

Fulfill Data Subject Access Requests with Ease

Dataguise delivers a flexible, comprehensive solution for quickly addressing this key requirement of data privacy legislation.

Manual DSAR Processes Can't Keep Up

Even before the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA), data privacy regulations around the world have granted individuals the right to request a copy of all the personal information a company has about them and either make updates to it or demand its deletion. This individual right is commonly known as a Data Subject Access Request (DSAR). Failure to comply properly and promptly with a DSAR can impose serious financial, legal and reputational consequences.

Compliance today, however, is especially challenging due to the large volumes and types of data amassed by companies across both on-premise and cloud-based repositories. Manually finding every bit of personal information related to a specific individual, across all corporate systems, is no longer a practical approach to fulfilling DSARs. As the volume of data continues to increase, so does the level of effort and cost of DSAR compliance.

Automate and Simplify Compliance with DgDSAR™

For over 13 years, Dataguise has helped global brands in financial services, healthcare, retail and government ensure the security and privacy of sensitive personal data by delivering best-in-class data discovery across the broadest range of on-premise and cloud-based environments. Now, Dataguise lets companies put its unique automation capabilities to work for DSARs, offering powerful advantages:

- 1. Precise data discovery:** Dataguise accurately inventories personal identities, locates all related Personally Identifiable Information (PII), and generates a report that can be provided to each individual requestor.
- 2. Flexible right to erasure options:** Dataguise offers the only solution in the market to fulfill a Right to Erasure request. We can address the erasure request in different ways to address the need of the company. While some companies may prefer a hard delete, others may choose to use our patented format preserving masking to avoid challenges with business processes related to data integrity or calculations. Format preserving masking replaces the identifiable data with different values that have the same look and feel.
- 3. Reports that are easy to review and share:** Rather than providing the organization with thousands of rows of data to sift through manually, our draft report is organized by systems, tables and documents, including the relevant meta data for each data source, such as the owner and controller for the system and its processing purpose. The user can easily edit the draft report before converting it to an un-editable format file and sharing it with the data subject.

Dataguise can be used in small, medium or large enterprises with its flexible deployment options. Whether the need is to scan gigabytes or petabytes of data in all documents, across all systems (on-premise and/or cloud-based environments), Dataguise tailors the solution to meet both business and technological requirements.

Dataguise DgDSAR Benefits Summary

- Automated discovery of PII with precise location of identity element
- Support for broadest range of data types and repositories, from structured to unstructured and on prem to cloud
- Complete right to erasure, including hard erase of all data
- Proven scalability with ability to scan gigabytes to multi-petabytes
- Flexible deployment options that offer:
 - Speed and ease of deployment
 - Controller, updates and fixes managed by Dataguise
 - All PI/PII is maintained in the customer's environment

Facts from Industry Experts

"In 2019, clients indicated they spend, on average, more than \$1,400 to answer a single Subject Rights Request (SRR)."

Source: Gartner, 5 Areas Where AI Will Turbocharge Privacy Readiness, August 2019

"By 2021, organizations that have bought privacy risk and are caught lacking in protection will spend more than double the compliance costs of their prepared competition."

Source: Gartner, The State of Privacy and Personal Data Protection, 2019-2020, April 15, 2019

Next Steps

Learn more about how companies are operationalizing and scaling to deliver on regulatory compliance requirements from intake to report delivery at www.dataguise.com/DSAR.

About Dataguise

Dataguise enables organizations to deserve digital trust by protecting privacy as they use personal data to drive business value. We are used by Fortune 500 companies worldwide to discover, protect, and monitor personal information across their enterprise, on premises and in the cloud. To learn more, visit: www.dataguise.com.