

# Get to Know the OneTrust Privacy & Data Governance Cloud

August 10, 2022

**OneTrust**  
PRIVACY, SECURITY & GOVERNANCE



# Today's Speaker



**Phil Donaus**

Solutions Engineer, CIPP/E, CIPM

**01**

Key Drivers of the Trust Transformation

**02**

The Trust Intelligence Platform

**03**

How Data Privacy Fits Into Organizational Trust

**04**

Demo of the Data Governance and Privacy Cloud

**05**

Q&A

# The last decade was all about **Digital Transformation**

The next one is all about  
**Trust Transformation**

# Fundamental Shifts Driving the Criticality of Trust



## SOCIETAL

- Brand Reputation
- Stakeholder Capitalism
- DE&I Initiatives
- Company Purpose Alignment
- Talent War
- Online Safety & Harassment
- Content Moderation
- Human Slavery



## REGULATORY

- Privacy Regulations
- AdTech Regulation
- Breach Notification
- Direct Marketing Regs (TCPA, etc.)
- Security Certifications
- Corporate Compliance Regs
- EU Whistleblower Reg
- EU Sustainability Regs
- EU Ethical AI Guidelines



## TECHNOLOGY

- Big Data & Personalization
- Behavioral Advertising
- AI & ML Adoption
- Ransom and Extortion Ware
- Carbon Impact of Digital (Crypto)
- AR and VR Adoption
- Metaverse

# Trust is a Proven Competitive Advantage

Individuals who  
**trust** a brand are...

7X

MORE WILLING TO PAY A PREMIUM

7X

MORE WILLING TO SHARE DATA

6X

MORE LOYAL

# Every Stakeholder is Driving This

“  
Can we trust  
your decisions  
are **risk  
informed**  
”

“  
Can we trust  
your **ethics  
and integrity?**  
”

“  
Can we trust  
you with our  
**data?**  
”

“  
Can we trust you  
to **do good for  
people & planet?**  
”

Investors



Customers



Boards

Employees



Suppliers

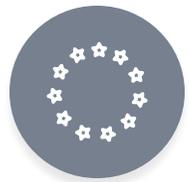


Regulators

# Every Company is Embarking on a Trust Transformation

**FROM:**

Siloed Compliance Initiatives



Data  
Governance



Privacy



Compliance



ESG



Sustainability



Risk



Security

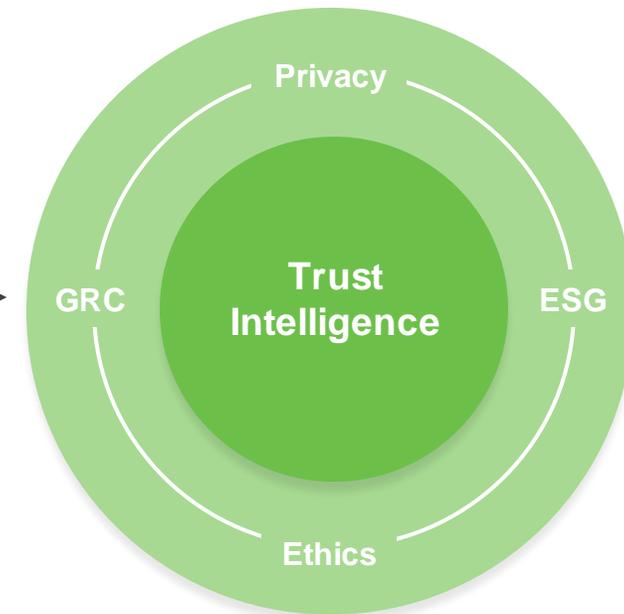


Ethics

**TO:**

Trust Intelligence

New  
Business  
Initiative →



Trust by  
Design

# The Trust Intelligence Platform

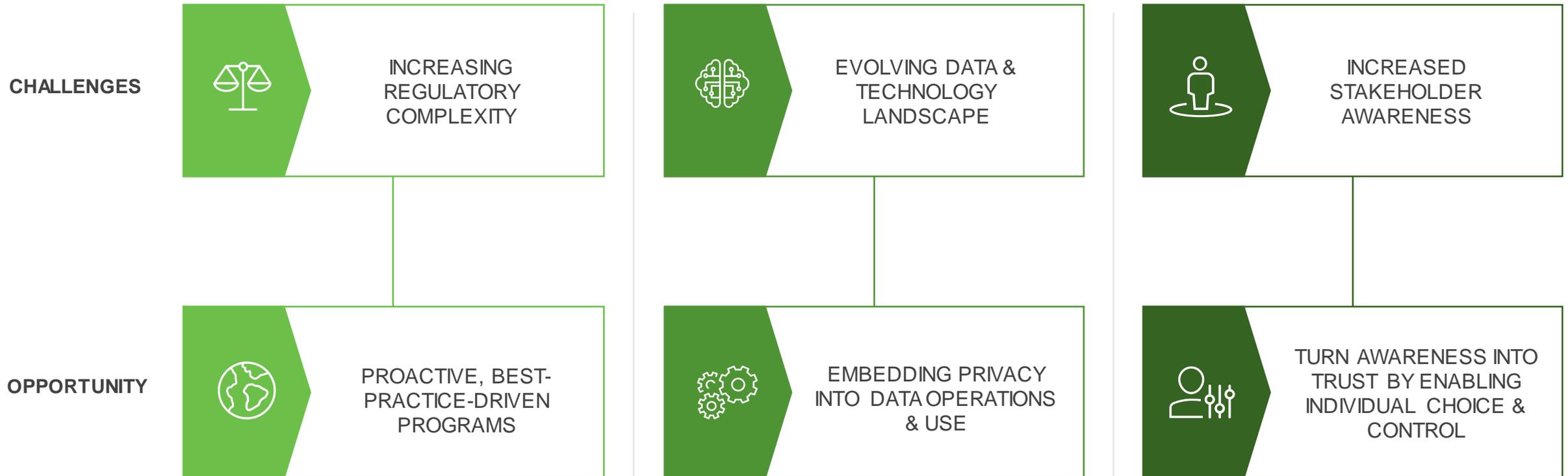
## Visibility, Action & Automation Across Trust Domains



**Automated Intelligence** | Data Discovery & Classification | Third-Party Risk Exchange | Real-Time Regulatory Updates | Insights & Benchmarking

**Stakeholder Trust Center** | Customers | Employees | Board | Investors | Suppliers | Regulators

# Today's Organizations Are Facing Unique Challenges



# OneTrust Privacy & Data Governance Cloud

## GO BEYOND COMPLIANCE TO TRUSTED DATA USE

GIVE INDIVIDUALS CONTROL

OPERATIONALIZE YOUR PROGRAM



### CONSENT & PREFERENCES

Give individuals control over their data to drive data governance & activation across the data lifecycle



### PRIVACY RIGHTS AUTOMATION

Take privacy rights (DSAR) response from weeks to minutes with full fulfillment automation



### COMPLIANCE & RISK MANAGEMENT

Manage the workflows, tasks & reporting required to operationalize compliance & risk management



### DATA GOVERNANCE & USE

Embed governance into data operations to give the right people the right data, at the right time, for the right purpose

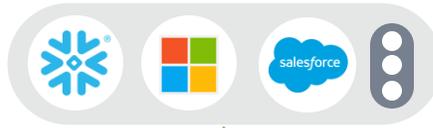
Automated Intelligence

Data Discovery & Classification | Third-Party Risk Exchange | Real-Time Regulatory Updates | Insights & Benchmarking

Stakeholder Trust Center

Customers | Employees | Board | Investors | Suppliers | Regulators

# Demo



500+ THIRD-PARTY INTEGRATIONS

# OneTrust DataGuidance™ REGULATORY RESEARCH SOFTWARE



Data Discovery  
Website & App Scanning

DATA ASSETS



Website & App Scanning  
Third-Party Exchange

3<sup>RD</sup> PARTIES



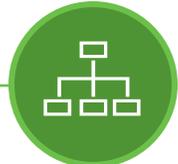
Consent & Preferences  
First-Party Data Capture

INDIVIDUALS

Data Policy Enforcement  
Consent Governance



Data Catalog



Insights & Benchmarking  
Engine



Stakeholder Trust Center

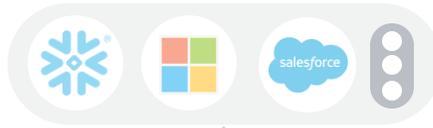


**REAL-TIME REGULATORY INTELLIGENCE**

Regulatory Change Mgt	Policy Management
-----------------------	-------------------

**COMPLIANCE, RISK & PROGRAM MGT**

PIA / DPIA Automation	Incident Management
Data Mapping Automation	DSAR Automation
Transfer Analysis (TIA)	Vendor Risk Mgt
Consent Management	Awareness Training
Privacy Ops / PbD	AI Governance



500+ THIRD-PARTY INTEGRATIONS



Data Discovery  
Website & App Scanning

**DATA ASSETS**



Website & App Scanning  
Third-Party Exchange

**3<sup>RD</sup> PARTIES**



Consent & Preferences  
First-Party Data Capture

**INDIVIDUALS**

Data Policy Enforcement  
Consent Governance

Data Catalog

Insights & Benchmarking  
Engine

Stakeholder Trust Center



- DATA DISCOVERY
- Dashboard
- Gallery
- Discovery Review
- Assets
- Files
- Terms
- Identity Graph
- Identity Graph
- Setup
- Policy Engine
- Classifiers
- Classification Profiles
- Credentials
- Data Sources
- Scan Profiles
- Worker Nodes
- Settings

# Data Discovery Gallery

All Web Apps Databases Files

Sort By Alphabetically A-Z

Search

 <b>Amazon Athena</b>	 <b>Amazon DynamoDB</b>	 <b>Amazon RDS for SQL Server</b>	 <b>Amazon Redshift</b>
 <b>Amazon S3</b>	 <b>Azure Blob Storage</b>	 <b>Azure Cosmos</b>	 <b>Azure Databricks</b>
 <b>Azure SQL Server</b>	 <b>Box</b>	 <b>Cassandra</b>	 <b>Classify Now</b>
 <b>Custom Connector</b>	 <b>Elastic Search</b>	 <b>GCS</b>	 <b>Generic JDBC</b>
			

