Data Privacy Management
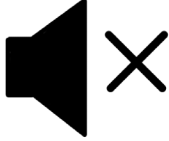
Ramesh Swaminathan

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.

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Feature Rich Success Portal
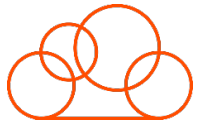
Bootstrap trial and POC Customers

Enriched Customer Onboarding experience

Product Learning Paths and Weekly Expert Sessions

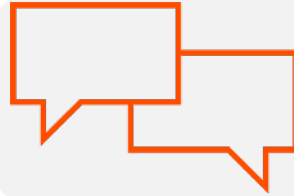Informatica Concierge with Chatbot integrations

Tailored training and content recommendations

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More Information
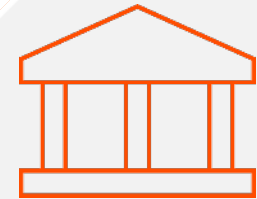
Success Portal

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

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Safe Harbor

The information being provided today is for informational purposes only. The development, release, and timing of any Informatica product or functionality described today remain at the sole discretion of Informatica and should not be relied upon in making a purchasing decision.

Statements made today are based on currently available information, which is subject to change. Such statements should not be relied upon as a representation, warranty or commitment to deliver specific products or functionality in the future.
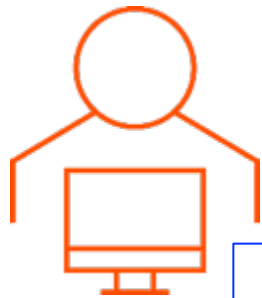
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Data Governance & Privacy

Objective:

Operationalizing **data privacy governance** with Informatica enables a repeatable and reliable **framework** to comply with the CCPA, new state regulations and beyond to **scale**, while making personal and sensitive data **safe for use** in new business value creation to **accelerate digital transformation**.
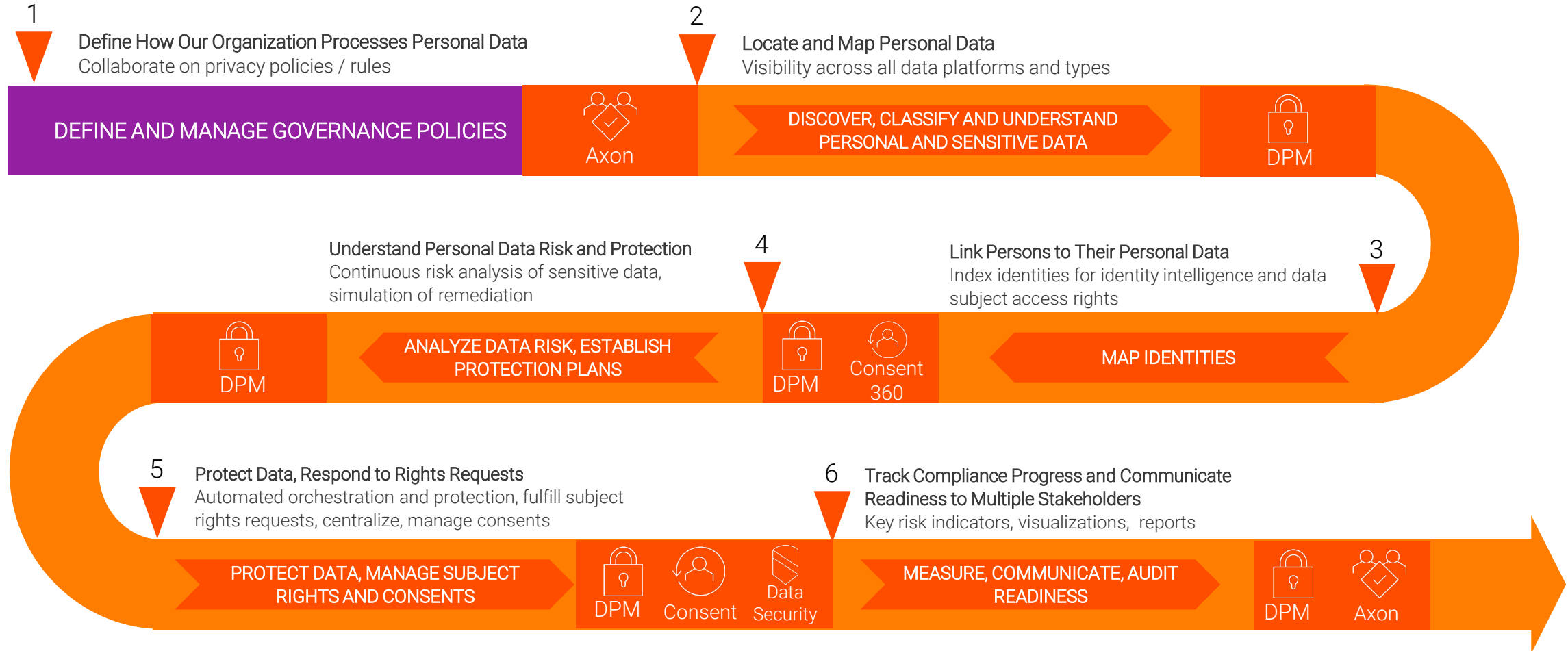
Challenges:

