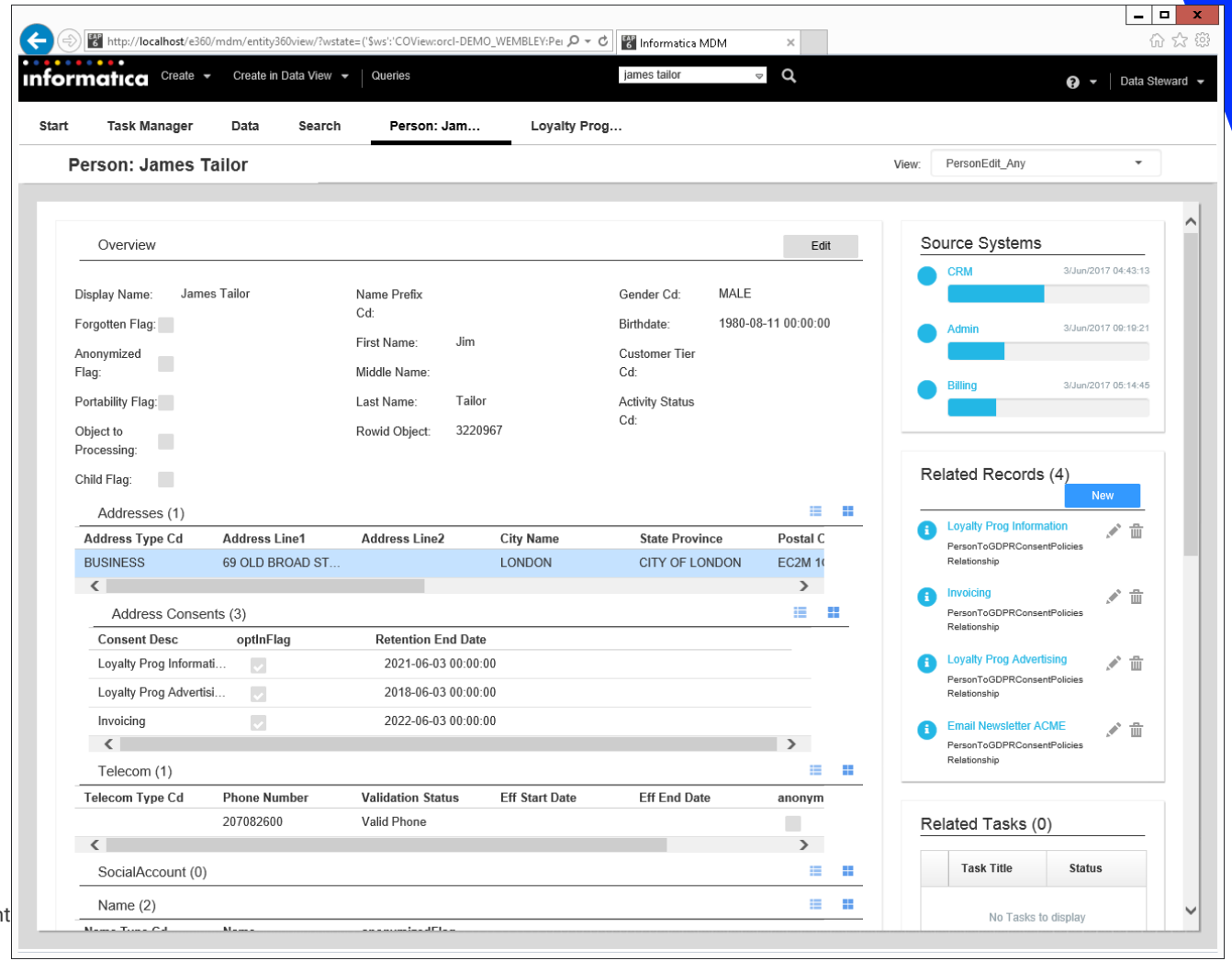
I can review other data associated with James Tailor… for example I can see the address is common for the loyalty program and invoicing



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For the electronic address, I got 2 different emails

This email can be used for advertising, information and newsletters (through ACME's Company)

URL (2)

Electronic Address...	Electronic Address	anonymizedFlag
EMAIL	jimtaylor@gmail.com	
EMAIL	jtailor@informatica.c...	

GDPRURLConsents (3)

Consent Desc	optInFlag	Retention End Date
Loyalty Prog Informati...		2021-06-03 00:00:00
Loyalty Prog Advertisi...		2018-06-03 00:00:00
Email Newsletter ACME		2018-06-03 00:00:00

This other email can be only used for Invoicing purposes

URL (2)

Electronic Address...	Electronic Address	anonymizedFlag
EMAIL	jimtaylor@gmail.com	
EMAIL	jtailor@informatica.c...	