CONNECT TO STRUCTURED AND UNSTRUCTURED DATA SOURCES HOSTED IN THE CLOUD OR ON PREM

- DATA DISCOVERY
- Dashboard
- Gallery
- Discovery Review
- Assets
- Files
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- Identity Graph
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- Policy Engine
- Classifiers
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- Settings

## Pending Discovery Review

Filter by Pending Review Aggregate by Data Source Recommendation

- All Data Sources
- AWS S3
- Amazon AWS S3**
- Aurora MySQL AWS
- Aurora Postgres AWS
- Box
- Box - HR (Legacy)
- Corp Share - S3
- Google BigQuery
- HR - Network Drive
- HR - Workday
- MS SQL - Medical
- MS SQL - Medical Data
- Maria DB MySQL
- Microsoft SQL
- MySQL (Project Lightning App Backend DB)
- MySQL - Project Lightning
- O365 Exchange
- OneDrive
- OneDrive - HR

Approve All Reject All

<input type="checkbox"/>	Data Source	Object	Field	Term(s)	Term Confidence Score
<input type="checkbox"/>	Amazon AWS S3	student-data	student-data/Contacts.pptx	Email Address, Full Name, Phone N...	Variable
<input type="checkbox"/>	Amazon AWS S3	JSON Samples	student-data/JSON Samples/sample1....	Email Address, Full Name, Phone N...	Variable
<input type="checkbox"/>	Amazon AWS S3	student-data	student-data/request.zip	Phone Number, SSN	Variable
<input type="checkbox"/>	Amazon AWS S3	market-data-logs	market-data-logs/market_data_querie...	Date of Birth	Very High
<input type="checkbox"/>	Amazon AWS S3	market-data-logs	market-data-logs/market_data_querie...	Date of Birth	Very High
<input type="checkbox"/>	Amazon AWS S3	market-data-logs	market-data-logs/market_data_querie...	Date of Birth	Very High
<input type="checkbox"/>	Amazon AWS S3	market-data-logs	market-data-logs/market_data_querie...	Date of Birth	Very High
<input type="checkbox"/>	Amazon AWS S3	market-data-logs	market-data-logs/market_data_querie...	Date of Birth	Very High
<input type="checkbox"/>	Amazon AWS S3	employee-data	employee-data/MOCK_DATA.json	Date of Birth, Email Address, First ...	Variable
<input type="checkbox"/>	Amazon AWS S3	Samples	student-data/Samples/SSN.txt	SSN	High
<input type="checkbox"/>	Amazon AWS S3	market-data-logs	market-data-logs/market_data_querie...	Date of Birth	Very High
<input type="checkbox"/>	Amazon AWS S3	market-data-logs	market-data-logs/market_data_querie...	Date of Birth	Very High
<input type="checkbox"/>	Amazon AWS S3	student-data	student-data/application.pdf	Full Name, Phone Number	Variable
<input type="checkbox"/>	Amazon AWS S3	market-data-logs	market-data-logs/market_data_querie...	Date of Birth	Very High
<input type="checkbox"/>	Amazon AWS S3	market-data-logs	market-data-logs/market_data_querie...	Date of Birth	Very High
<input type="checkbox"/>	Amazon AWS S3	resident-population-data	resident-population-data/metadata-r...	Email Address, URL	Variable
<input type="checkbox"/>	Amazon AWS S3	data.usw3.demo.aws.integratio.org-2.0	Email2.txt	Email Address	Very High

Term Details

Business Glossary > Social Security Number (SSN) Approved

Archive Delete



Details Related Terms Classification Tags Tasks Data Asset Activity

General Information

**\* Type**  
Data Element

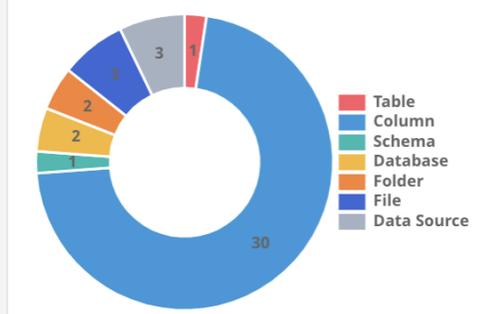
**\* Name**  
Social Security Number (SSN)

**\* Glossary**  
Enterprise-Wide Glossary

**Description**  
In the United States, a Social Security number (SSN) is a nine-digit number issued to U.S. citizens, permanent residents, and temporary (working) residents under section 205(c)(2) of

**Example**  
Technical Owner

42 Data Assets



View All

Classification Tag

- Category** Add
- GOVERNMENT IDENTIFIERS
  - PERSONAL IDENTIFICATION
  - PERSONAL INFORMATION
- Classification** Add
- SENSITIVE PERSONAL DATA

Classification Types	Retention	Description
All Tags	7	<input checked="" type="checkbox"/> Classification Tag
Category	3	<input type="checkbox"/> After Close of a Trigger Event... The record is related to a function of activity with...
Classification	1	<input type="checkbox"/> As Long as Administratively ... The immediate purpose for which the record wa...
Business Domain	1	<input type="checkbox"/> Fiscal Year End (FY) Record to be removed at the end of the Fiscal Ye...
<b>Retention</b>	<b>2</b>	<input checked="" type="checkbox"/> Pending Deletion (PD) Record has been flagged for removal. <input checked="" type="checkbox"/> Pending Redaction (PR) Record contains sensitive information that need... <input type="checkbox"/> Permanent (P) A record that possesses enduring legal, fiscal, or ... <input type="checkbox"/> Until Superseded (US) The record is replaced by an updated version. If ...



TRENDING OF THE WEEK  
**CASUAL SHOES FOR MEN**

[SHOP NOW](#) [READ MORE](#)



**FREE SHIPPING**  
On all order over \$2000



**FREE RETURN**  
On 1st exchange in 30 days



**MEMBER DISCOUNT**  
Register & save up to \$29%



**PREMIUM SUPPORT**  
Support 24 hours per day

**NEW ARRIVALS**

**OT Kicks**

OT Kicks  
Want free birthday KICKS?  
Sign-up for our Newsletter!

Date of Birth

Email \*



**NEW**  
**CHIKKU LOAFERS**

~~\$475.00~~  
★★★★☆

Want a discount?

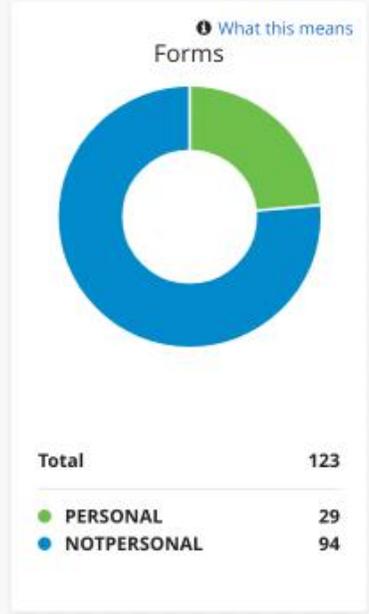
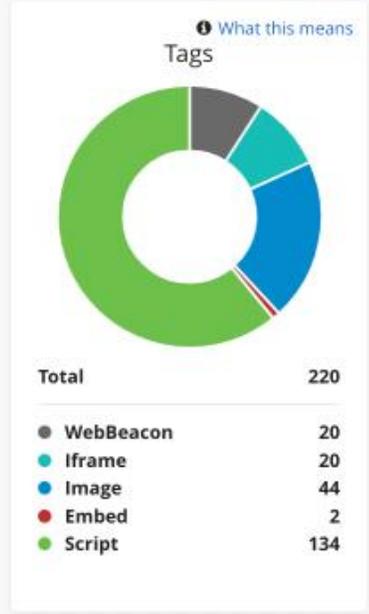
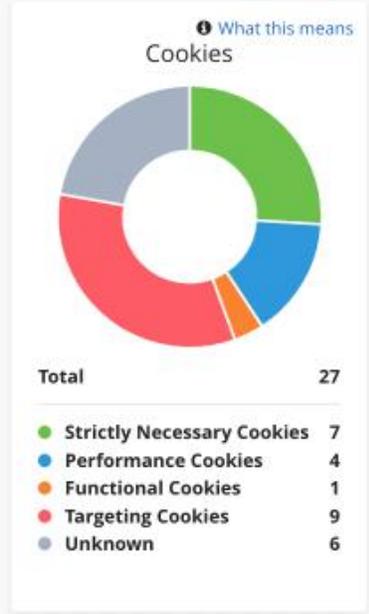
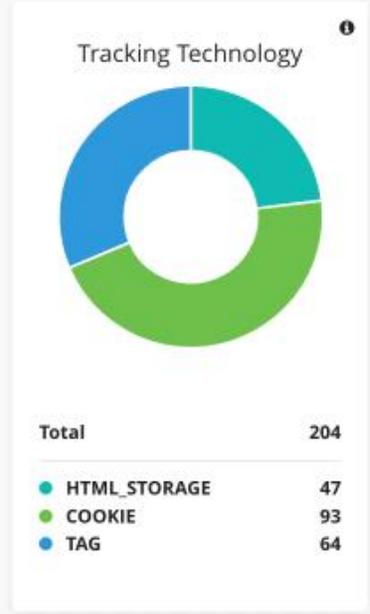


**NEW**  
**(SRV) SNEAKERS**

~~\$575.00~~  
★★★★☆

Want a discount?