✗ Unclear data governance policies that vary by privacy mandate for inconsistent enforcement mapping

✗ Unable to identify information of data subjects (residents, households, etc.) creating risk

✗ Proliferating PII across systems, increasing exposure

✗ Applications and archives lack ability to anonymize personal and sensitive data to neutralize a breach
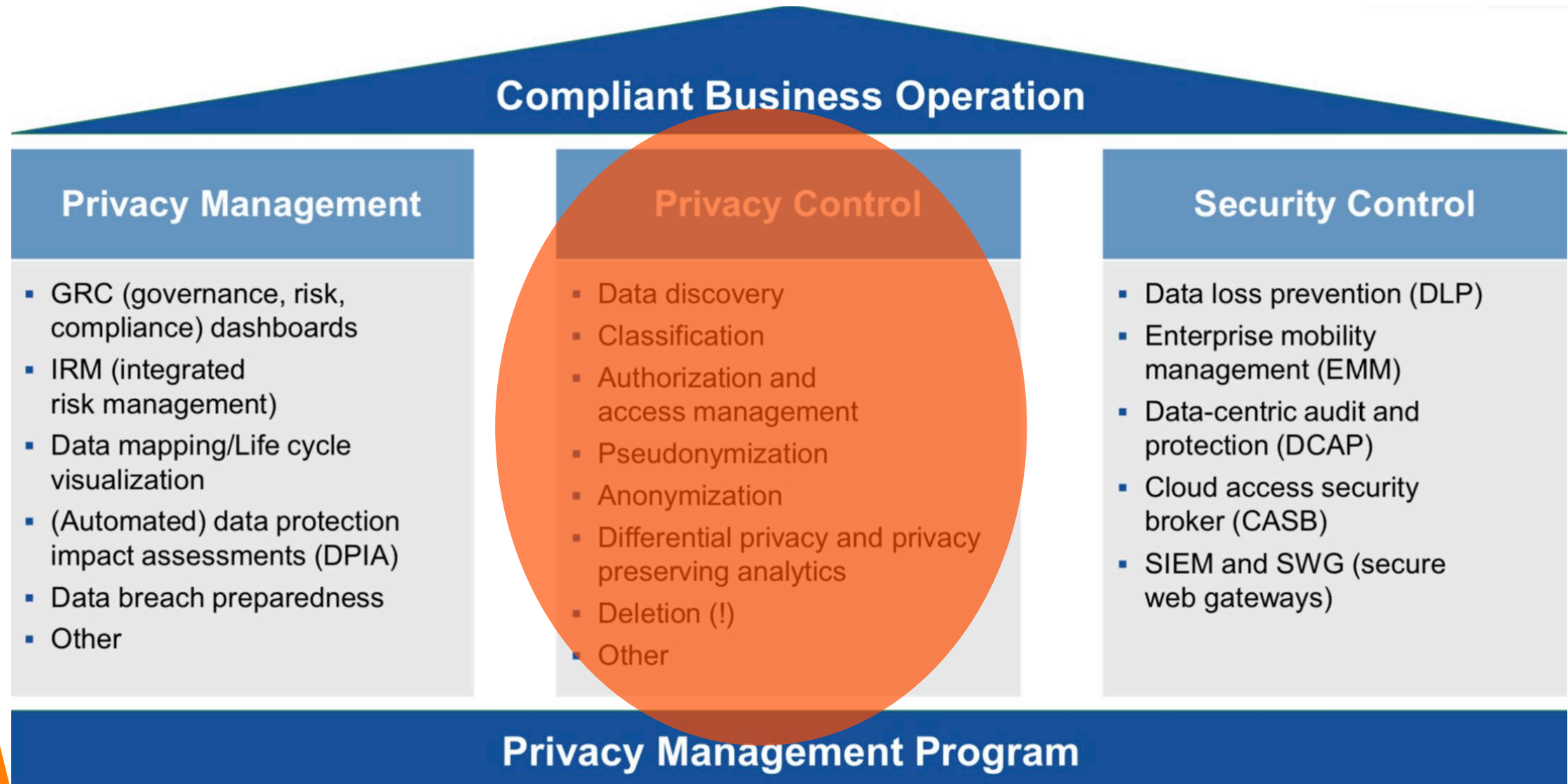
✗ Data unsafe to expose to applications and users

