

COMPLIANCE READY DATA ARCHITECTURE

Compliance In The Age of GDPR

GDPR is a Unique Opportunity to Improve Data Architecture and Strengthen Customer Relationships

GDPR (General Data Protection Regulation) is upon us. Its premise is simple: to give citizens of the European Union control over their personal data including demographic, psychographic and digital behavior data. If a company is holding or using these individuals' personal data, it must abide by the provisions laid out in the GDPR. Failure to comply could result in fines of up to 4% of the violator's annual global revenue.

Yet, according to Forrester Research's Q1 2018 Global B2B Marketing GDPR Impact Online Survey, "only 15% of respondents stated they were fully compliant with the requirements of the GDPR. The majority are only partially ready, and 18% are still considering what to do."

While GDPR may be a source of apprehension among those charged with compliance, it should really be embraced as an opportunity to improve your enterprise data architecture to enable you to meet the challenges inherent in managing big data, and to enhance your relationships with customers.

Answer These Questions Now

Compliance begins with understanding your responsibilities. If you can answer these questions, you're off to a good start:

- Do we have access to all of our customers' data?
- How effectively are we protecting our customers' data?
- Can we retrieve a customer's information and present it in a timely and portable fashion?
- Are we able to respond to a "Right To Be Forgotten" request?
- What adjustments do we have to make to our data architecture to comply with GDPR?

GDPR Requirements at a Glance

GDPR can be summarized into four use cases companies must address. These are:

RIGHT TO KNOW & DATA PORTABILITY

Any customer may request and view all data a company has on him/her including derived data the company may have compiled on the individual's behavior and engagement. Companies must provide requested data to customers in a portable format

RIGHT TO BE FORGOTTEN

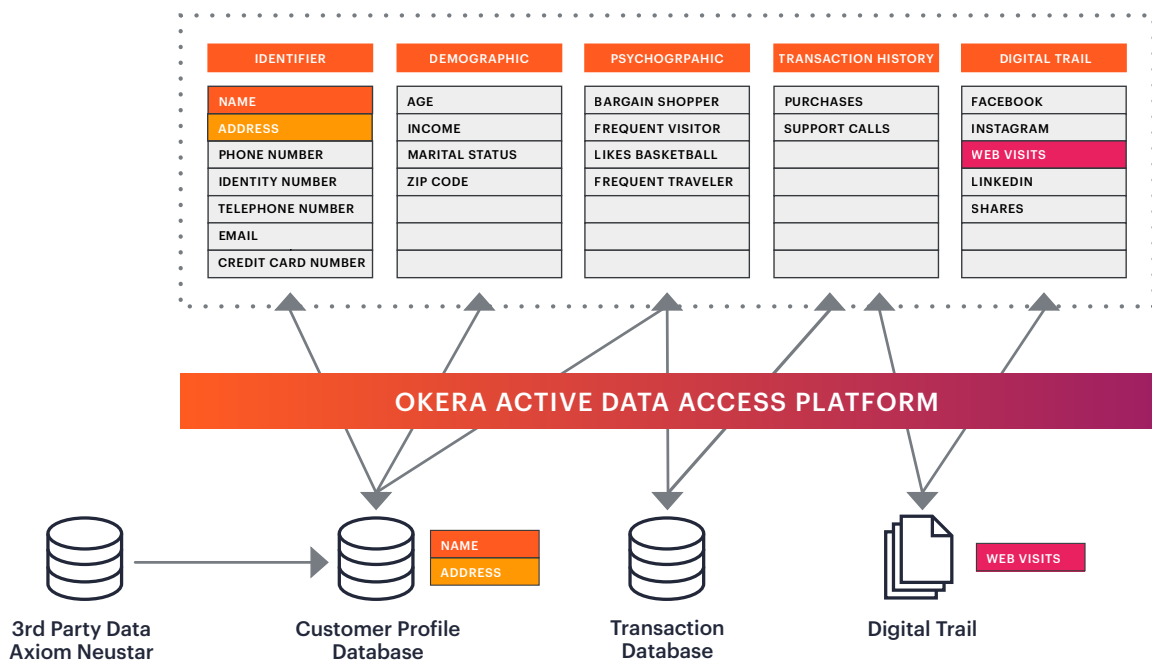
Any customer may request the removal of her/his data including profile information, transactional history, and the customer's digital trail

PRIVACY BY DESIGN

GDPR requires that all "Data Processors" and "Data Controllers" implement privacy by design in their systems and do their utmost to protect Personally Identifiable Information (PII)

DATA BREACH NOTIFICATION

A company must notify its designated Data Protection Authority within 72 hours of discovering a data breach and must also inform its "data subjects"



Pain Free Compliance

By employing Okera's Active Data Access Platform, you can fast track your organization to GDPR compliance. Our solution enables you to:

- Unify and simplify views of customer data so you can efficiently respond to customer requests to be forgotten from your system.
- Identify and protect PII (Personally Identifiable Information) permanently by using Okera's active schema registry to tag pertinent PII data.
- Control granularity of access to secure data down to individual data fields, and to maintain an audit trail.
- Respond to customer requests in real time by automating responses to customer requests.
- Maintain flexibility in right to be forgotten implementation by choosing between a soft-delete, hard-delete, and anonymization.

Okera Active Data Access Platform: Uniquely Comprehensive and Efficient

Okera accelerates and simplifies your path to a more secure data architecture that fast-tracks GDPR compliance, scales to support access to and governance of terabytes of customer data and integrates with the most popular query and analytics tools, computing and data modeling frameworks.

ABOUT OKERA

Okera is the first software provider to enable the management of data access and governance at scale for today's modern heterogeneous data environments. Okera's Active Data Access Platform allows agility and governance to co-exist and gives data producers, consumers and stewards the confidence to unlock the power of their data for innovation and growth. This unique, enterprise-wide platform facilitates the provisioning, accessing, governing and auditing of data in today's multi-cloud, multi-data-format, and multi-tool world.

For more information, contact Okera at info@okera.com or visit website www.okera.com.