Show All Scans Summary Scan Now Export



### Pages

2283 PAGES SCANNED

### Local Storage

47 OBJECTS FOUND

- ### Policies
- PRIVACY POLICY**  
We have detected a privacy policy on this site.
  - COOKIE LIST**  
This site appears to have a dedicated cookie policy.
  - COOKIE NOTICE**

- COOKIE COMPLIANCE
- Dashboards & Analytics
- Websites
- Mobile Apps
- CTV Apps
- Testing Center
- Cookiepedia
- Categorizations
- Setup
- Geolocation Rules
- Templates
- Vendors
- Consent Groups
- Integration
- Scripts
- SDKs

Website Details Completed

Website > onetrust.com

Template

**Template**  
EU GDPR Opt-In Cookie Consent

**Override Template Styling**

Banner Styles >

Banner Content >

Preference Center Styles >

Preference Center Content >

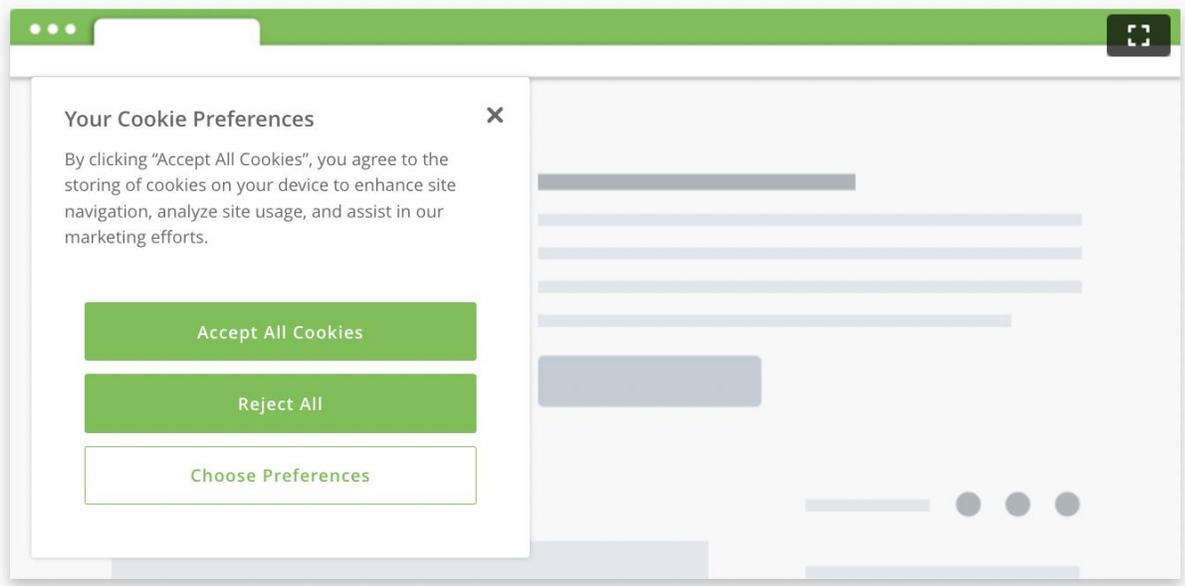
Cookie List Styles >

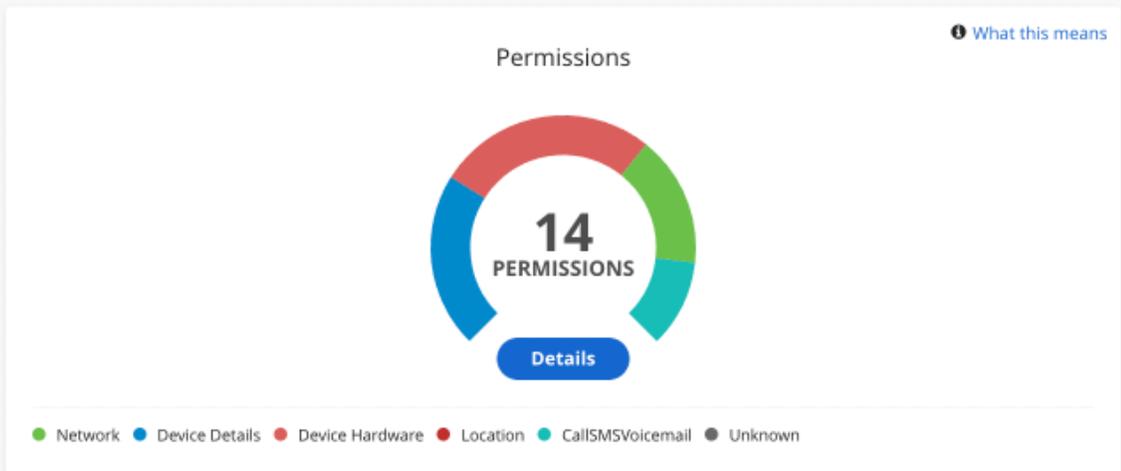
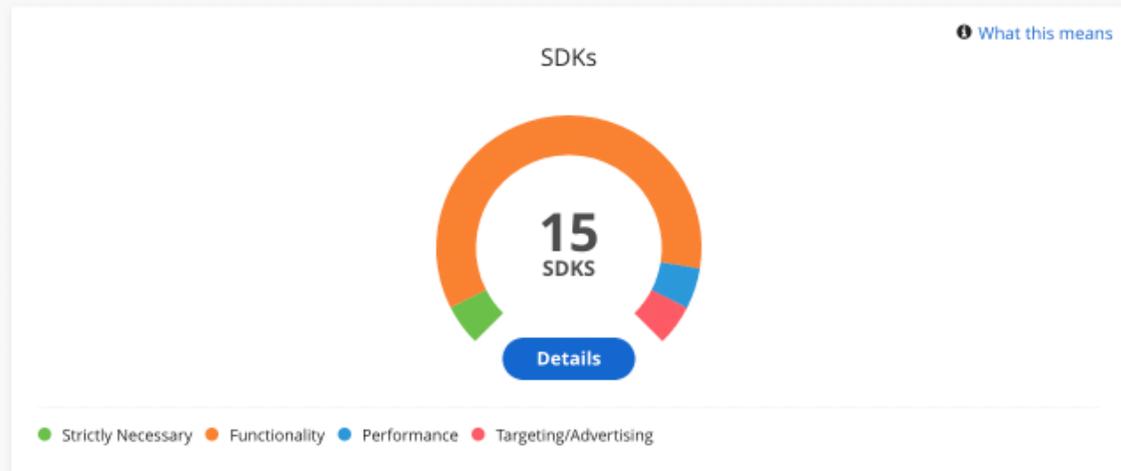
Scan Results **Branding** Login Settings

Publish Publish Test

Save

**Banner** Preference Center Cookie List





- COOKIE COMPLIANCE
- Dashboards & Analytics
- Websites
- Mobile Apps
- CTV Apps
- Testing Center
- Cookiepedia
- Categorizations
- Setup
- Geolocation Rules
- Templates
- Vendors
- Consent Groups
- Integration
- Scripts
- SDKs

Vendor List Add General Vendor Add IAB Vendor List

General Vendors IAB Vendor

Search...

Id	Name	Policy URL	Regions	Status
V4	<a href="#">A.Mob</a>	<a href="https://www.we-are-adot.com/privacy-policy/">https://www.we-are-adot.com/privacy-policy/</a>	EU , Canada , United States of America , GLOBAL + 3	Active
V1	<a href="#">Facebook</a>	<a href="https://www.facebook.com/about/privacy/update">https://www.facebook.com/about/privacy/update</a>	EU , Canada , United States of America , GLOBAL + 3	Active
V2	<a href="#">Google Advertising Products</a>	<a href="https://policies.google.com/privacy">https://policies.google.com/privacy</a>	EU , Canada , United States of America , GLOBAL + 3	Active
V6	<a href="#">Instant Ads</a>	<a href="https://instantads.telefonica.com/privacy-policy.html">https://instantads.telefonica.com/privacy-policy.html</a>	EU , Canada , United States of America , GLOBAL + 3	Active
V3	<a href="#">LinkedIn</a>	<a href="https://www.linkedin.com/legal/privacy-policy">https://www.linkedin.com/legal/privacy-policy</a>	EU , Canada , United States of America , GLOBAL + 3	Active
V5	<a href="#">Microsoft</a>	<a href="https://privacy.microsoft.com/en-us/privacystatement">https://privacy.microsoft.com/en-us/privacystatement</a>	EU , Canada , United States of America , GLOBAL + 3	Active
V7	<a href="#">Oracle Data Cloud</a>	<a href="https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html">https://www.oracle.com/legal/privacy/marketing-cloud-data-cloud-privacy-policy.html</a>	EU , Canada , United States of America , GLOBAL + 3	Active

General Vendors		IAB Vendor
Search...		
Version Name	Managing Organization	Description
<a href="#">CCPA Ad-Tech Vendor List</a>	OneTrust	Ad-tech vendors relevant for our Californian audience
<a href="#">GDPR Ad-Tech Vendor List</a>	OneTrust	Ad-tech vendors relevant for our European audience
<a href="#">Global IAB Vendor List</a>	OneTrust	This vendor list is updated weekly based on when the IAB Eu up...

- THIRD-PARTY RISK EXCHANGE
- Dashboard
- Exchange
- Vendors
- Assessments
- Status Tracker
- Setup
- Exchange Templates

Vendor Details  
 Vendorpedia Exchange > Atlassian, Inc.

Request Risk Assessment

- Overview
- Controls Review
- Residual Risks
- Certificates
- Connected Vendors



- Company Details
- Risk Assessment Summary
- Aggregated Risk Level
- Control Coverage
- Coverage by Industry Standards
- Maturity Summary
- Risk Domains
- Vendor Scores
- Certificates
- International Data Transfers
- DataGuidance News

Company Details

Name  
**Atlassian, Inc.**

About  
 Atlassian is a leading provider of collaboration, development, and issue tracking software for teams. With over 138,000 global customers (including 85 of the Fortune 100), we're advancing the power of collaboration with products including Jira, Jira Service Desk, Jira Ops, Confluence, Bitbucket, Trello, and more. Driven by honest values, an amazing culture, and consistent revenue growth, we're out to unleash the potential of every team.

