

## Ensuring ongoing compliance with data privacy regulations



We partner with our clients to ensure all proper taxonomy and classification models are applied, as well as search and retrieval algorithms to identify and capture all relevant personal data.

As government policies evolve globally to better protect individual privacy rights, new regulations such as Europe's General Data Protection Regulation (GDPR), and the California Consumer Privacy Act (CCPA), are placing tremendous demands on businesses today.

### **How recent data privacy regulation exposes companies to risk**

Although the intention of the laws and regulations are to make it easier for companies to comply, they come with substantial and severe penalties for companies that fail to meet their standards. The challenge for many companies is identifying and classifying personal data that may be stored across the organization. This challenge is compounded by the fact that personal data may be contained in different and disparate data sources across corporate networks, for example in file servers, email servers, transactional or structured databases, voice communications — and document management systems.

Without a mechanism to identify, consolidate, and quickly access personal data, companies that conduct business in these jurisdictions expose themselves to substantial risk. This issue compounds as sharing data across borders and different languages becomes more prevalent.

### **Our solution**

While many organizations have taken on privacy impact assessments, we are operationalizing data privacy compliance with Conduent technology and workforce. Savvy organizations recognize that they will see a significant uptick in consumer and employee requests to exercise rights over their personal data. The recent Facebook data breach impacted more than 87 million users, and more California residents than any other. In a recent survey of EU citizens, more than 50% of respondents stated that they intended to exercise their GDPR rights through subject-access request.

While data mapping and scanning software exists, its one-size-fits-all approach is prone to error, can miss critical elements, and standing alone cannot do more than provide users with a status report.

We partner with our clients to ensure we have all the proper classification models and search terms required to identify and capture all relevant personal data. We do this by mapping entire corporate data stores where exposure is likely to occur and applying analytics schemas for personal data identification. We also review and prioritize data sources based on probability of personal data and determine the accessibility of the source.



### Why Conduent?

Dedicated teams, proven workflow models and decades of experience building customized solutions for some of the world's most recognized financial institutions and Fortune 500 companies — all of this helps us give our clients an edge.

Working with our teams and technology, clients gain the ability to:

- Quickly and easily respond to regulatory requests
- Ensure compliance with the latest industry rules and regulatory directives
- Establish industry best practices and efficient workflow procedures
- Improve process quality control and quality assurance
- Have actionable insight from regular reporting and proven best practices in data management
- Have auditable data trails and improved operational productivity

### With our data privacy solution, companies can:

- Identify risky practices in their organization that affect employee or consumer privacy rights
- Respond to consumer requests for their personal data
- Protect against risk of shadow data stores containing protected personal information
- Leverage advanced data science-based approaches to managing employee and consumer personal information
- Provide additional support for certification of compliance with subject-access requests
- Deploy repeated and ongoing audit and governance of corporate compliance with organizational policies
- Better manage and meet the operational burden of increased subject-access requests
- Optimize future data storage
- Proactively identify and remediate areas of risk

Conduent provides a single, searchable database of personal information and associated data subjects found across your enterprise to help operationalize your data privacy compliance obligations, such as subject-access requests. Our solution can capture and document key information such as the personal data type, data source and processing use.

For the most nuanced and specific questions and needs, our dedicated team of experts can design complex analytics against virtually unlimited fields of data to quickly and accurately comply with any demand.

### A hybrid approach

Partnering with our clients to design solutions that combine analytics with IT and compliance talent, Conduent applies intelligent advanced analytics and subject matter expertise to mitigate risk, optimize performance, enhance accuracy and provide defensibility. Our big data analytics platform aggregates metadata from many sources and stores it in a single, secure repository — located in a deployed appliance in a regional certified cloud or in one of our global ISO 27001 data centers.

Conduent's approach includes:

- Simple and complex analytical search capabilities across all company data sources
- Rapid identification of risk factors
- Insights and summaries of personal data patterns
- Visualizations to quickly view important flags for action such as heat maps, concept clouds, time series analysis and more
- Clear identification and reporting of documents flagged for specific needs

**For more information on Conduent Legal and Compliance solutions, visit us at: [www.conduent.com/legalsolutions](http://www.conduent.com/legalsolutions), or call 844.ONE.CNDT.**