Informatica Benefits:

✓ **Automate data discovery, classification, protection, & response** by **operationalizing** data privacy policy and governance plans

✓ **Understand risk** and **prioritize** remediation

✓ **Speed up implementation of controls** and **scale** data privacy governance as mandates continually evolve

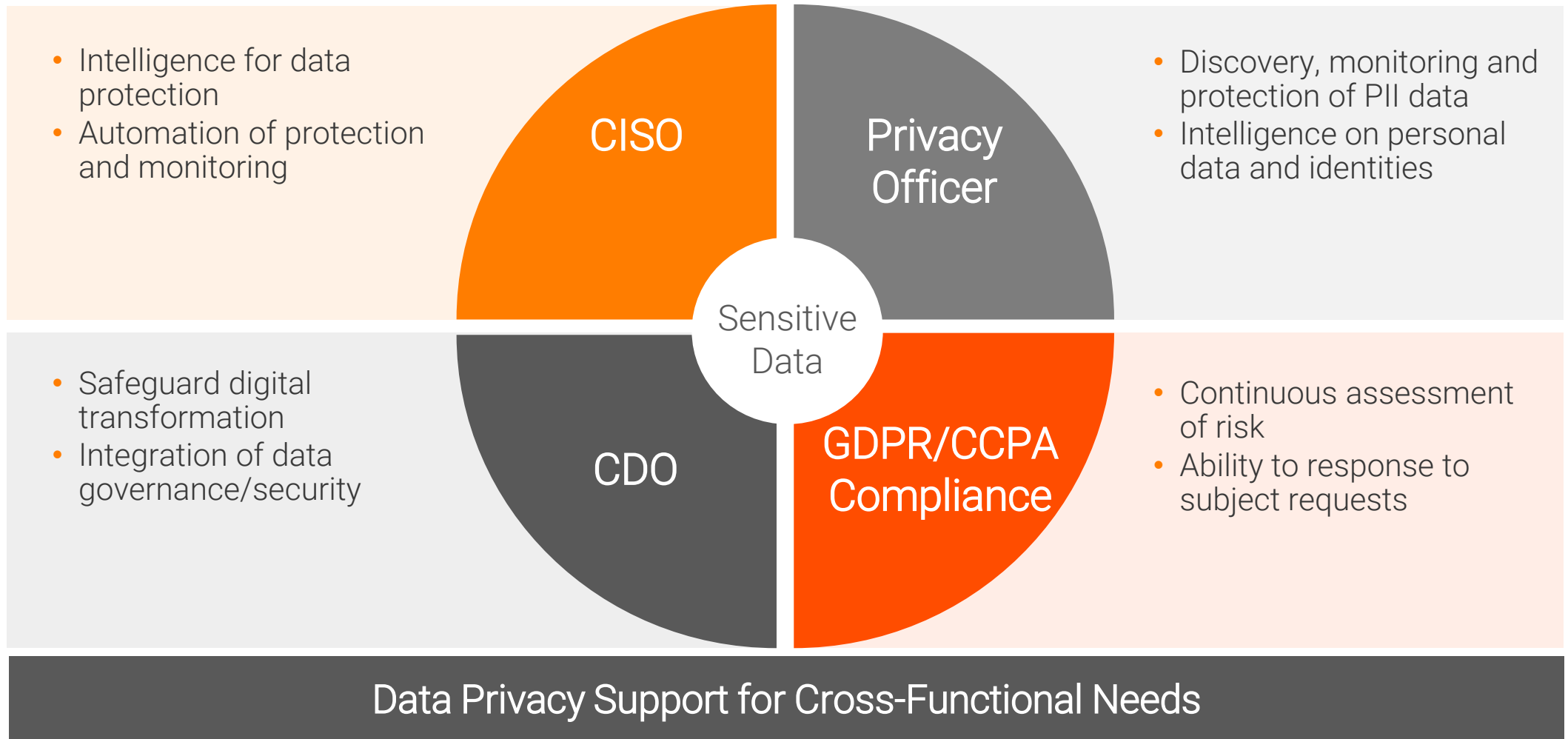✓ **Increase business trust and agility** through self-service and automation to unleash new value creation—safely!

