



GDPR AND YOU!

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I AM BETWEEN YOU AND LUNCH...

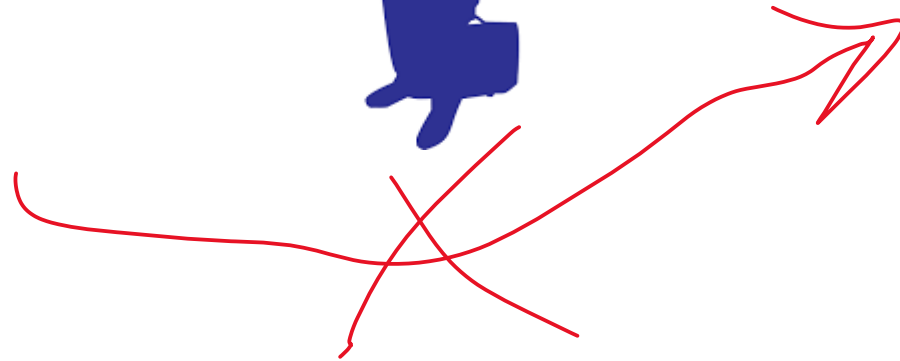
You



me



Lunch



WHAT HAPPENS FIRST?

- 1) Conduct data inventory and mapping – know where all of your data is, from whom it is collected, and how it is processed.
- 2) Create a lawful basis for data processing and cross-border transfers – Can you prove it is lawful?
- 3) Create or modify your data governance system, with appropriate leadership, and sustainability – sustainability?
- 4) Perform data protection impact analysis, along with data protection tenets in the SDLC – second nature handling.
- 5) Implement data retention and record keeping policies and systems – blah blah blah.
- 6) Conform to information transparency and communications obligations – I can tell you all about YOUR data.
- 7) Remediation – Processes to accommodate data subjects' rights, including access, rectification, erasure, portability, objection to automated processing and revocation of consent – The right to be forgotten.
- 8) Security breach response / notification – what happens and when?
- 9) Vendor management protocol – what is in that data you gave me?
- 10) Clear, concise and regular communication with the data protection authority – Internal and External.

WHAT HAPPENS NEXT?

Types of Headache

Migraine



Hypertension



Stress



GDPR



AFTER THE SHOCK...

1. What is the definition of "Personal Data" under the GDPR.
2. Determining what personal data is collected and used or "processed" according to GDPR regulations by the organization.
3. Finding out where the data is stored, including what third-party systems might house it and where, geographically, the servers are located.
4. Mapping where the data goes from source and throughout the organization – onward to external vendors or other third parties.
5. Determining how long the data is retained and in what formats. This includes having a sense of whether the data are "structured" (in relational databases) or "unstructured" (everything else, such as loosely organized systems, including paper files or PDFs, for example).

YOU DON'T KNOW WHAT YOU DON'T KNOW...

In the absence of a complete inventory and source-to-target mapping exercise – no company can sustain a program that meets GDPR Regulations.

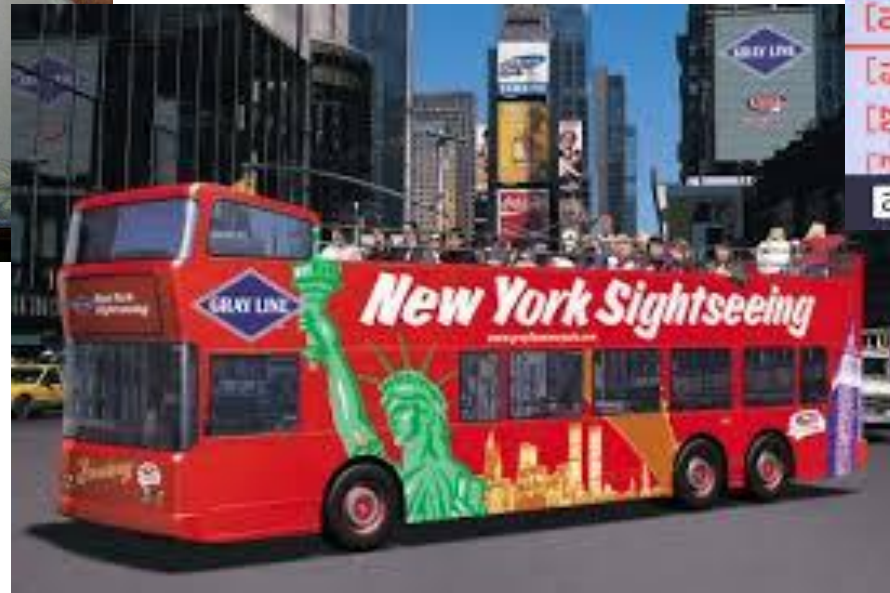
One can dig an entire Olympic swimming pool with a teaspoon – given the proper amount of time...

New York to Los Angeles is walking distance – given the proper amount of time...

Getting to the very basics that allow us to be GDPR compliant will require automation in order to be successful now, and sustainable into the future.