Website  
<https://www.atlassian.com/Inc/s?k=Inc>

Industry  
 Technology

Privacy Policy Link  
<https://www.atlassian.com/legal/privacy-policy>

Security Policy  
<https://www.atlassian.com/software/access>

Aggregated Risk Level



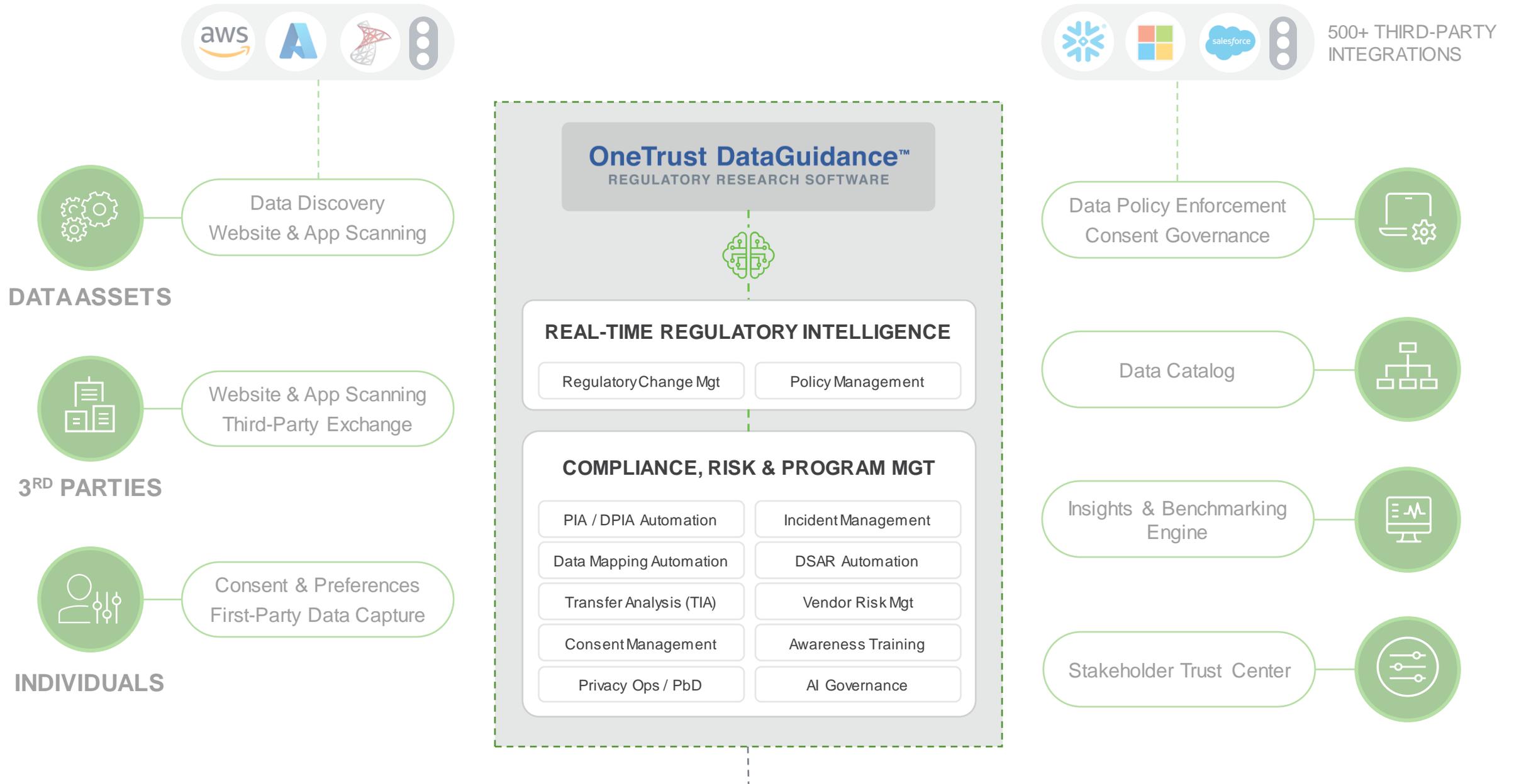
3 - Medium

SCA Control Coverage



Coverage by Industry Standards

Learn More



# ONETRUST PRIVACY & DATA GOVERNANCE CLOUD

- DATA DISCOVERY
- Welcome
- Gallery
- Discovery Review
- Assets
- Files
- Terms
- Identity Graph
- Search**
- Setup
- Automation Rules
- Classifiers
- Classification Profiles
- Credentials
- Data Sources
- Scan Profiles
- Worker Nodes
- Settings

Search

Search Activities

Enter Search Criteria

Search

Email Address: tstark@yahoo.com X

Delete Index

Close Search

All Data Sources

Identifier	Field Name	Value	System	Path	
Microsoft SQL	Email Address	Email	tstark@yahoo.com	MicrosoftSQL	mssql-02»CUSTOMERS»CUSTOMER»Email
Salesforce	Email Address	Account_Email__c	tstark@yahoo.com	SalesForce	Contact»Account_Email__c
SharePoint	Email Address	Email	tstark@yahoo.com	SalesForce	Contact»Email
	Email Address	CUSTOMERS.csv	tstark@yahoo.com	SharePoint	OneTrust Demo»Documents»CUSTOMERS.csv

**Welcome to our Privacy Webform!**

You can use this form to submit a request regarding your personal information that is processed by our organization. Please complete this form and we will respond as soon as possible.

For more details and information about how we use and protect your personal information, please visit our [Privacy Overview](#) and our [Full Privacy Notice](#).

**Thank you.**

**\* I am a (an)**

**Country**

**State**

**\* Select request type(s)**

**\* First Name**

**\* Last Name**

**\* Email**

**Request Details**

CONSUMER REQUESTS

- Dashboard
- Reports
- Requests
- Subtasks
- Setup
- Settings

## Consumer Request Details

Requests > NKQ4XT82JM

[Gather Information](#)

Results Summary ⋮

**Hours Worked:**  
0

**Total Cost:**  
\$0.00

**Preferred Language:**  
English

**Workflow:**  
Selfie Verification Workflow

**Approver:**  
----

**Managing Organization:**  
OneTrust

**Date Opened:**  
03/19/2022 04:06 PM

**Extended:**  
Yes

**Deadline:**  
04/18/2022 04:06 PM

**Resolution:**  
---

**Web Form (Version):**  
CCPA Access and Deletion (V2)

**ⓘ Potential duplicate request. This requestor has submitted 4 requests in the past month.**

[View Duplicates](#)

**Matilda Hensley**

**Request ID:** NKQ4XT82JM

**Request Type:** Info Request

**Subject Type:** Customer

**Email:** esailers@otprivacy.com

**State:** California



### Gather Information

Now that the identity of the data subject has been verified, you can assign the responsible individuals any tasks related to completing this request. Once all responses have been consolidated, where needed, you can respond to the data subject and include any pertinent information. When all applicable tasks have been completed, the request will be automatically advanced to the Review stage.

ID Verification Subtasks Activity History

### Subtasks

[Refresh](#) [User Subtask](#) [Add Connection](#)

Task	Type	System	Stage	Status	Processing in Time	Assignee	Deadline
<a href="#">Legal Hold Review</a>	User	---	Gather Information	Assigned	---	Jeanne Lee	---
<a href="#">Retrieve Consumer Info from AWS Private Cloud b...</a>	System	AWS Kinesis	Gather Information	Complete	---	---	---
<a href="#">Retrieve Consumer Info from Marketo</a>	System	Marketo	Gather Information	Not Run	---	---	---
<a href="#">Retrieve Consumer Info from mySQL database</a>	System	MySQL	Gather Information	Complete	---	---	---
<a href="#">Retrieve Consumer Info from Salesforce</a>	System	SalesForce	Gather Information	Complete	---	---	---

REPLACE MANUAL TASKS WITH AUTOMATION

Hey Kelly,

just letting you know I will be out of the office next week but my colleague **Levi Matthews** (**lmatthews@mycompany.com**) will be covering for me.

That's so nice of you to send me the holiday gift. Could you actually send it to my sister **Veronica**'s house since I will be spending the holidays there this year as she has been battling some illness and I'd like to be there to care for her?

Her address is **37 chestnut street, San Francisco California 94123**.

p.s. I hope **Eddie** is feeling better!

**Joe Rosa**  
Solutions Engineer | FIP, CIPP/E, CIPM  
**jrosa@onetrust.com** [title="mailto:jrosa@onetrust.com">jrosa@onetrust.com](mailto:jrosa@onetrust.com) | [onetrust.com](#)  
+1 (404) 993-5204

*Need extra assistance or want to provide feedback on your experience with OneTrust?  
Please click [here](#) for direct feedback to OneTrust Professional Services leadership team.*

 <https://onetrust.com/signature/Signature-FreeTrial-Large-113016.png>

[Click here to unsubscribe](#)

 PrivacyConnect Series

### Out Of Office Coverage

Type: Email  
Data Group: Unstructured Data  
System: Office365

Data Elements Detected			
<input checked="" type="checkbox"/>	Data Element	Classification	Confidence Level
<input checked="" type="checkbox"/>	lmatthews@mycomp...	email	100%
<input checked="" type="checkbox"/>	37 chestnut street, Sa...	address	100%
<input checked="" type="checkbox"/>	jrosa@onetrust.com	email	100%
<input checked="" type="checkbox"/>	404) 993-5204	phonenumber	80%
<input checked="" type="checkbox"/>	Veronica	firstname	70%



Requests

← Back to Requests

Request ID : TJGJZTEBYE

Name:	Terry Ryan	E-Mail:	t.ryan@zentoso.com
Subject Type:	Customer	Request Type:	Info Request
Loyalty ID:	46548852	Country:	United States

Request Comments

Reply to OneTrust Privacy Team



Cancel

Reply



From: OneTrust Privacy Team 2/4/2021, 6:50:28 AM ▾

Hello Terry Ryan,  
Thank you for submitting a request for information . We have attached a copy of your information in our system. You can download it using our secure portal. This copy is provided to you at no cost, but further copies that you request may require payment of a fee to cover our administrative costs.