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Data Governance Framework for Privacy Regulations

1

Define How Our Organization Processes Personal Data
Collaborate on privacy policies / rules

2

Locate and Map Personal Data
Visibility across all data platforms and types

DEFINE AND MANAGE GOVERNANCE POLICIES

Axon

DISCOVER, CLASSIFY AND UNDERSTAND PERSONAL AND SENSITIVE DATA

DPM

Understand Personal Data Risk and Protection
Continuous risk analysis of sensitive data, simulation of remediation

4

Link Persons to Their Personal Data
Index identities for identity intelligence and data subject access rights

3

DPM

ANALYZE DATA RISK, ESTABLISH PROTECTION PLANS

DPM   Consent 360

MAP IDENTITIES

5

Protect Data, Respond to Rights Requests
Automated orchestration and protection, fulfill subject rights requests, centralize, manage consents

6

Track Compliance Progress and Communicate Readiness to Multiple Stakeholders
Key risk indicators, visualizations, reports

PROTECT DATA, MANAGE SUBJECT RIGHTS AND CONSENTS

DPM   Consent   Data Security

MEASURE, COMMUNICATE, AUDIT READINESS

DPM   Axon

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Gartner's view of Privacy Operations

Compliant Business Operation

Privacy Management	Privacy Control	Security Control
▪ GRC (governance, risk, compliance) dashboards ▪ IRM (integrated risk management) ▪ Data mapping/Life cycle visualization ▪ (Automated) data protection impact assessments (DPIA) ▪ Data breach preparedness ▪ Other	▪ Data discovery ▪ Classification ▪ Authorization and access management ▪ Pseudonymization ▪ Anonymization ▪ Differential privacy and privacy preserving analytics ▪ Deletion (!) ▪ Other	▪ Data loss prevention (DLP) ▪ Enterprise mobility management (EMM) ▪ Data-centric audit and protection (DCAP) ▪ Cloud access security broker (CASB) ▪ SIEM and SWG (secure web gateways)

Privacy Management Program

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Value For Key Roles

- Intelligence for data protection
- Automation of protection and monitoring

CISO

- Discovery, monitoring and protection of PII data
- Intelligence on personal data and identities

Privacy Officer

Sensitive Data

- Safeguard digital transformation
- Integration of data governance/security

CDO

GDPR/CCPA Compliance

- Continuous assessment of risk
- Ability to response to subject requests

Data Privacy Support for Cross-Functional Needs

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Data Privacy Management

> **Enterprise-wide data privacy and security intelligence**

- Sensitive data discovery and classification

- Data subject registry

- Sensitive data proliferation analysis

- User activity on sensitive data

- Multi-factor risk scoring

- Risk rankings at enterprise, LOB, and department level

- Anomaly detection based on user activity

- Sensitive data policy-based alerting

- Data protection simulation and planning

- Workflow for manual or automated data protection and risk remediation

Value For Key Roles

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Data Privacy Support for Cross-Functional Needs

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DPM Integration with Axon

Data Privacy and Risk in Governance
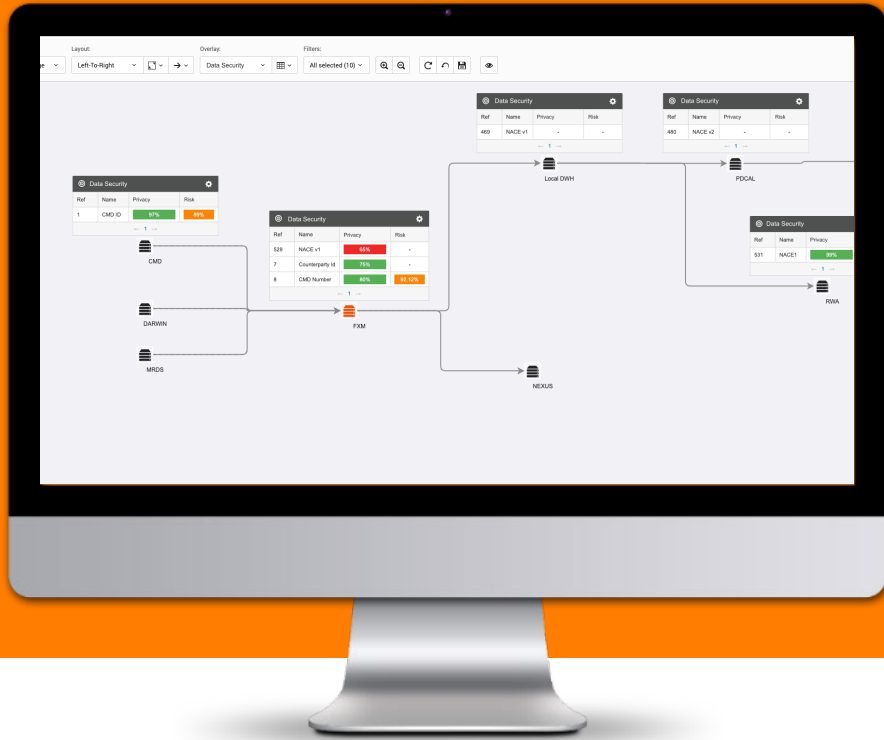
Manage Data Privacy and Risk