GDPRURLConsents (1)

Consent Desc	optInFlag	Retention End Date
Invoicing		2022-06-03 00:00:00

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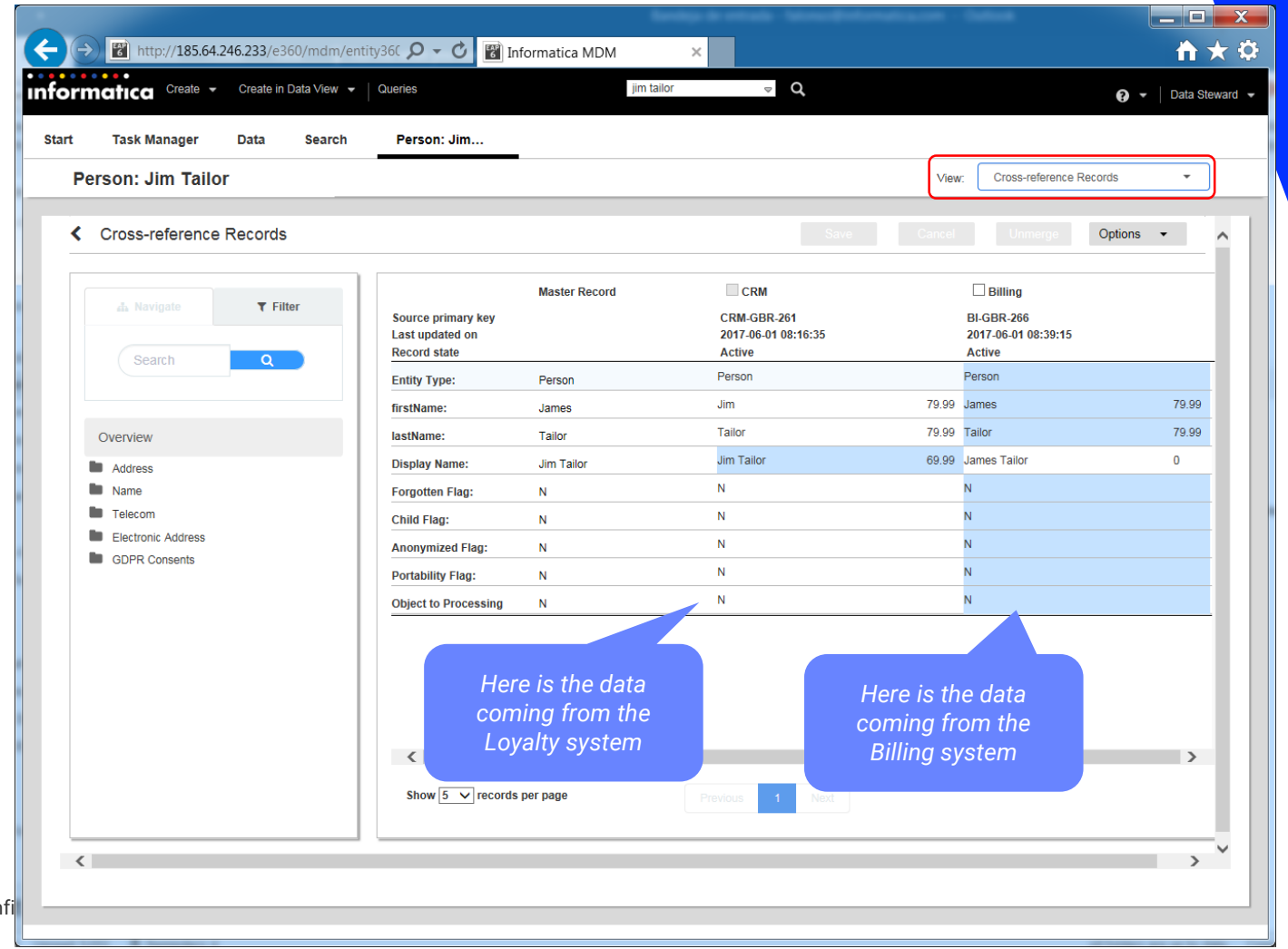
As DataSteward, I can see all the traceability of the data, knowing where it came from, just selecting the Cross-reference View