Regards,  
OneTrust Privacy Team

Attachments



TJGJZTEBYE\_Terry\_Ryan\_Report.csv  
Date: 2/4/2021, 6:50:28 AM



driverslicense.png  
Date: 2/4/2021, 4:20:28 AM



NewHireInfo.pdf  
Date: 2/4/2021, 4:20:28 AM

# Manage Customer Data Lifecycle

**Select request type(s)**

Info Request | Data Deletion

**You have a right to request the following information:**

- The categories of personal information that we collected about you
- The specific pieces of data we collect and process about you

**Which would you like to receive?**

The categories of personal information that we collected about you

**Request Details**

Please provide my information

29 / 5000

**SUBMITS DSAR**

**Subscribe to Our Newsletter**

Sign up here to get the latest news, updates and special offers delivered to your inbox.

Your Name

Email Address

**SUBSCRIBE**

**SUBSCRIBES TO NEWSLETTER**

**We Care About Your Privacy**

By clicking "Accept All Cookies", you agree to the storing of cookies on your device to enhance site navigation, analyze site usage, and assist in our marketing efforts.

[Manage Preferences](#) | **Reject All Cookies** | **Accept All Cookies**

**ACCEPTS TRACKING**



**VISITS MOBILE APP**

**Zentoso Trust Center**

Marketing Alerts

Account Protection

Social Media Settings

**UPDATES PREFERENCES**

**AD Privacy Pulse**

YOUR NEWS ON PRIVACY, CMPs, AND AD TECH

**AD PRIVACY PULSE NEWSLETTER**

YOUR NEWS ON PRIVACY, CMPs, AND AD TECH

**Why You Need a CMP Alongside A Transparency (ATT) Requirements**

Learn why you still need a CMP in addition to an ATT.

**RECEIVES MARKETING**

**REAL-TIME SYNCHRONIZATION**

**OUT-OF-THE-BOX PLUGINS**

**PROOF OF CONSENT**

**ACTION DATA COMPLIANTLY**

UNIVERSAL CONSENT & PREFERENCE MANAGEMENT

- Dashboard
- Collection Points
- Preference Centers
- Reporting
  - Consumers
  - Linked Identities
  - Receipts
  - Transactions
- Setup
  - Purposes
  - Custom Preferences
  - Reason Templates
  - Data Elements
  - Attribute Manager
  - Topics
  - Consent Settings

### Transactions

Search  🔄 ⌵

Identifier Value	Purpose	Purpose Version	Type	Collection Point	Collection Point Version	Transaction Number	Receipt ID
esailers1@otprivacy.com	Marketing Communication	V3	Confirmed	Zentoso Preference Management Portal	V1	7e71266d-c904-41fd-b257-7a8658f6135c	47222e48-7f85-419a-b356-cffd3fd
esailers1@otprivacy.com	Account Updates and Alerts	V1	Confirmed	Zentoso Preference Management Portal	V1	9084c1bf-709c-4e04-8b20-8529a9f00959	02a0b6fd-3878-434b-8370-2af640
esailers1@otprivacy.com	Rewards and Third Party Marketing	V1	Withdrawn	Zentoso Preference Management Portal	V1	a4f25659-0bc9-4e64-b5f2-4fe1df6e939c	2807b4fa-bebb-4b87-a46a-8cee5
esailers1@otprivacy.com	Account Updates and Alerts	V1	Withdrawn	Zentoso Preference Management Portal	V1	29e8b53c-2bb6-4d53-8629-e225976e6ed9	2807b4fa-bebb-4b87-a46a-8cee5
esailers1@otprivacy.com	CCPA Sale of Personal Information	V1	Withdrawn	Zentoso Preference Management Portal	V1	f666168e-c352-4a09-87b3-e465a621a66a	2807b4fa-bebb-4b87-a46a-8cee5
esailers1@otprivacy.com	Marketing Communication	V3	Withdrawn	Zentoso Preference Management Portal	V1	d42851e2-da33-41d9-b206-1b1bdbcf00d8	4a81e310-53fc-4b46-afb4-cafd79
asood1@otprivacy.com	Terms of Use	V1	Confirmed	CTV Consent Banner	V1	3a5f0768-6d8f-4a0d-b469-78bf45146ce9	9ec938a6-ab58-402e-8a3a-6ddb0
asood1@otprivacy.com	Marketing and Advertising	V1	Confirmed	CTV Consent Banner	V1	4ce808e0-675f-4dff-9d78-a85f7a1ed7fd	9ec938a6-ab58-402e-8a3a-6ddb0
asood1@otprivacy.com	Performance Analytics	V1	Confirmed	CTV Consent Banner	V1	7f88dd26-b547-4d25-9117-8486bd3cec14	9ec938a6-ab58-402e-8a3a-6ddb0
asood1@otprivacy.com	Performance Analytics	V1	Confirmed	CTV Consent Banner	V1	63e88423-6b4c-40f5-a160-86694d88f318	2f81771f-21ad-4037-bde1-506d0
asood1@otprivacy.com	Terms of Use	V1	Confirmed	CTV Consent Banner	V1	41eb82eb-2183-44c2-b4be-1bfcd44c51fd	2f81771f-21ad-4037-bde1-506d0
esailers1@otprivacy.com	CPRA Limit the Use of My Sensitive Personal Information	V1	Confirmed	Marketing Communication Sign Up	V3	1d507123-3f32-4424-93f3-2e310cf960e3	e3b25cfa-3d46-4236-8f43-47ae2e
esailers1@otprivacy.com	Rewards and Third Party Marketing	V1	Confirmed	Marketing Communication Sign Up	V3	4c5250da-af52-4bb0-8fa1-4cab6257dda8	e3b25cfa-3d46-4236-8f43-47ae2e
esailers1@otprivacy.com	Social Media Tracking	V1	Confirmed	Marketing Communication Sign Up	V3	5c2ceb4f-bfa1-4577-b467-ca411a10f849	e3b25cfa-3d46-4236-8f43-47ae2e
esailers1@otprivacy.com	Targeted Advertising	V1	Confirmed	Marketing Communication Sign Up	V3	e2a8cae3-aa2d-441a-b0c3-1da66e9d9fb9	e3b25cfa-3d46-4236-8f43-47ae2e
esailers1@otprivacy.com	Functionality	V1	Confirmed	Marketing Communication Sign Up	V3	14e63c2e-90b6-423a-ac0e-022f39c8d152	e3b25cfa-3d46-4236-8f43-47ae2e
esailers1@otprivacy.com	Performance Analytics	V1	Confirmed	Marketing Communication Sign Up	V3	88674fbf-0042-43a5-a3ed-f3ec9e84a1c7	e3b25cfa-3d46-4236-8f43-47ae2e
esailers1@otprivacy.com	Essential Tools	V1	Confirmed	Marketing Communication Sign Up	V3	d0af57d8-42c1-42e9-af53-dce215172c3f	e3b25cfa-3d46-4236-8f43-47ae2e
esailers1@otprivacy.com	Account Updates and Alerts	V1	Confirmed	Marketing Communication Sign Up	V3	aef9b1ca-9497-4060-b0de-f9536a400b51	e3b25cfa-3d46-4236-8f43-47ae2e
esailers1@otprivacy.com	Terms of Use	V1	Confirmed	Marketing Communication Sign Up	V3	b644fd79-5926-4b03-a2c2-e26f6748d083	e3b25cfa-3d46-4236-8f43-47ae2e

UNIVERSAL CONSENT & PREFERENCE MANAGEMENT

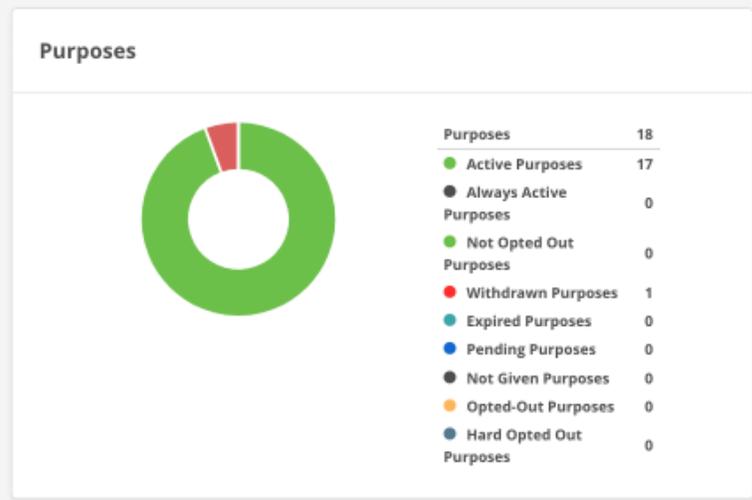
- Dashboard
- Collection Points
- Preference Centers
- Reporting
- Consumers**
- Linked Identities
- Receipts
- Transactions
- Setup
- Purposes
- Custom Preferences
- Reason Templates
- Data Elements
- Attribute Manager
- Topics
- Consent Settings

### Consumer Details

Consumers > delpino@outlook.com

- Profile**
- Purposes
- Notices
- User Activity

Identifier	Type	Language
delpino@outlook.com	Email	----



#### Transaction History

**20** Transactions

**First Transaction**  
07/07/2021 04:23 PM

**Last Transaction**  
07/07/2021 04:32 PM

[View Details](#)

#### Data Elements

Name	Value
Account ID	908763
Address	
Candidate ID	
City	
CompanyName	
Cookie ID	
Country	
Customer ID	
Employee ID	
FirstName	
IP Address	
LastName	
National Provider Identifier (NPI)	
Postal Code	
Practice Name	