- Overlay to show Privacy and Risk Level

- Insight into Privacy considerations directly through the Governance console

- Link to Governance artefacts for complete understanding

- Facilitate interaction between Governance and Security

> Highlight Data Privacy and Risk Concerns in Data Governance Practice

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Data Governance in Privacy and Protection

Capabilities

- Processes and stakeholders in DPM

- Process overlay for proliferation and data stores

- Process evaluation and stakeholder notification in security policies
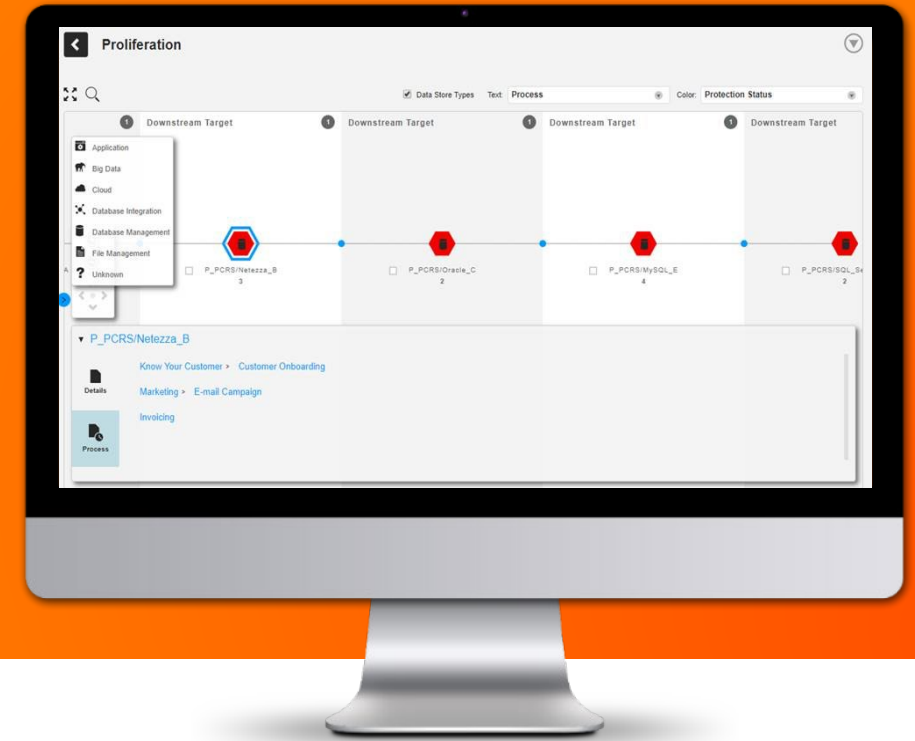
> Incorporate processes into privacy monitoring and notification

Data Governance in Privacy and Protection

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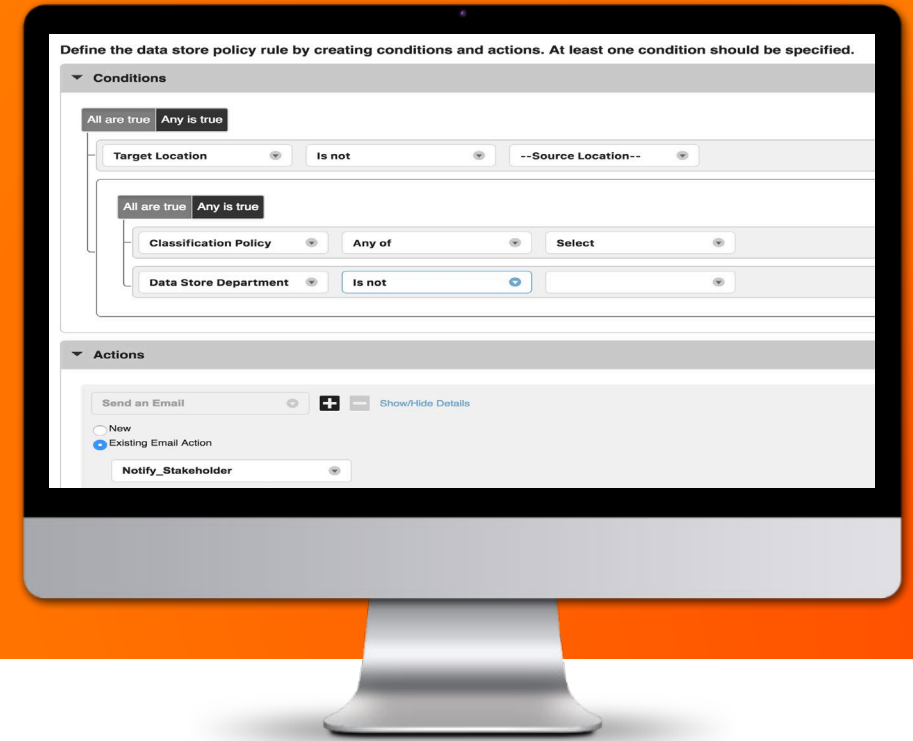
> Incorporate processes into privacy monitoring and notification