IF you do not understand where the data is, and how it is processed – you cannot possibly convey this with full transparency and understanding to those with data protection rights under this regulation. Policy on handling cannot happen until you understand the current process which may or may not be documented.

TRIBAL KNOWLEDGE IS GOOD...



NEW YORK LOTTERY'S
POWERBALL
POWERPLAY

OL	WAY	EY \$1	R Per	Play	NUM	B	E	R	D
[2]	[3]	[4]	[5]	[10]	[19]	[10]	[1]	[2]	[3]
[46]	[35]	[46]	[47]	[38]	[28]	[19]	[20]	[11]	[1]
[37]	[38]	[29]	[20]	[2]	[2]	[11]	[2]	[1]	[1]
[4]	[3]	[3]	[2]	[1]	[2]	[11]	[2]	[1]	[1]

alamy stock photo

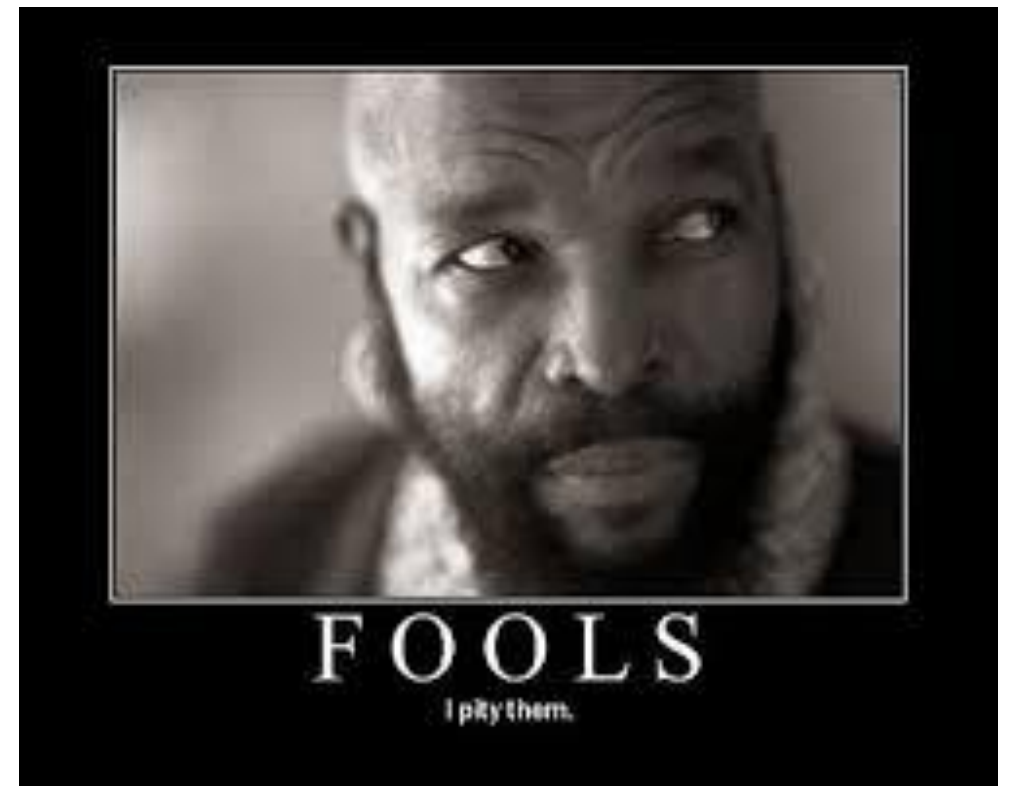
MECHANIZE, CENTRALIZE, AUTOMATE...

The fastest path to compliance will involve tools –

- ❖ There are many options based on the size and scale of your need
- ❖ Most tools are less expensive than the fines
- ❖ Most tools are less expensive than hiring an army of consultants
- ❖ **The best tools will involve inputs/ verifications from the most knowledgeable resources, centralized documentation, sustainability.**
- ❖ **The best tools will help you to:**
 - ❖ Scan and import a broad variety of data types from all over the organization
 - ❖ Generate lineage and impact analysis automatically
 - ❖ Discover Sensitive Data
 - ❖ Categorize Data
 - ❖ Sustain through natural system development lifecycle activities
 - ❖ Generate Comprehensive Audit Reports

A FOOL WITH A TOOL, IS STILL A FOOL...

Make sure you have the right level of expertise, specific to both Data Governance and GDPR to keep you on the right path to success –



YOU'RE NOT ALONE...

Are you prepared for the GDPR?

12% *Admitted they found out about the GDPR from our survey.*

23% *Are not sure if their company has started to prepare for the GDPR.*

31% *Knows the GDPR is officially in effect in 2018.*

41% *Knows what the GDPR stands for. (General Data Protection Regulation)*

42% *Are only 'somewhat prepared' for the GDPR.*

Base: 363 C-level executives and marketers in the UK, Ireland, Germany, Austria, and Switzerland
Source: HubSpot GDPR Marketing Survey, Q3 2017

HubSpot
Research

REMEMBER...

Governed

Data

Prevents

Repercussions

Thank you!