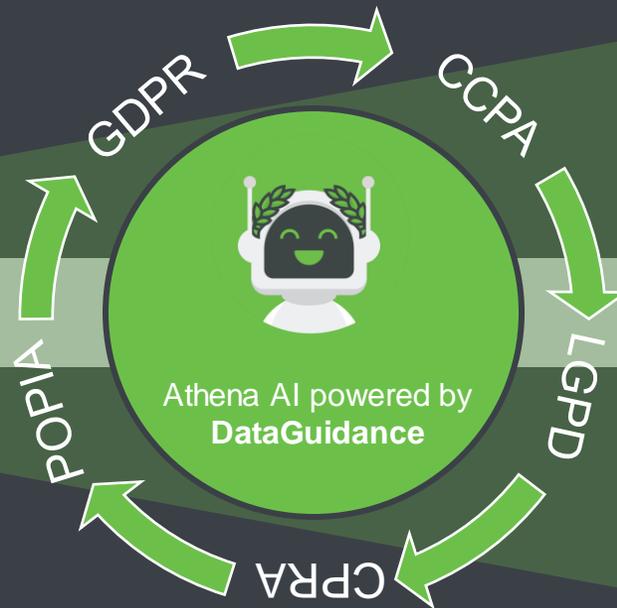
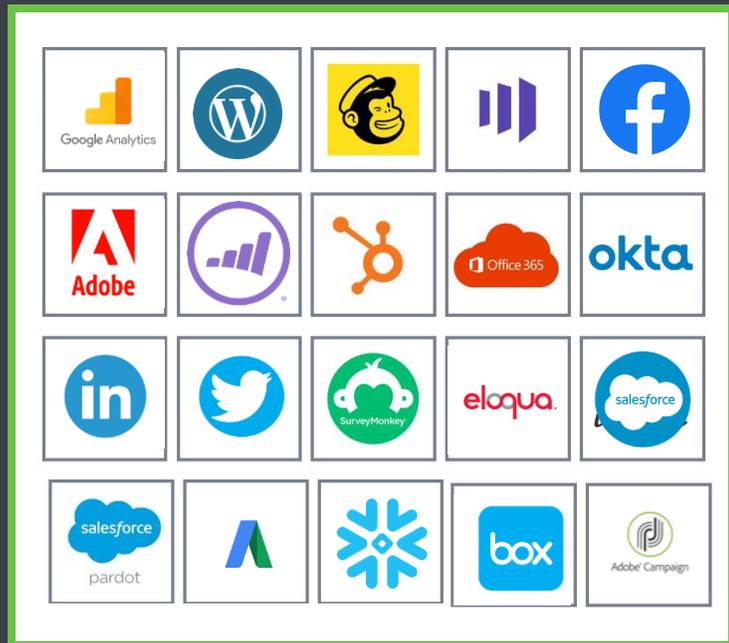
#### Select Purposes

Select purposes to submit new consent on behalf of data subject

4 Selected

Purposes
<input type="checkbox"/> Billing Alerts
<input type="checkbox"/> Candidate Analytics
<input checked="" type="checkbox"/> CCPA Sale of Personal Information
<input type="checkbox"/> Clinical Trial Participation
<input type="checkbox"/> Company Handbook
<input type="checkbox"/> CPRA Limit the Use of My Sensitive Personal Information
<input type="checkbox"/> Credit Card Services
<input type="checkbox"/> Cross-Platform Profile Syncing
<input type="checkbox"/> Do Not Track
<input checked="" type="checkbox"/> Email Alerts
<input checked="" type="checkbox"/> Email Marketing
<input type="checkbox"/> Essential Tools
<input type="checkbox"/> Functionality
<input type="checkbox"/> HCP Personalization
<input checked="" type="checkbox"/> iOS App Tracking Transparency

# Leverage Athena AI to Contextualize Data



- DSAR FORMS & WORKFLOWS
- PRE-CONFIGURED DATA MAP ATTRIBUTES
- INCIDENT RESPONSE TEMPLATES
- GEO- SPECIFIC COOKIE BANNERS
- CONTEXTUAL REQUIREMENTS
- CONTROL FRAMEWORKS
- INHERENT RISK SCORES



## Welcome to OneTrust!

### Hi, I'm Athena

I am here to help you get set up! I will guide you through the setup process by asking you a series of questions to ensure the right information is added and the configuration of the platform is customized just for your needs.

[Continue Now](#)

#### I will guide you through the following:



##### Jurisdiction Selection

Select regions and countries you operate within.



##### Defining Your Industry

Tell us about your business industry so we can help set up.



##### Law Selection

Review recommended laws that apply to your business.



##### Framework Selection

Select frameworks that apply to your business

#### Things to know before you start:



You will not be setting up anything that cannot be undone at a later date



If you don't know all the answers, don't worry, you can revisit this at any time.



You will get a chance to customize this further or add items if you want through the Athena App.

[No thanks, maybe later](#)

DATA MAPPING

- Dashboard
- Assessments
- Active
- Archive
- Recycle Bin
- Risk Register
- Inventory
- Assets
- Processing Activities
- Entities
- Vendors
- Reporting
- Asset Map
- Cross-Border
- Data Lineage
- Reports
- Setup
- Data Mapping Settings

Inventory Manager

Inventory Manager > Process Attributes

[Add Attribute](#) [Export](#)

Attributes Groups

Search by key

Key ↑	Name	Description	Response Type	Source	Status	Level ⓘ	Frameworks and Laws
<a href="#">Acquiring Bank</a>	Acquiring Bank	Acquiring Bank	Text	Custom	Inactive	Inventory	
<a href="#">Aggregate Risk Level</a>	Aggregate Risk Level	How likely is it that this processing activity c...	Single Select	System	Active	Inventory	
<a href="#">Aggregate Risk Score</a>	Aggregate Risk Score	Overall risk score associated with processin...	Text	System	Active	Inventory	
<a href="#">Aggregated Inherent Risk Level</a>	Aggregate Inherent Risk Level	Overall inherent risk level associated with P...	Single Select	System	Inactive	Inventory	
<a href="#">Aggregated Inherent Risk Score</a>	Aggregate Inherent Risk Score	Overall inherent risk score associated with ...	Text	System	Inactive	Inventory	
<a href="#">Aggregated Target Risk Level</a>	Aggregate Target Risk Level	Overall target risk level associated with Pro...	Single Select	System	Inactive	Inventory	
<a href="#">Aggregated Target Risk Score</a>	Aggregate Target Risk Score	Overall target risk score associated with Pr...	Text	System	Inactive	Inventory	
<a href="#">American Express all other transactions</a>	American Express all other transactions	American Express all other transactions	Text	Custom	Inactive	Inventory	
<a href="#">American Express Online</a>	American Express Online	American Express Online	Text	Custom	Inactive	Inventory	
<a href="#">Annual Transaction Volume</a>	Annual Transaction Volume	Annual Transaction Volume	Text	Custom	Inactive	Inventory	
<a href="#">Applicable Standards</a>	Applicable Standards	Standards applicable to the processing acti...	Multi Select	System	Inactive	Inventory	FR-CNIL, FR-CNIL-PIA
<a href="#">Automated Decision Making</a>	Automated Decision Making	Existence of automated decision-making, in...	Single Select	System	Inactive	Inventory	UK-DPA
<a href="#">Business Function</a>	Business Function	Primary business function that this process...	Single Select	System	Active	Inventory	
<a href="#">Business Process Owner</a>	Business Process Owner	Individual responsible for the business pro...	Single Select	System	Active	Inventory	
<a href="#">Card Brands Accepted</a>	Card Brands Accepted	Card Brands Accepted	Text	Custom	Inactive	Inventory	
<a href="#">Categories of Recipients of Sale of Perso...</a>	Categories of Recipients of Sale of Personal...	Categories of recipients to whom personal i...	Multi Select	System	Active	Inventory	US-CA-CCPA, US-CCPA
<a href="#">CCPA Profiling</a>	CCPA Profiling	Is profiling, as defined by CCPA SEC. 14 179...	Single Select	Custom	Active	Inventory	
<a href="#">Collection Purpose</a>	Collection Purpose	What is the purpose of collecting this data ...	Multi Select	System	Inactive	Personal Data	US-CA-CCPA, TR-PDPL, JP-APPI, AU-PA, US...
<a href="#">Consent Attributes</a>	Consent Attributes	What are the attributes you require for vali...	Multi Select	System	Inactive	Inventory	EU-GDPR, DE-BDSG, FR-CNIL-PIA, FR-CNIL...

DATA MAPPING

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Inventory Details  
Processing Activities > Account Management

- Details
- Assessments
- Risks
- Documents
- Related
- Data Dictionary
- More

Search  Collapse All

<b>Primary Business Process Information</b>	
<b>* Name</b> Account Management	<b>* Managing Organization</b> Legal
<b>Business Process Owner</b> Vincent Watson	<b>Description</b> Managing existing accounts
<b>Data Subject Information</b>	
<b>Consumers - Region</b> California	<b>Consumers - Volume</b> 10,000-100,000
<b>Controllers and Processors</b>	
<b>Controller Contact Information</b> Marie Thompson	<b>Controller's Representative &amp; DPO Contact Information</b> Johnathan Bordeaux, +1 483-234-5233
<b>Processor Contact Information</b> Stanley Wilde, +1 423-255-6588	<b>Processor's Representative &amp; DPO Contact Information</b> Gareth Joolen, +1 423-255-6590
<b>Joint Controller Contact Information</b> ----	
<b>Legal Process</b>	
<b>Purpose of Processing</b> Customer Relationship Management, Direct Marketing	<b>Legal Basis for Processing</b> It is necessary for the performance of a contract with the individual
<b>CCPA/CPRA Scope</b>	

**Related Data Elements** 33

- Customers**  
13 Data Elements
- Contractors**  
9 Data Elements
- Prospective Employees**  
6 Data Elements
- Employees**  
5 Data Elements

[View All](#)

---

**Related Assets** 10

- Adobe Analytics**  
Marketing | South Africa  
Source / Collection
- Amazon AWS S3**  
OneTrust | United States  
Related
- AWS Health**  
OneTrust | United States  
Storage / Processing
- CareAware Connect**  
OneTrust | United States  
Related

[View All](#)

- OnePIA - 6.1
- Show All Questions
- Welcome
- General
- Privacy Principles**
  - 2.1 Fairness [Core]
  - 2.2 Transparency [Core]
  - 2.3 Purpose Specification [Core]
  - 2.4 Use Limitation [Core]
  - 2.5 Data Minimization [Core]
  - 2.6 Data Quality [Core]
  - 2.7 Storage Limitation [Core]
  - 2.8 Retention Time Limits [Core]
- Scope [Privacy/Legal]
- Legal Basis
- Data Transfers
- Privacy Rights
- High Risk Activities
- Necessity, Benefits and Harms
- Controls
- Personal Information

**2.4 What steps have you taken to ensure that data are not further processed in a manner that is incompatible with those purposes?**

Please choose from the following, and/or add your own.

