


Consumer & Data Subject Rights Management

FULFILL RIGHTS REQUESTS AND DEMONSTRATE COMPLIANCE WITH THE CCPA AND GDPR


Global privacy regulations like the California Consumer Privacy Act (CCPA) and the General Data Protection Regulation (GDPR) have put an emphasis on consumer data and the consumers' right to access data that businesses have on them. The CCPA places a large focus on businesses giving consumers greater control over their communication settings. Additionally, the CCPA requires that businesses must include a "Do Not Sell My Personal Information" link on their websites. The GDPR states nine specific data subject rights which can be exercised via valid requests, ranging from exercising the right to erasure (or delete), objection of processing, data portability, and more.




CONSUMER & DATA SUBJECT RIGHTS MANAGEMENT CAPABILITIES


CUSTOMIZE REQUEST
INTAKE WEB FORMS


MAINTAIN RECORDS
AND GENERATE REPORTS


VALIDATE IDENTITY
AND TRIAGE REQUESTS


COMMUNICATE VIA
SECURE MESSAGING PORTAL


FULFILL REQUESTS WITH
CUSTOMIZED WORKFLOWS

These regulations enforce multiple requirements on organizations that impact the request fulfillment process including specific response times, limits on time to submit extension requests when necessary, standards for maintaining records for accountability, and practices regarding communicating with the data subjects in a secure environment. With Consumer and Data Subject Rights Management, businesses can implement a technical privacy by design solution to streamline their consumer and data subjects request process by leveraging CCPA and GDPR specific response workflows to demonstrate compliance.

Automate the Consumer and Data Subject Rights Request Lifecycle from Intake to Fulfillment

Consumer and Data Subject Rights Management solution enables organizations to automate task delegation throughout the fulfillment process, validate identities, streamline the data collection process, offer a secure two-way communication portal, and maintain adequate records of communication to demonstrate compliance. By leveraging intake templates and automated workflows, businesses are able to direct the fulfillment process, assure proper fulfillment, and improve fulfillment times with the ability to scale their program when an influx of requests is received.



CONSUMER & DATA SUBJECT RIGHTS MANAGEMENT

Streamline Intake Process by Utilizing Templates and Customizable Intake Web Forms

- Leverage research-backed CCPA and GDPR request intake templates to validate data subject's location
- Customize or create unique request intake forms and embed directly on websites or within other online properties
- Enable consumer and data subjects to select their language preference from over 100 languages
- Utilize information collected on intake forms to route request and kick-off fulfillment process
- Track requests and limit subjects two per 12-month period in accordance with the CCPA

Simplify Identity Verification Process to Validate Requests

- Enable consumers to attach evidence when submitting a request to verify their identity and proof of residency
- Require an automated Captcha Service to detect for bots and spam requests
- Verify identity to auto-detect duplicate and repetitive requests and auto-expire unverified requests
- Leverage various identity validation approaches, including email, phone, login portals or security questions
- Integrate with customer databases and identity validation technologies, for example, Experian and LexisNexis

Utilize Automated Workflows to Streamline Fulfillment and Auto-Assign Tasks

- Auto-assign tasks to business owners to streamline fulfillment and add accountability across the organization
- Add sub-tasks into workflow and notify stakeholders of responsibilities via email or ticketing system
- Utilize organizational hierarchies to distribute workloads across teams to operationalize fulfillment
- Leverage default CCPA and GDPR-specific workflows to adhere to the unique response time limits
- Auto-archive closed requests and completed subtasks from throughout the fulfillment process

Leverage Targeted Data Discovery™ to Automate Retrieval or Deletion of Data

- Leverage unique identifiers to auto-locate data including email, customer ID, loyalty number, and more
- Integrate third-party tools to automatically discover and retrieve data from across systems and platforms
- Sync IT systems from CRMs, Marketing Automation, CASBs, CMDBs, Identity as a Service tools and more
- Create your own unique integration via the open API framework or integration marketplace

Maintain Records of Communication and Generate Dashboards for Program Benchmarking

- Communicate with the data subject via a secure messaging portal during the request fulfillment process
- Maintain historical database and be audit ready with third-party audits, and regulatory inquiry
- View analytics dashboards to identify areas of improvement including cost-per-request calculations
- View, edit, and export executive dashboards for internal and external review and benchmarking



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