



**Get ahead of
GDPR demands**

Accelerate GDPR readiness by keeping your company's data secure

The fast-approaching May 2018 deadline for the General Data Protection Regulation should drive CIOs and fellow leaders to examine the tools that can support their own organisation's compliance

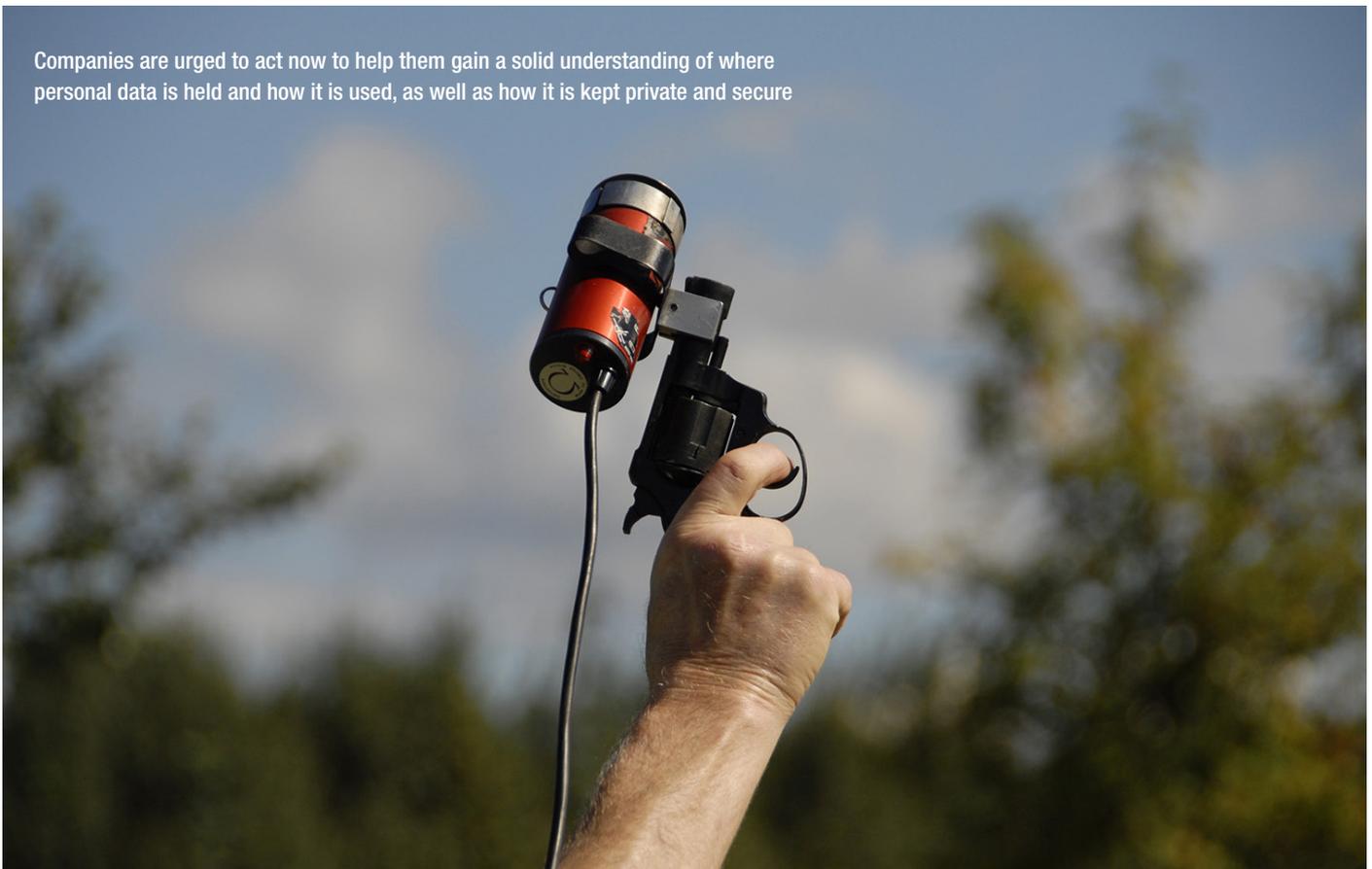
It seems organisations are getting to grips with the far-reaching security and privacy obligations of the European Union's General Data Protection Regulation (GDPR) and how they must store, process and manage the personal information of EU data subjects in anticipation of the May 2018 deadline.