Type or select an option

**Not Sure** Not Applicable

**Justify your answer below.**

Enter justification here.

**2.5 What steps have you taken to ensure that the data are limited to what is necessary for the purpose of this activity?**

Please choose from the following, and/or add your own.

Type or select an option

**Not Sure** Not Applicable

**Justify your answer below.**

Enter justification here.

Help icons: ?

Feedback icons: thumbs up, thumbs down

**Risk Details**

**Description**  
We have initial and ongoing training for all staff and relevant vendors on PHI, our processes, and regulatory requirements.

**Inherent Risk Level**  
6 Impact: High Probability: High

**Residual Risk Level**  
6 Impact: High Probability: High

**\*Type**  
Processing Activity

**ID**  
3558

**Risks**  
All risks

**2.4**  
We have initial and ongoing training for all staff and relevant vendors on PHI, our

- DATA MAPPING
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### Inventory Details

Assets > Salesforce

- Details
- Assessments
- Risks**
- Documents
- Related
- Data Dictionary
- More

OneTrust Default View > Search...

ID	Risk Name	Description	Residual Risk Level	Residual Risk Score	Controls	Risk Owners	Source	Type
3408	----	Sensitive personal information or ...	Medium	3	26	Bob Matthews	Salesforce	Asset



#### Aggregated Risk

3

[View History](#)

#### Category Scores

Category Name	Level	Score
Strategy	Medium	3
Reputational	Medium	3

- DATA MAPPING
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### Aggregated Risk Summary History

Assets > Salesforce > Aggregated Risk

**Aggregated Risk** 3 **Last Updated** 12/16/2021 **Risk Methodology** Highest

Show Last 10 Updates



3

**Kelsey Naschek** made changes 12/16/2021 01:25 PM

Field Name	Old Value	New Value
Aggregate Risk Score	4.0	3.0

4

- DATA MAPPING
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## Processing Activities Rule Group

Policy Engine > Processing Activities Rule Group

Add Rule Collapse All

- High Risk Processing Activity Review
- Monthly Medium Risk Processing Activity Review
- Low Risk Yearly Review
- Schrems II | 3rd Country Re-assessment

**Rule Type: Entity**

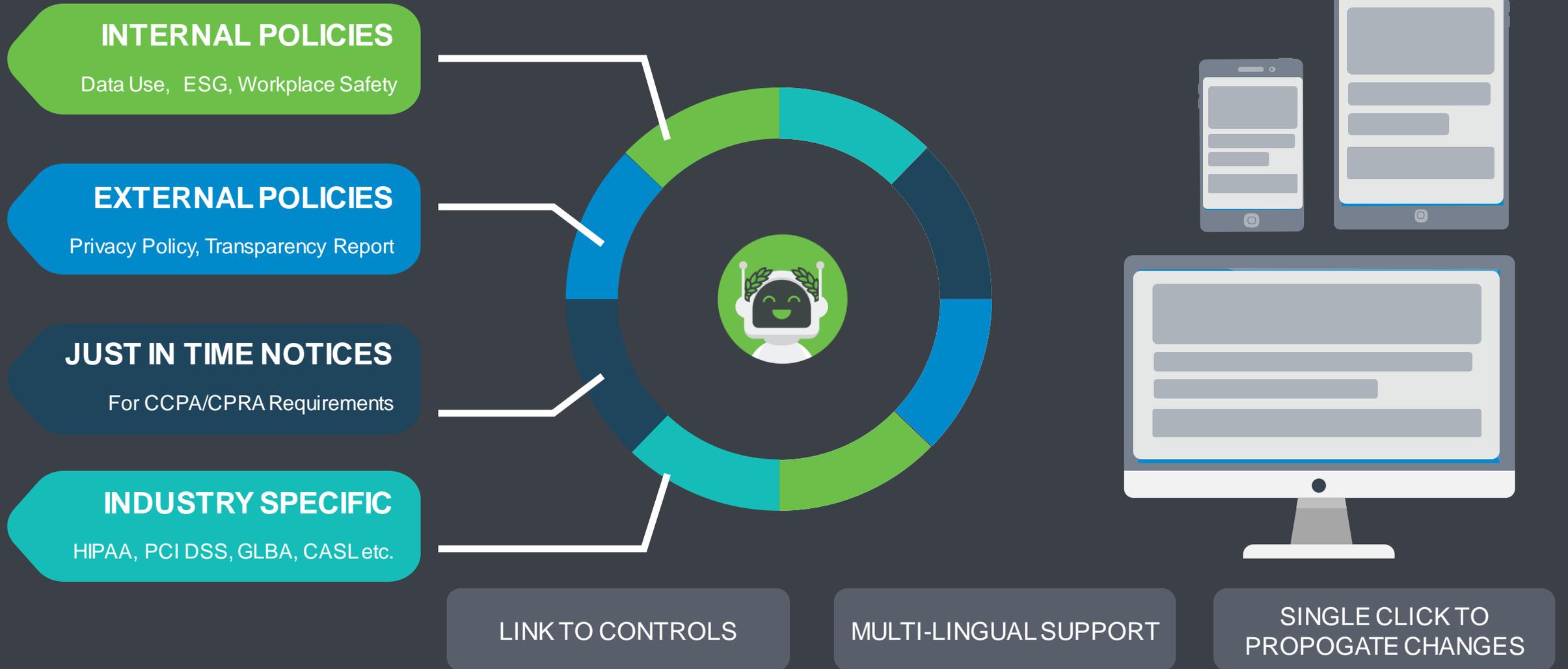
**\* Conditions**

Risk Level	▼	N/A
Equal To	▼	Medium
<b>OR</b>		
Risk Level	▼	N/A
Equal To	▼	High
<b>OR</b>		
Risk Level	▼	N/A
Equal To	▼	Very High

Add Condition Block

**\* Actions**

# Manage Digital Policies In a Central Location



POLICY & NOTICE MANAGEMENT

- Privacy Notices
- Templates
- Notice Bundles
- Setup

Privacy Notice Details

Privacy Notices > Zentoso Privacy Policy

Draft

- Introduction
- What information does Zentoso collect?
- How do we use the information?
- How do we share and disclose information to third parties?
- How do we secure your data?
- How do we use cookies and other tracking technologies?
- Your Privacy Rights
- How can I exercise my data subject rights?
- International data transfers
- Changes to the privacy notice
- Contact us

Add Section

Details **Builder** Layout Settings More

## Zentoso Privacy Policy In Progress

Public Version: 5.5.1

### Introduction

Zentoso ("Zentoso," "we" or "us") offers software for privacy management and web marketing compliance, and hosts and attends events globally. We also own and operate several websites (e.g. Zentoso.com and privacypedia.org) (individually, "Website" and collectively the "Websites"). This privacy notice aims to inform you about how we collect, use, disclose and store information about you when you interact or use our Websites, including downloading materials from our resources page or requesting a demo, register and/or attend any of our events (e.g. Privacy Connect), webinars, or the conferences we attend (collectively "Events"), and if you use any of our products, services or applications (including any trial) (collectively the "Services") in any manner.

Characters : 761

### What information does Zentoso collect?

We gather various types of information, including information that identifies or may identify you as an individual ("Personal Information") as explained in more details below.

**Information You Provide to Us:**

*From Websites or Events:* We may collect any Personal Information that you choose to send to us or provide to us, for example, on our "Request a Demo" (or similar) online form or if you register for a OneTrust webinar. If you contact us through the Websites, we will keep a record of our correspondence.

*From the Services:* We receive and store information you provide directly to us. For example, when setting up new users, we collect Personal Information, such as name and e-mail address, to provide them with the Services. The types of information we may collect directly from our customers and their users include: names, usernames, email addresses, postal addresses, phone numbers, job titles, transactional information (including Services purchased), as well as any other contact or other information they choose to provide us or upload to our systems in connection with the Services.