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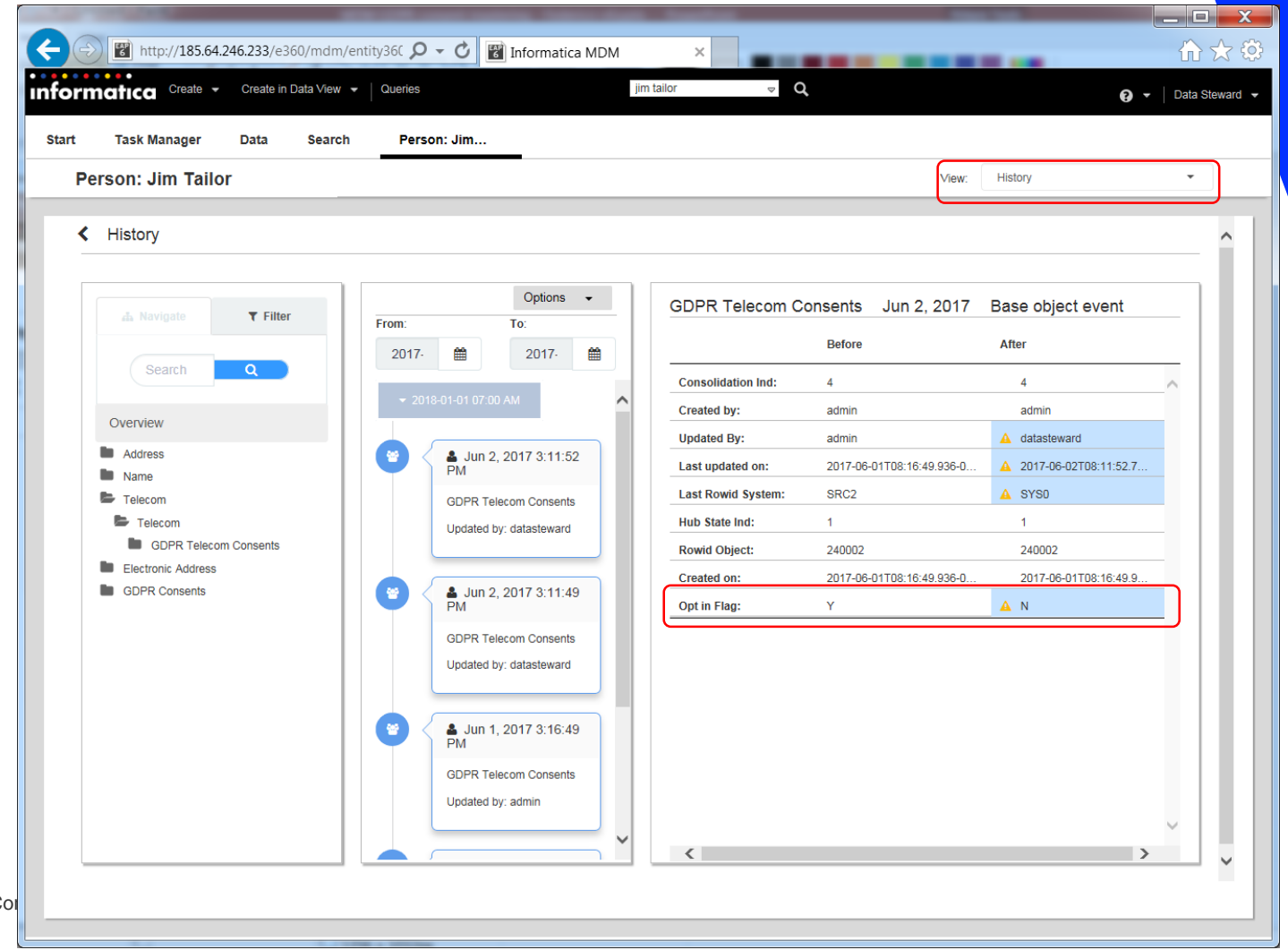
On the History view I can see all changes happened on the data… for example, here I can see the opt-out I just did… I can see the date of the update, what was the previous value, user that made the update, etc.



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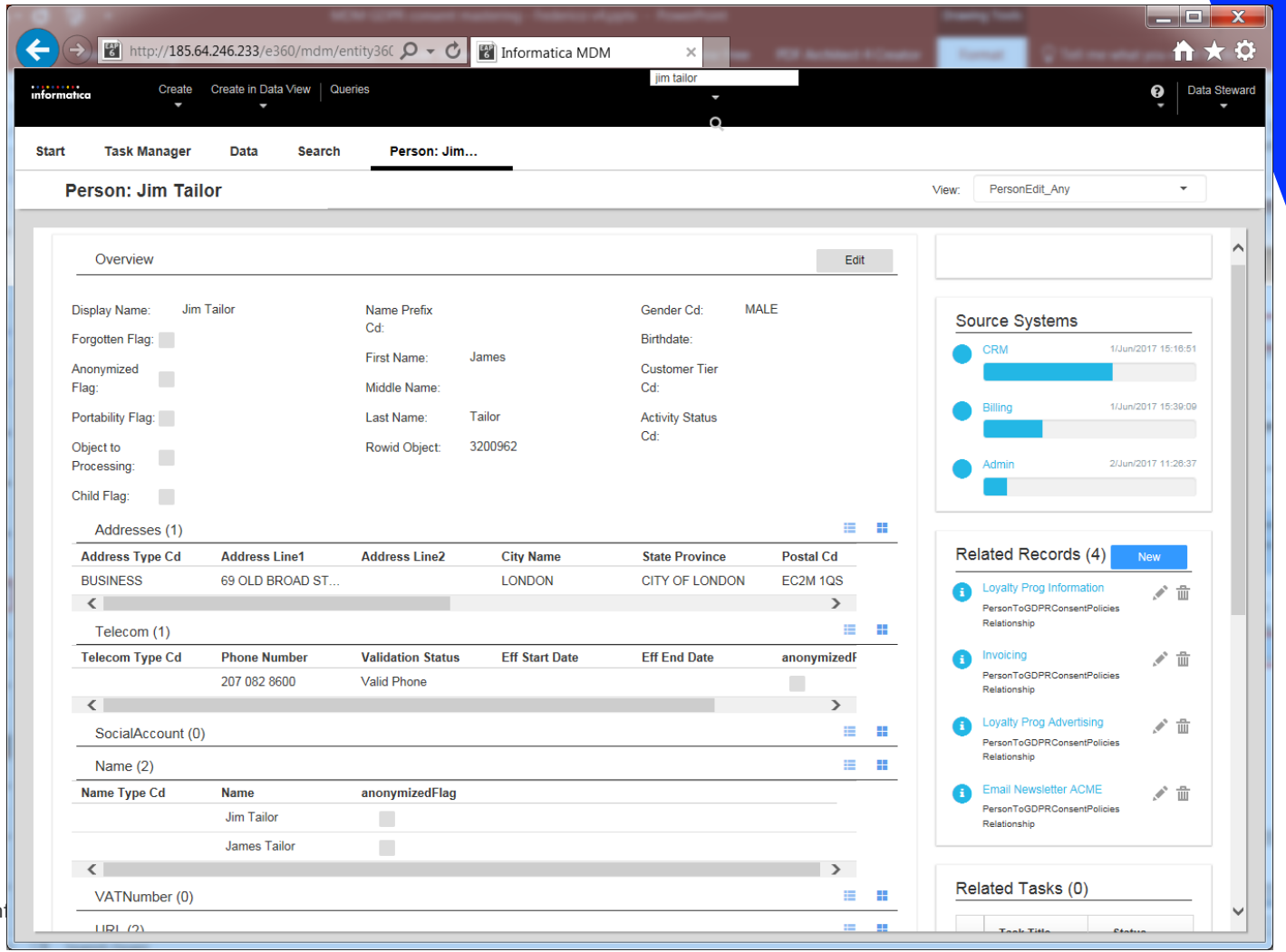
Ok, problem solved! This customer will no longer receive advertising calls. This interface give me all the info I need. Also here I can directly enact the rights of my customer: cancel, rectify, portability, object to processing, object on any action, right to be forgotten (we will see this later), etc.