Accelerated Time to Value with EDC Integration

Informatica Enterprise Data Catalog and ServiceNow CMDB integration

Import data stores and scan results from EDC

Highlight policy gaps for incremental scans

Import stores from ServiceNow CMDB

Fulfilling Subject requests with DPM

Meta model in DPM to support Subject Registry

Subject Meta Model

Data Categories

- Combination of Data Domains

Purpose

- Associated to data elements in a data store

Residency

- Identified during Subject index creation through a configuration

Legal Holds

- Applied to Subjects from the Subjects page

Third Party Shares

- Associated to Data stores as part of Data Store information

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Subject Onboarding

Building your Subject Registry

- Step 1: Define the Subject Type in a JSON file

- Step 2: Define Data Extraction SQLs

- Step 3: Scan for Subjects

Look out for Tech Tuesday on March 16th

for a Deep Dive on this Topic

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Subject Request fulfillment Flow

Select Subject Type

- Lists all the Subject Types Configured in the system

- Select the Subject type of the Subject you want the DSAR for

- Subject Type in a Typical Organization

  - Customer

  - Employee

  - Contractor

  - Vendor

Google like Search for a Subject

- Keyword search for Subject information

- Multiple search criteria's

- "Optional Search Fields" as per configuration

Search results

- Search results based on Industry leading identity matching Algorithm

- Searches from the Subject Index created during Scans

- Provides Confidence score of the match

- Includes information about the subject in the index to ensure the right subject is selected

Subject Details Page

- Subject Details page provides information of the subject available in the Index

- Information of all the Data Stores where the Subject details are available

- This information is available because of the transactional scans done during onboarding

- Provides information on all the previous DSARs run on this Subject

- Legal Hold can be applied and removed for a subject from this page

Actions on Subject Information

- DSAR request can be made from this page
- Various Subject related actions
  - Service Management ticket to delegate DSAR actions
  - Email Subject Information
  - Export Subject Information for further process
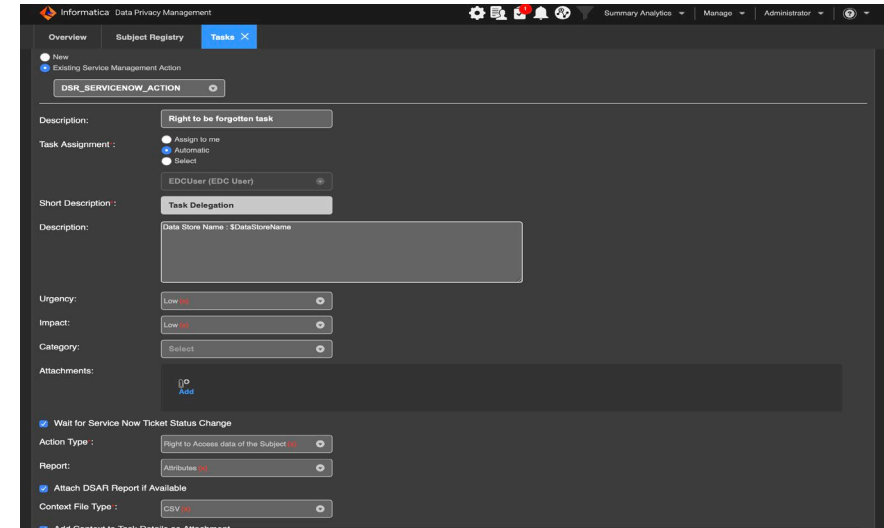- All these actions can be performed through a API call

