

IBM Data Privacy Risk Assessment

Automate privacy risk analysis to operationalize privacy-protected data at speed

Privacy-centric thinking is steering the future of data analytics strategies. With the volume and value of data increasing, speed to insight and the ability to unlock untapped intelligence has become critical to business success. However, complex data privacy regulations and growing consumer concerns create a myriad of operational challenges and a slowdown in data processing.

IBM Data Privacy Risk Assessment (DPRA) provides a frictionless, enterprise-wide solution for performing standardized privacy risk assessments on data assets. Using advanced fingerprint technology, organizations can accurately assess and quantify privacy risk so that quick, confident decisions can be made about data use.

Specific benefits of IBM Data Privacy Risk Assessment:

- Run automated privacy risk assessments to streamline data workflows
- Access numerical risk scores based on GDPR-grade re-identification metrics
- View recommended transformation actions for risk mitigation
- Quickly establish an auditable data library of risk-verified assets



Why IBM

The capability of IBM Data Privacy Risk Assessment provides organizations with a standardized risk analysis experience that meets the highest regulatory standards. This capability supports top use cases such as centralizing data privacy risk analysis and reporting across a distributed landscape and delivering auditable evidence that data used has been assessed and managed according to results.

Automated risk analysis

Get risk insights fast by automatically scanning data assets for re-identification risks and removing subjectivity from the decision-making process

Fingerprint technology

Leverage advanced fingerprint technology to find and surface hidden identifiers (quasi-identifiers) in datasets in addition to direct identifiers

Streamlined data privacy protection

Implement an enterprise-wide approach to privacy risk management via a centralized dashboard to foster effective cross-departmental collaboration and remove inefficiencies from manual risk assessment processes

Intuitive mitigation recommendations

Access recommended actions for data transformation on a case-by-case dataset basis to enable teams to mitigate privacy risks efficiently

Operationalize safe data

Incorporate standardized, quantitative risk scores into workflows for quick and informed decisions about data use

IBM Data Privacy Risk Assessment for Cloud Pak for Data is a capability of IBM's Data Fabric. Talk to your IBM representative or business partner to learn more, or visit

<https://www.ibm.com/analytics/data-fabric>

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