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Right to be Forgotten & Portability workflows

ActiveVOS (MDM BPM Option)

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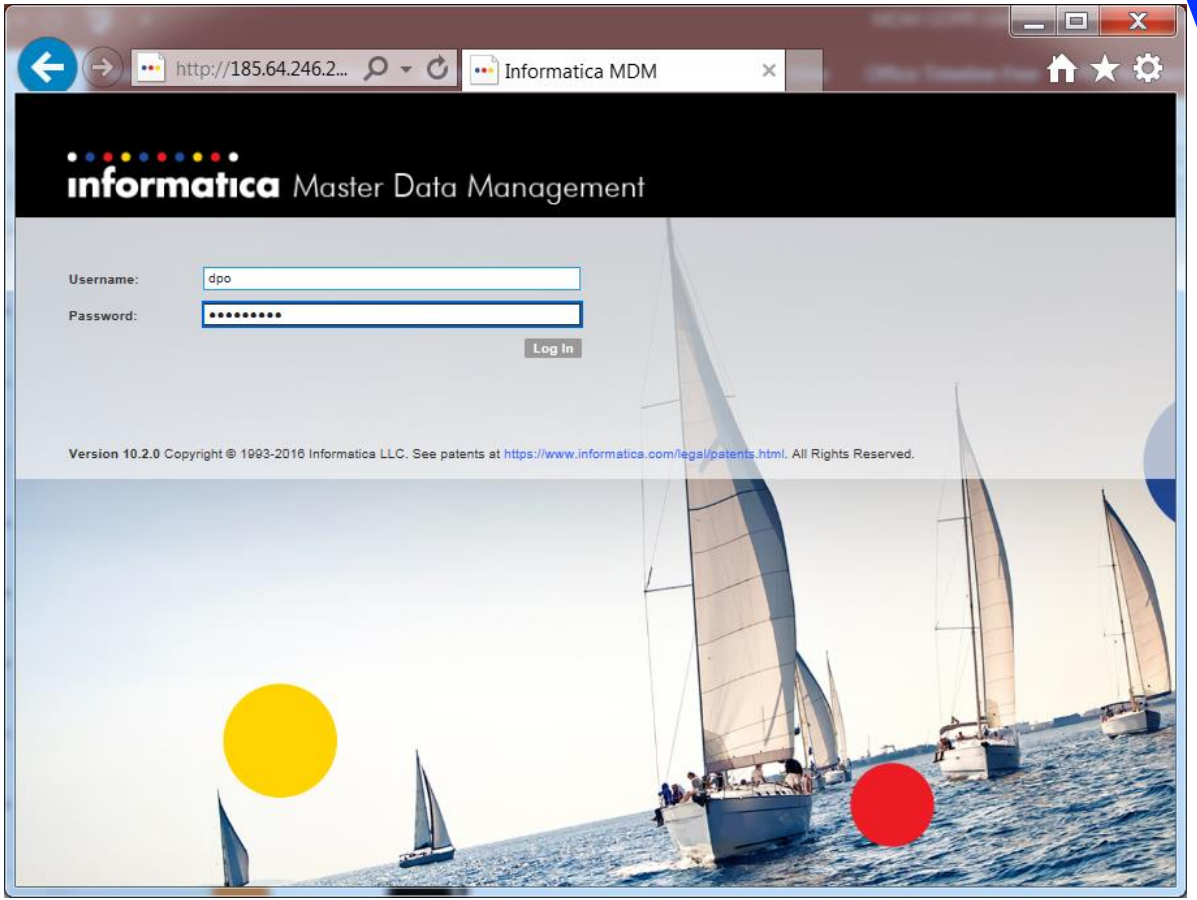
I'm the Wembley's DPO, and we got a certified letter from James Tailor requesting his right to be forgotten.

