

# Turn data privacy regulations into a business accelerator

Go beyond compliance to gain an advantage



The top 3 questions you must answer:



Can I easily identify what type of personal data my organization captures, stores, and processes?



Do I know where my customers' personal data lives?



Is all my customers' data protected?

## It's time to take action if the answer is no to any of the above questions.

Global data privacy compliance regulations like the Global Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA) and the Lei Geral de Proteção de Dados (LPGD) in Brazil have put a focus on personal customer and employee data. While non-compliance to these regulations could lead to severe penalties, the regulations offer organizations an opportunity to transform and create new data-led business models.

Meeting privacy obligations and protecting personal data requires the discovery and classification of different types of data across the business. These steps can include the preparation of Record of Processing Activity (RoPA), the privacy catalog and mapping of processing activities to personal data use. Discovery and classification also include data minimization and the ability to comply with consumer and data subject rights (DSR) policy.

A risk privacy assessment across your organization is a good place to begin your journey to help define your data privacy readiness across five actionable building blocks:

1. **Define Personal Data**—Any information that can directly or indirectly identify each living, natural person could fall into this category.
2. **Discover Personal Data**—Understand where personal data, both structured and unstructured, resides.

3. **Catalog Personal Data**—Define what is personal data to the business, its lineage, and how you process and use that data.
4. **Protect Personal Data**—Safeguard personal data using anonymization and minimization techniques.
5. **Support Data Subject Rights**—Provide transparent data subject access request methods supporting the right to enquire, correct, erase and data portability, as well as eliminate blanket assumed opt-in consent of customers and ensure you are able to respond quickly.

Compliance also represents an opportunity for digital transformation. Embrace it to transform and grow your digital relationship with each customer for more transparent and personalized services.

By making smarter use of data—protecting it without placing limits on it, effectively governing it, understanding it, and making it available to business users as permitted—opportunities for innovation can be more visible.

### Take action now to go beyond compliance

Inability to gather or use customer data due to not having compliance processes and procedures in place can create problems—not only when it comes to audits, but also when it comes to growing opportunities for your business. To address this challenge, organizations are implementing governed information architectures that acknowledge the regulations, yet support organizational performance and data innovation.

Modernizing your information architecture to address data privacy regulations strategically, offers enterprises more control of their data, and it gives enterprises an opportunity to strengthen customer loyalty, retention and relationships, while enhancing their security posture.

**IBM® Unified Governance and Integration** can help enterprises improve governance, data quality, e-discovery and more, allowing your enterprise to develop more actionable analytics for even better customer experiences.



### Listen to the webinar

Learn how to accelerate your readiness journey for the California Consumer Privacy Act (CCPA).

### Read the e-book

Understand how you can accelerate GDPR adoption to drive competitive advantage with your data.

### Access several resources

Get help with each phase of regulatory readiness.



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