Protecting data, including personal data, demands that firms may have to re-focus on the fundamentals of architecture, design and operational support, with special attention to data access and data transfer.

Organisations are guardians of data, and the GDPR mandate for privacy by design requires they understand and demonstrate how data flows and is handled, and how privacy as well as security is provided.

"There used to be a public service announcement, 'It's 11 o'clock, do you know where your children are?'. Well, now 'It's GDPR time, do you know where your data is?' Organisations need to get a handle on their data," says Heather Hinton, vice president and IBM distinguished engineer, and IBM's hybrid cloud chief information security officer.

Companies are urged to act now to help them gain a solid understanding of where personal data is held and how it is used, as well as how it is kept private and secure



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Privacy by design

Organisations concerned about what the GDPR requirement for privacy by design and by default (Article 25) means in practice can help accelerate their GDPR readiness with IBM Cloud.

“There is tension between security and privacy and the business. Historically, the attitude has been more risk-tolerant with business at all costs and a willingness to take some risks in handling data. With GDPR, organisations must still be business driven, but must be more cognisant of putting personal data at risk,” says Hinton.

The stick of GDPR is financial penalties for non-compliance up to €20m or 4% of global revenue of the preceding year (whichever is greater), but the carrot is that GDPR compliance can give organisations a competitive edge.

IBM Cloud can help organisations struggling with what steps they need to take by accelerating key aspects of the readiness process.

Accelerating readiness

IBM’s data discovery tools help an organisation locate and assess data. IBM Cloud’s security-first design, demonstrated through its many compliance certifications and [attestations](#), provides a protected environment for your business.

Tools such as IBM’s Guardium family can be used to help find and then protect private data that may have made its way into existing applications, whether hosted in the cloud or at a customer’s premises.

“We can help clients gain a complete picture of their data, understand what they’re doing with data and which applications have access to personal data. By understanding all the private data that is kicking around in their environment, they are positioned to get the information they need to put the controls in place and exercise due diligence and best practice,” says Hinton.

By choosing IBM Cloud, organisations can be assured that their data processor has a long history of handling personal data via techniques such as masking and encryption of data in transit and at rest.

“We help organisations comprehensively understand what data they need to collect and protect. Access controls are a key part of what we do and helping organisations use the most appropriate tools, whether different levels of encryption or masking data,” says Hinton. “We consider physical, operational and application-level security.”

Industry standards

IBM Cloud is among the [first organisation to meet the EU Cloud Data Protection Code of Conduct](#) and adheres to industry security standards, such as ISO 27001, as well as [Privacy Shield](#) certification, which ensures that data continues to flow uninterrupted while providing essential protections for individual privacy.

Data residency is available within the EU by IBM Cloud, which has a European cloud datacentre network, with 16 fully operational cloud datacentres across Europe, and a new datacentre region in Frankfurt.

“Security and privacy are not bolt-ons; they are in our DNA. IBM Cloud has undergone a rigorous process to help demonstrate best practice to internal stakeholders and other entities,” says Hinton.

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Managing data breaches

In the event of a data breach, an [incident response team](#) will help a client by notifying them of the breach consistent with NIST guidelines. IBM Cloud works with clients to help them discover the root cause and establish remediation techniques.

Choosing IBM Cloud on the GDPR journey makes sense, especially for SMEs without access to specialist capabilities. By opting for Cloud and some of our Security and Privacy software-as-a-service (SaaS) offerings, they can gain extra value and peace of mind for their data protection and privacy requirements instead of having to build the complete stack on their own, which could be a costly alternative.

Find out more about data security and privacy for GDPR readiness [here](#) or contact your IBM representative. ■

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