OMG! That means I've to search in our 50 different apps where we have personal information to see if James Tailor Exists??

No! fortunately we got Informatica MDM, and we have all our subjects centralized there



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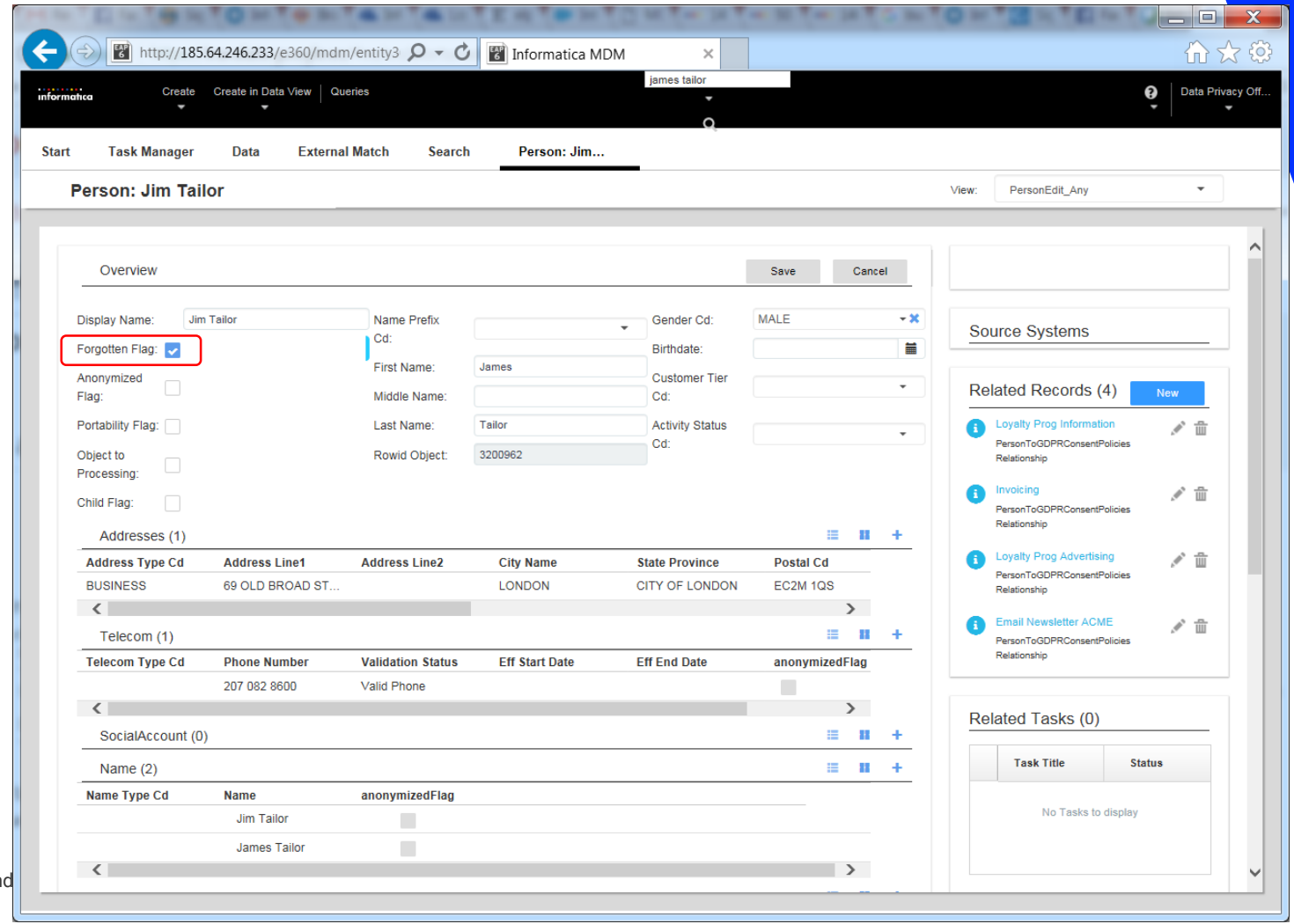
Informatica

All I've to do is to search the person from here, edit, and check the "Forgotten Flag" checkbox. When I save, that will trigger a workflow, as the RTBF requires extra verifications



