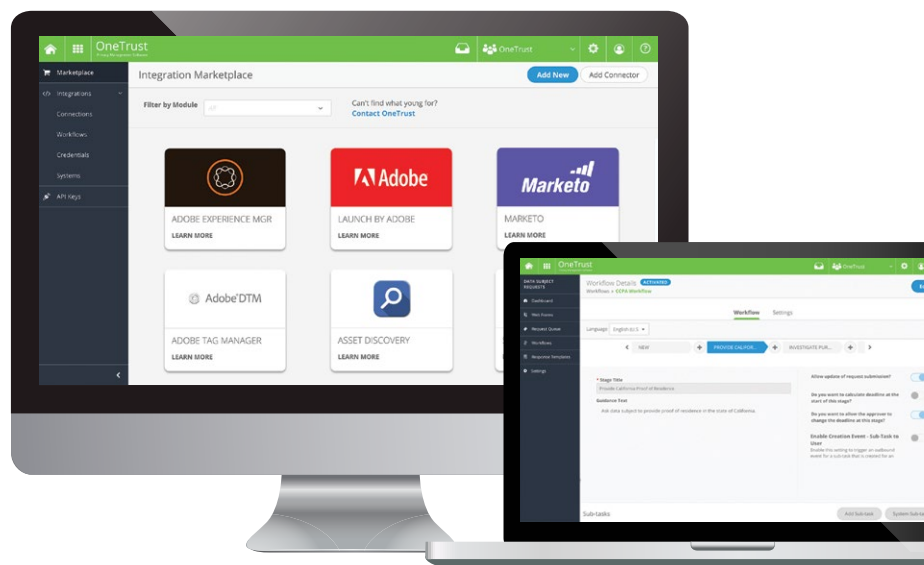


Targeted Data Discovery™

AUTOMATE THE FULFILLMENT OF DATA SUBJECT RIGHTS (DSAR) & CONSUMER REQUESTS

Global privacy laws like the CCPA and GDPR have changed the way organizations must respond to data subject and consumer rights requests. These laws, spurred by the growing frequency of data breaches and an increasing use of personal data by corporations have created many challenges for organizations responding to consumers requests of personal data.

As a result, organizations need an efficient way to discover what data they have on these individuals across their IT ecosystem and retrieve it to fulfill consumer data requests to adhere to these regulations. Additionally, organizations need the ability to scale these efforts and automate the fulfillment process in the event of a large influx of requests.



ACCESS REQUESTS



DATA CORRECTION AND UPDATES



DELETION REQUESTS



3RD PARTY B2B REQUEST DELEGATION



PSEUDONYMIZATION & MASKING



TEMPLATED RESPONSES & PROGRESSION

Targeted Data Discovery Solution

Targeted Data Discovery takes complex data and structures it in ways that allows businesses to retrieve it and understand what data they hold, how it is used throughout their organization, and the ability to take necessary actions on the data for proper request fulfillment to demonstrate compliance against the global regulations. The tool integrates directly with the OneTrust Consumer and Data Subject Rights Management solution to help find and retrieve information across systems for fully automated and faster request fulfillment.

This solution is designed to integrate with industry-leading customer relationship management (CRM), IT service management (ITSM), and human resource information system (HRIS) tools, in addition to hundreds of pre-integrated solutions available in the OneTrust Integration Marketplace. Organizations can also build their own integration systems using OneTrust's developer portal or leverage OneTrust's Professional Services team for custom integrations. Our Targeted Data Discovery process works across multiple IT systems in parallel, both in cloud or on-premise, and can be used to access, delete, port, or take other actions on the identified data directly in the backend system.



Targeted Data Discovery™

Automate the Fulfilment of Data Subject Rights (DSAR) & Consumer Requests

Targeted Data Discovery™ helps companies maintain records of processing activities on a global scale for successful GDPR, CCPA, and global privacy compliance.

- Automatically “lookup” individual’s data across cloud and on-premise systems
- Maintain security standards with data review, redaction, and approval workflows
- Leverage pre-integrated systems or use the OneTrust Open API Framework to create your own

Automatically Find and Retrieve Targeted Data from Your IT Systems

Targeted Data Discovery™ integrates with industry leading third-party IT service management tools to automatically discover and retrieve personal data across platforms.

- Discover and sync IT system inventories from CRMs, Marketing Automation, CASBs, CMDBs, and more
- Automatically detect metadata within IT systems and add it to your OneTrust data element inventory
- Receive custom alerts and trigger actions when new systems or data elements are detected

Leverage a Powerful API Workflow Engine

Targeted Data Discovery™ solution uses an API workflow engine that allows multiple API calls to backend systems through fully automated and manual actions.

- Leverage artificial intelligence and machine learning to analyze and detect the movement and storage of data across applications
- Create manual review and redaction steps that can be inserted prior to responding directly to a data request, portability, or deletion request
- Gain a holistic view of your data inventory by identifying how data is used and where it flows through your organization

“Hackathon” Proof-of-Concept

Custom Mock Build-Out and Walk-Through of OneTrust In-Action for your Business

The OneTrust Hackathon allows business to see a custom, in-person build-out of OneTrust specifically for their business needs. Businesses gain access to two full-time OneTrust resources onsite for a week and get live Q&A with all stakeholders in the room as you discuss business outcomes, define a success plan, set criteria for success and build-out logic and webforms. Hackathon also gives businesses best practices on how similar companies approach similar business challenges, and all work completed is reusable. Hackathon allows your organization to see how OneTrust will benefit your business before having to 100% fully commit.

Included

- Complete integration of your top 3 systems
- In-depth whiteboard sessions with your team and OneTrust Specialists
- Advanced, custom demos and configuration for your specific business needs
- Documentation of your system integration architecture
- Hackathon Credit applied to your implementation upon purchase

Steps

1. Discuss Business Requirements
2. Gather Technical Requirements
3. Review Design
4. Configure Workflows and Systems
5. Implement and Monitor



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OneTrust Privacy
PRIVACY MANAGEMENT SOFTWARE

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MELBOURNE | NEW YORK | MUNICH | HONG KONG

OneTrust is the #1 most widely used privacy, security and third-party risk technology platform trusted by 3,000 companies to comply with the CCPA, GDPR, ISO27001 and hundreds of the world's privacy and security laws. OneTrust's three primary offerings include OneTrust Privacy, OneTrust PreferenceChoice™ and OneTrust Vendorpedia™. For more, visit OneTrust.com.
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