Download DSAR Report
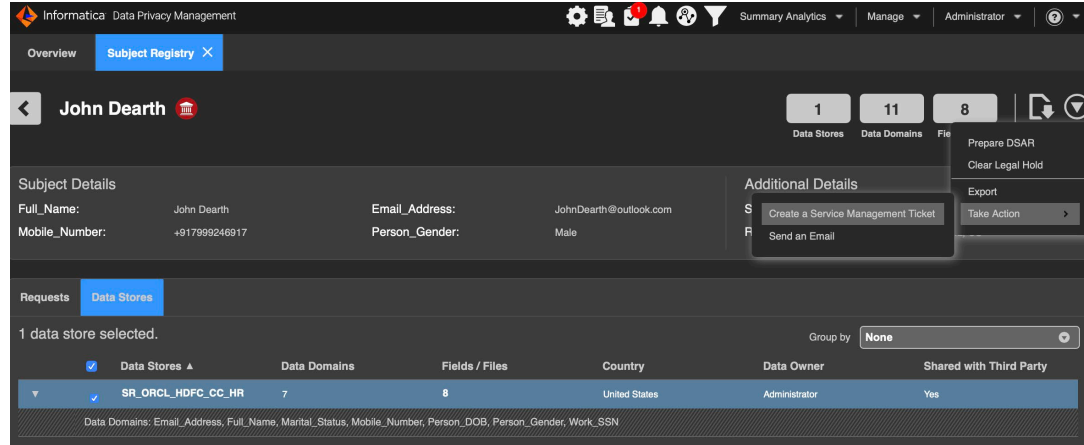

- DSAR report once ready can be downloaded in multiple format

- DSAR reports are available in the system for a specific period of time

- After the specified retention period, DSAR reports are auto destroyed and have to be created again

Privacy Workflow – Task delegation

- Initiate a task for fulfilling Subject requests from DPM through integration with Service Management systems

- Automatic or manual task assignments

- Status from Service Management tickets is brought back to DPM

- Native integration with Service Now. Pluggable model to integrate with any Service Management products
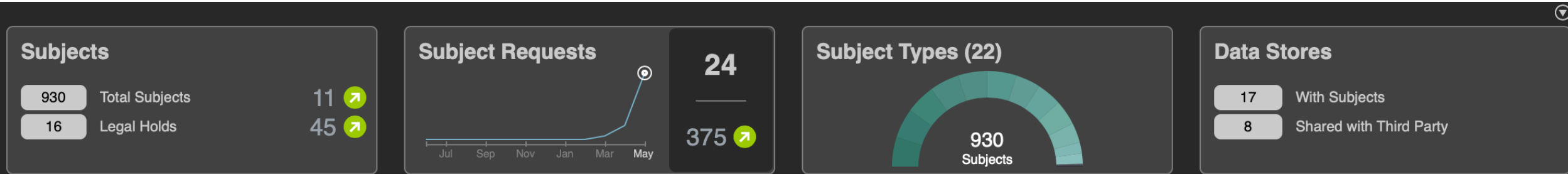
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Privacy Dashboard

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

Subjects

| 930 | Total Subjects | 11 ↗ |
| 16 | Legal Holds | 45 ↗ |

Subject Requests

24
375 ↗

Jul Sep Nov Jan Mar **May**

Subject Types (22)

930
Subjects

Data Stores

| 17 | With Subjects |
| 8 | Shared with Third Party |

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

Number of Subject types in the system

Number of subjects per Subject type

Trend line of subject requests in the system

Updates real-time as the requests are made

Number of data stores with subject data in the system

Number of data stores where data is shared with third parties

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Metrics in Privacy Dashboard

Top Data Stores by Subjects

Data Store ...	Subjects	Data D...	Fiel...
SR_ORCL_H...	294	11	30
SR_SQL_HD...	210	11	30
SR_DB2_HD...	204	11	30
SR_SFDS_H...	130	10	10
SR_DB2IOS_...	129	9	10
SR_DB2_HD...	128	9	10
SR_SQL_HD...	122	7	11
SR_ORCL_H...	111	11	18
SR_ORCL_H...	105	11	18