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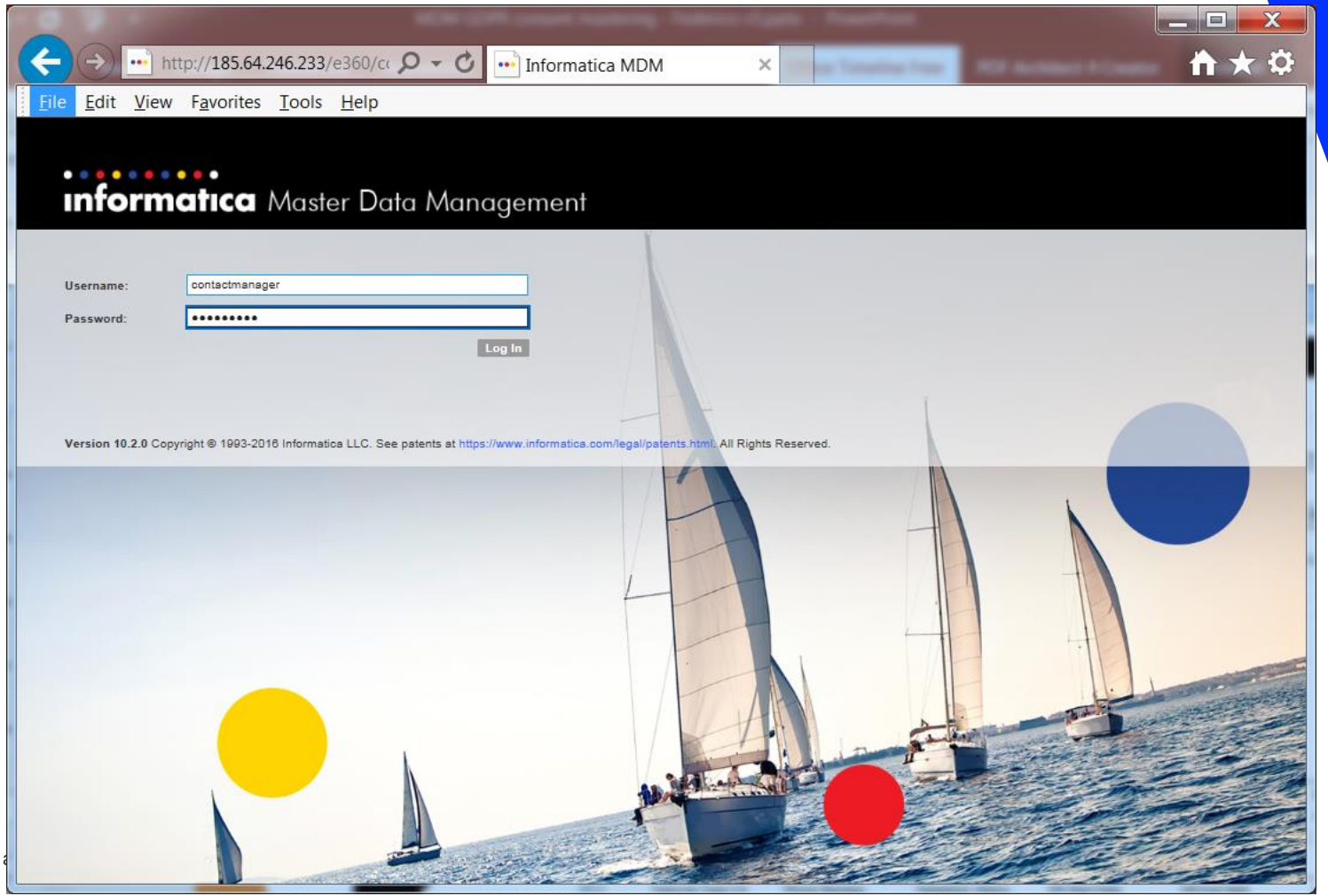
I'm the Contact Manager and I got an email with the RTBF request automatically generated by the MDM system. Clicking on a link, it will open my dashboard



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Here is my list of tasks… I've several RTBF and Right of Portability to approve… I'll open the task related to Jim Tailor

http://localhost/e360/mdm/entity360view/?wstate=('$ws':DASHBOARD)

Welcome to the ActiveVOS Co... | ActiveVOS - Process View | Informatica MDM

Informatica Administrator | Informatica Analyst | IDD Config | IDD Wembley | ActiveVOS Console | Solr Admin | My CRM | GDPR Demo | Invoicing App | Loyalty App | Provisioning Center

informatica Create Create in Data View Queries Search Contact Manag...

Start | Task Manager | Data

Available Tasks

Tasks (25)

Task Title	ID	Task Type	Priority	Due Date	Status	Owner
GDPR task in Jim Tailor	urn:b4p2:10...	Right to be forgotten review	Normal	09/06/2017	Open	Unclaimed
GDPR task in Max McDonalds	urn:b4p2:10...	Right to be forgotten review	Normal	08/06/2017	Closed	contactmanager
GDPR task in John Mccartney	urn:b4p2:10...	Right to be forgotten review	Normal	06/06/2017	Closed	contactmanager
GDPR task in Brent Salzer	urn:b4p2:9021	Right to be forgotten review	Normal	18/05/2017	Closed	contactmanager
GDPR task in Richard Coleman	urn:b4p2:8497	Portability request review	Normal	10/05/2017	Open	contactmanager
GDPR task in Ronald Smith	urn:b4p2:8486	Portability request review	Normal	10/05/2017	Open	Unclaimed
GDPR task in Steve Smith	urn:b4p2:8481	Right to be forgotten review	Normal	10/05/2017	Open	Unclaimed
GDPR task in Cindy Hanson	urn:b4p2:8474	Right to be forgotten review	Normal	10/05/2017	Open	Unclaimed
GDPR task in Eithne Egan	urn:b4p2:8451	Right to be forgotten review	Normal	10/05/2017	Closed	contactmanager
GDPR task in Chris Storbeck	urn:b4p2:8444	Right to be forgotten review	Normal	10/05/2017	Open	Unclaimed
GDPR task in Gladys A. Pritchet	urn:b4p2:8428	Right to be forgotten review	Normal	10/05/2017	Closed	contactmanager
GDPR task in Gregory Burton	urn:b4p2:8414	Right to be forgotten review	Normal	10/05/2017	Open	Unclaimed
Review changes in Dawn Schwartz	urn:b4p2:8338	Right to be forgotten review	Normal	10/05/2017	Closed	contactmanager
Review changes in John Smith BASC	urn:b4p2:8325	Right to be forgotten review	Normal	10/05/2017	Closed	contactmanager
Review changes in George Winters	urn:b4p2:8303	Right to be forgotten review	Normal	10/05/2017	Closed	contactmanager
Review changes in Gary Carrer	urn:b4p2:8287	Right to be forgotten review	Normal	10/05/2017	Closed	contactmanager

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Tweets by @Informatica

Informatica @Informatica

Uncover "The Deepening Mystery of Artificial Intelligence Decision-Making" infa.media/wp170601c #AI #DataGovernance #Analytics

Informatica @Informatica

Every organization is undergoing #Digitaltransformation, the key is- "It Takes Data to Delight Your Customers" infa.media/wp170602a #AI

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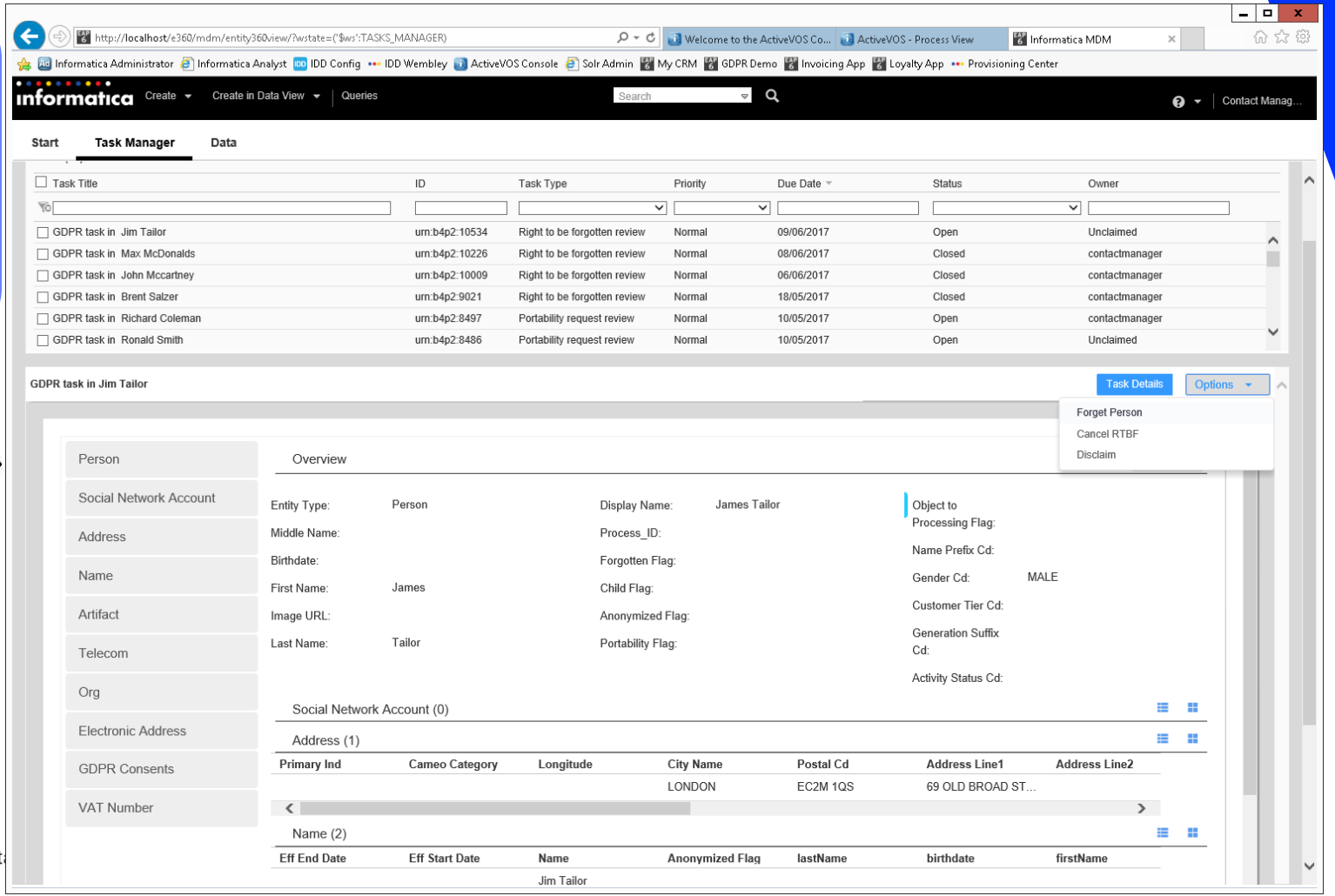
Ok, I've verified this customer has no debts and no active services, so I'll approve his RTBF request… otherwise I can cancel the request (I'd write a justification and the DPO would get a notification), or escalate the request to someone else



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That is the view of the workflow that have been executed.