Top Data Stores by Subjects

Lists top data stores that have subject information

List ordered by the number of subjects

Clicking on the Number of Sensitive Fields will open the data store page

Subject Data by Location: APJ

6 Data Stores
501 Subjects

APJ   EMEA   LATAM   NA   ?
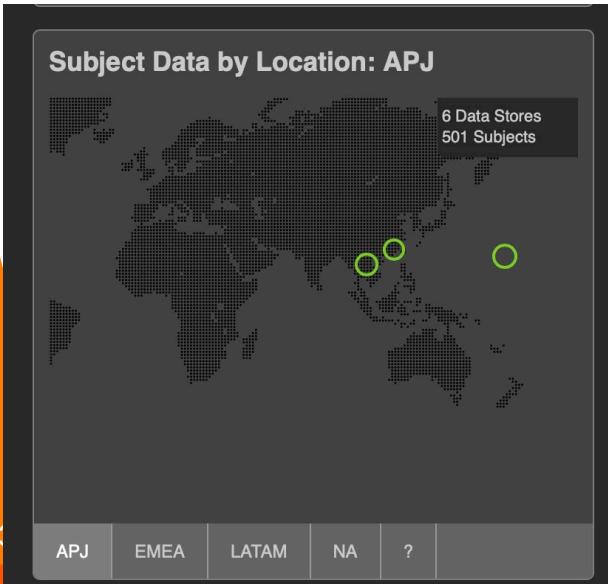
Subject Data By Location

Visual map view of data store locations

Contains only those data stores that have subject data

Map can be filtered by different regions

tial.

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Metrics in Privacy Dashboard (Cont'd)

Subject Requests by Due Date

Name	Type	Status	Due Date	Last Updated
DSAR-1589968886	DSAR	⚠ Completed	5/20/2020	5/20/2020, 3:31:26 PM by Administrator
DSAR-1589978672	DSAR	⚠ Completed	5/20/2020	5/20/2020, 6:14:32 PM by Administrator
DSAR-1589978733	DSAR	⚠ Completed	5/20/2020	5/20/2020, 6:16:13 PM by Administrator
DSAR-1589978786	DSAR	⚠ Completed	5/20/2020	5/20/2020, 6:16:26 PM by Administrator
DSAR-1589978816	DSAR	⚠ Completed	5/20/2020	5/20/2020, 6:16:56 PM by Administrator
DSAR-1589978866	DSAR	⚠ Completed	5/20/2020	5/20/2020, 6:17:46 PM by Administrator
DSAR-1589978896	DSAR	⚠ Completed	5/20/2020	5/20/2020, 6:18:16 PM by Administrator

Subject Requests by Type

| Week | Month | Year |

14 May 15 May 16 May 17 May 18 May 19 May 20 May
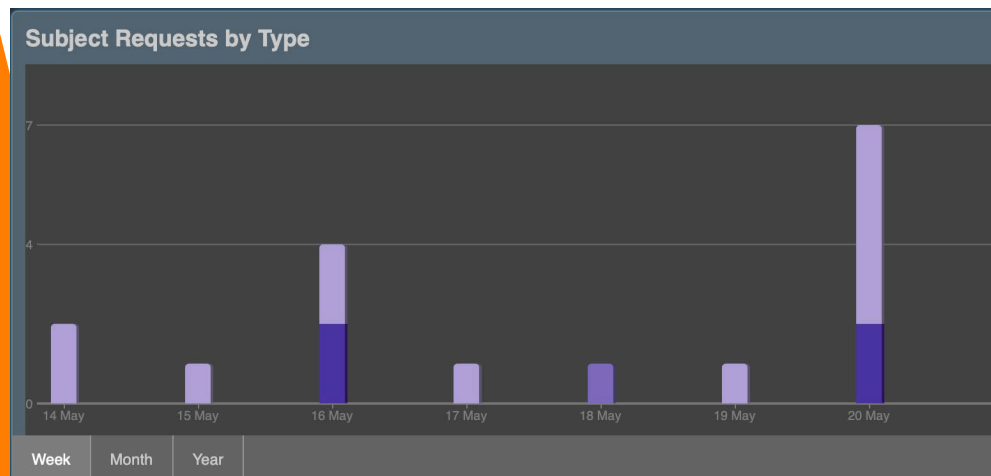
Subject Requests by Due date
Lists all the Subject requests that are open or in warning

All the requests are listed by the descending order of the

due date by which the request must be closed

Requests will be removed from this list when closed

Clicking on a specific request will navigate to the task page

Subject Requests by Type
Visual graph of all requests in a given time period

Provides details of the type of requests with their count

User can view the graph for the current week, month or year

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Breach Reporting

Breach Notification report

- Enables Privacy Analyst or a data store owner to create a report when a breach happens in a data store

- This report is a CSV with information on what's available in the data store

- This enables the DPO to report quickly to the regulator is required

- DPM does not store details of the actual breach itself. DPM only provides the information required to report on a breach

  Breach notification report is only available if profile & Subject scan has been run on a data store

Summary

- Data Privacy Management helps in operationalizing your Data Privacy practice

- A 6 step journey to automate your Privacy Operations

- DPM has a rich set of easy to use Features to cater to three main pillars of Privacy operations

  - Create an Inventory of your Data Assets

  - Fulfillment of Subject Requests

  - Data Breach Reporting

Questions?

Thank You