That was my review step

Data have been archived in a secure storage system

Data have been deleted from all applications where that person existed

Record have been masked in MDM

The workflow is fully configurable... We can have extra reviews, other strategies, etc... that's just an example

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If someone tries to open James Tailor's record, he will just get masked information

Informatica MDM | localhost:8080/csdemo/# | ActiveVOS - Process View

localhost:8080/e360/mdm/entity360view/?wstate=(%27$ws%27:TASKS_MANAGER)

Apps | MDM | DQ | GDPR Mock Apps

Informatica | Create | Create in Data View | Queries | ji* ta* | Contact Mana

Start | Task Manager | Data | External Match | Search | Person: Jim*** ...

Person: Jim* Tai*****

View: PersonEdit_Any

Overview Edit

Display Name:	Jim*** Tai***	Name Prefix Cd:	
Forgotten Flag:	☑		Jim**********
Anonymized Flag:	☑		
Portability Flag:	☐		Tail**********
Object to Processing:	☐		3220967
Child Flag:	☐		

Gender Cd:	MALE
Birthdate:	1900-01-01 00:00:00
Customer Tier Cd:	
Activity Status Cd:	

That flag indicates the data have been anonymized

Addresses (1)

Address Type Cd	Address Line1	Address Line2	City Name	State Province	Postal Cd	Country Cod
BUSINESS	OL********	**********	NDO********	CITY OF LONDON	2M ********	GBR

Telecom (1)

Telecom Type Cd	Phone Number	Validation Status	Eff Start Date	Eff End Date	anonymizedFlag
Business	2070**********	Invalid characters			☑

SocialAccount (0)

Name (2)

Source Systems

Consents (4) New

- Loyalty Prog Information — PersonToGDPRConsentPolicies Relationship
- Invoicing — PersonToGDPRConsentPolicies Relationship
- Loyalty Prog Advertising — PersonToGDPRConsentPolicies Relationship
- Email Newsletter ACME — PersonToGDPRConsentPolicies Relationship

Related Tasks (1)

Task Title	Status
GDPR task in James Tai...	Right to be Forgotten R...

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Enacted rights are recorded

Informatica MDM | localhost:8080/csdemo/ | ActiveVOS - Process View

localhost:8080/e360/mdm/entity360view/?wstate=(%27$ws%27:TASKS_MANAGER)

Apps | MDM | DQ | GDPR Mock Apps

Informatica | Create | Create in Data View | Queries | ji* ta* | Contact Manager

Start | Task Manager | Data | External Match | Search | Person: Jim*** ...

Person: Jim*** Tai***

View: PersonEdit_Any

VAT Number (1)

Country VAT	VAT Number	anonymizedFlag
GBR	5428**********	

URL (2)

Electronic Address Type Cd	Electronic Address	anonymizedFlag
EMAIL	jimta**or@gmail.com	
EMAIL	jta**or@informatica.com	

Artifact (0)

GDPR Rights Log (2)

Request Type	Request Channel	Workflow ID	Request Date	Completed Date
SAR	Web	3304	2018-01-30 21:51:18	2018-01-30 21:51:18
RTBF	Backoffice	3307	2018-01-30 21:51:50	2018-01-30 21:53:07

With the workflow ID is easy to track who managed each right, and see all the details of the process

Enacted rights

ADDRESSES

OL********
****
NDO******** CITY OF LONDON 2M ********

Map | Satellite | STRATFORD | Henniker Rd | Forest Ln | East Village Lond | Clova Rd | FORES

Jim*** Tai***
OL********
****
NDO******** CITY OF LONDON 2M ********

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With MDM Subject 360, all personal data and consents are safely secured, audited, historified and managed in a centralized and consistent way.

It can be used for all our subjects, not only customers and prospects, also employees, visitors, …

The GDPR consent & rights compliance is managed from MDM, a minimal adaptation of the applications are required!

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Informatica

Speaker: KAMAL ABROL
Kabrol@informatica.com

Q/A Panel: Dilip Yeluguri
dyeluguri@informatica.com

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References

- MDM GDPR Consent Mastering -**Federico Alonso** falonso@informatica.com
- https://network.informatica.com/
- GDPR – EU General Data Protection Regulation *Anna Borg –KnowIT*
- *Personal Data Definition-Protiviti*
- *Data Governance program-Intricity*
- https://infawiki.informatica.com/

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