# Automate Notification Guidance for 300+ Jurisdictions

## IDENTIFY JURISDICTIONS

Affected jurisdictions identified through investigation are linked to DataGuidance Research

## ASSESS JURISDICTIONS

Jurisdictional requirements from DataGuidance are de-duplicated into a single assessment

## GET TAILORED GUIDANCE

Athena analyzes responses against requirements & auto-generates notification guidance

**OneTrust DataGuidance™**  
REGULATORY RESEARCH SOFTWARE



40 In-House Researchers | 800 Lawyer Network  
Covering 300+ Jurisdictions

### JURISDICTIONS

California | Texas | New York | Brazil  
United Kingdom | France | Australia



#### QUESTION 1 (California)

#### QUESTION 2 (France)

### RECOMMENDED ACTION

Notify

REJECT

Notify

ACCEPT

Notify

ACCEPT

Don't Notify

REJECT

- INCIDENT RESPONSE
- Dashboard
- Incident Register
- Databreachpedia
- Templates
- Setup
- Assessment Workflow
- Workflows & Rules
- Incident Types
- Web Forms
- Attribute Manager
- Settings

Incident Details  
Incident Register > 48 - 2021-10-05

Responses

Incident Guidance Checklist

Change Workflow



Summary Details Assessments Tasks More

### Virus/Malicious Code

**Deadline:** 10/09/2021 03:00 AM  
**Date Reported:** 10/05/2021 10:16 AM  
**Description:** Version 3.2 of our software was potentially hacked by foreign actors and injected with malicious, information-scraping code

#### Guidance 12

Jurisdiction	Urgency	Notify Individual(s)	Notify Authority	Guidance Addressed
Canada	● high	! ----	! ----	0 of 2
United States of America	● high	! 12/01/2021	! 12/01/2021	0 of 3
USA - Arizona	● high	! 11/16/2021	! 11/16/2021	0 of 2
USA - Colorado	● high	! 11/01/2021	! 11/01/2021	0 of 2
USA - Georgia	● high	! ----	⊖ ----	0 of 1
Croatia	● high	! 10/05/2021	⊖ ----	0 of 1

[View All](#)

#### Upcoming & Overdue Events

**Communicate and share the results of review within a trusted c...**  
 Type: Task  
 Deadline: 10/07/2021 03:00 AM

#### Recently Completed

#### Open Tasks

- Communicate the existence of the information security incident and ...
- Share incident information with partner organization
- Communicate and share the results of review within a trusted comm...
- Notify the Affected Individuals - USA - Colorado

[View All Tasks](#)

#### Attachments

#### Digital Evidence

[View All Attachments](#)

#### Assessments

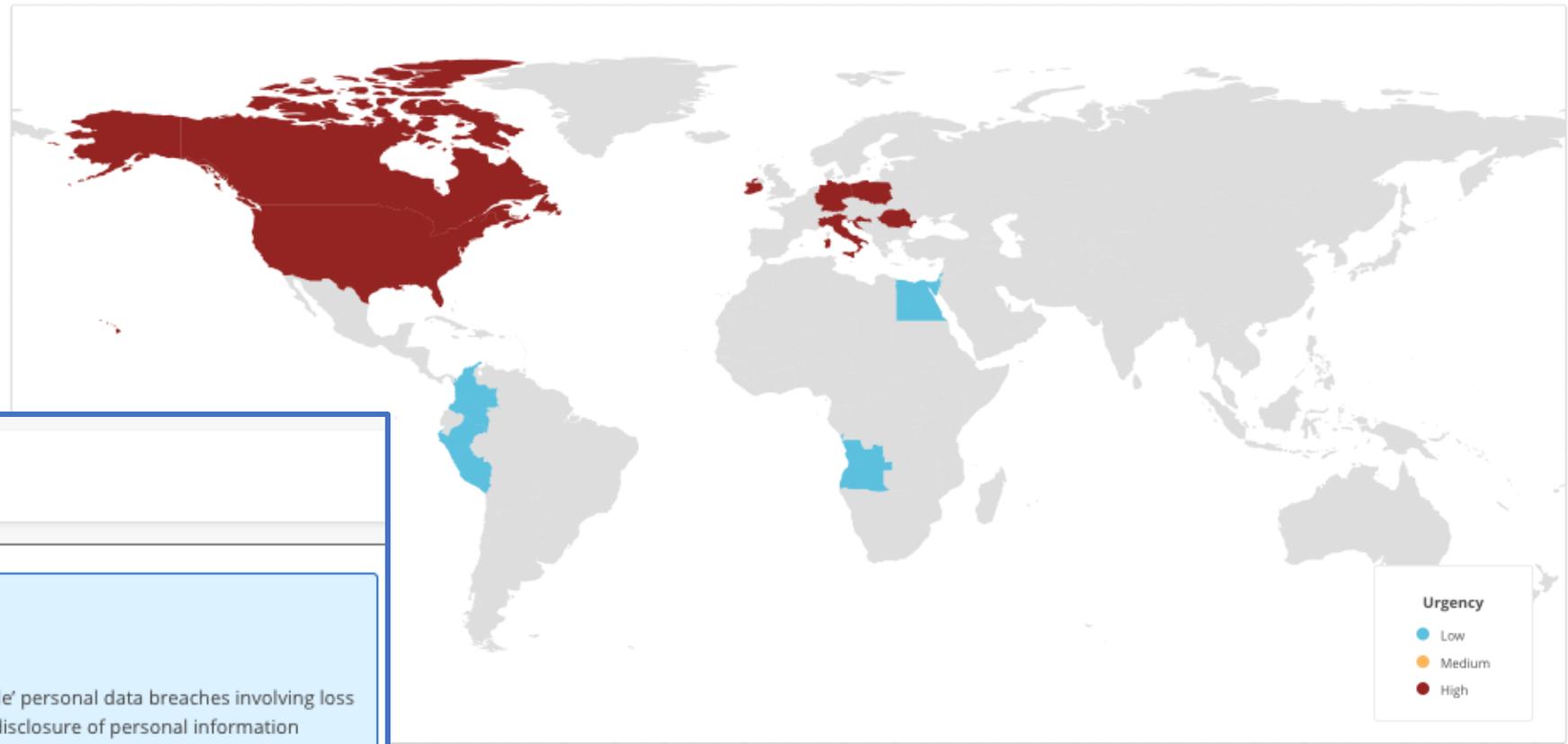
- DINA
- DINA
- Incident Guidance Assessment
- Code Version 3.2 Hack

[View All Assessments](#)

- INCIDENT RESPONSE
- Dashboard
- Incident Register
- Databreachpedia
- Templates
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- Assessment Workflow
- Workflows & Rules
- Incident Types
- Web Forms
- Attribute Manager

### Incident Guidance Summary

48 - 2021-10-05 > Guidance Summary



**Jurisdiction**  
Canada

**Notify the Responsible Regulator**  
**Deadline:** - - - -  
 In Canada, it is mandatory to report 'notifiable' personal data breaches involving loss of, unauthorized access to or unauthorized disclosure of personal information

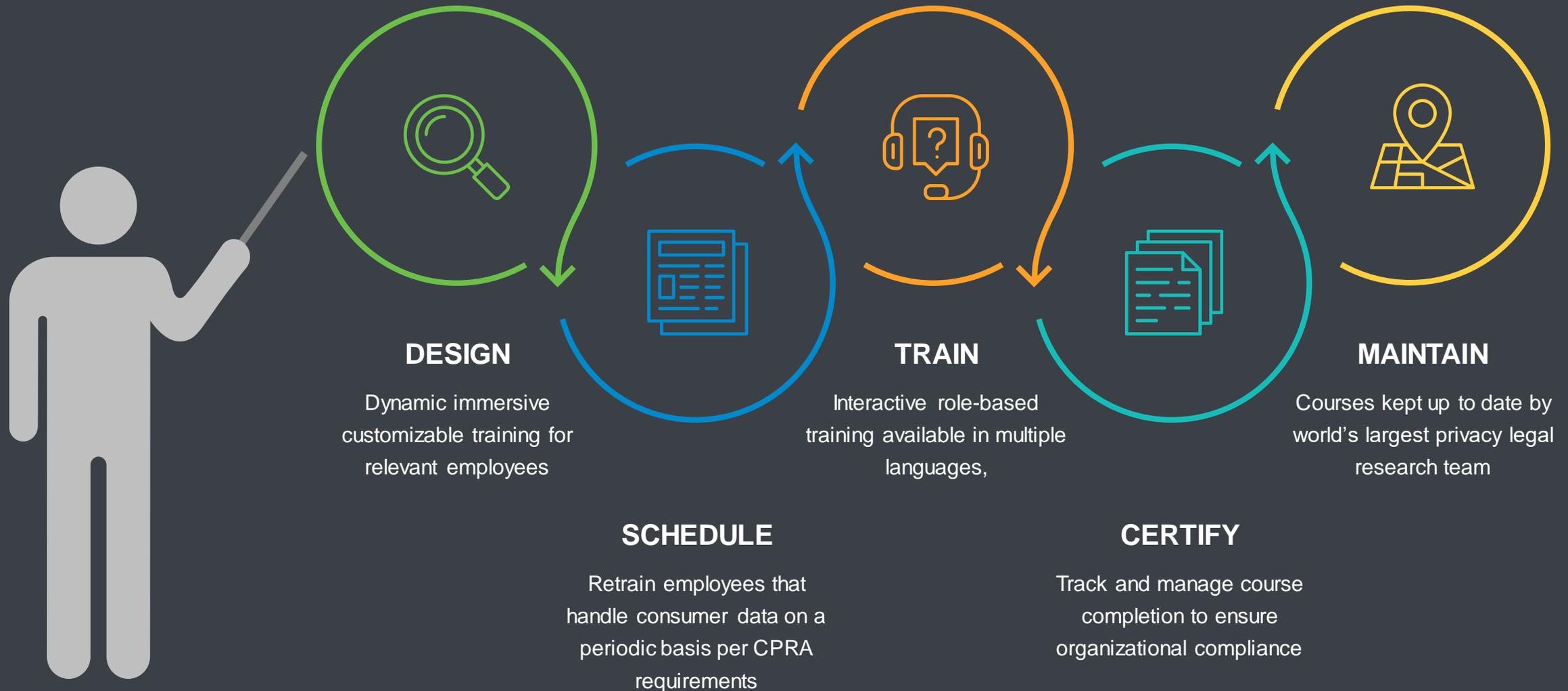
**Notify the Affected Individuals**  
**Deadline:** - - - -  
 In Canada, it is mandatory to report 'notifiable' personal data breaches involving loss of, unauthorized access to or unauthorized disclosure of personal information

[Collapse All](#)

● Low Urgency	0 Guidances	>
● High Urgency	2 Guidances	>
● Medium Urgency	0 Guidances	>
● Medium Urgency	0 Guidances	>
● Low Urgency	0 Guidances	>

British Columbia  
 Colombia

# Increase Privacy and Data Literacy With Awareness Training



### Course Details

My Courses > Recognizing and Avoiding Social Engineering

In Progress

Download

To help protect your organization from social engineering, you need to know:

- What is social engineering?
- How can you identify a potential attack?
- What should you do if you fall for an attack?

Transcript

### Recognizing and Avoiding Social Engineering

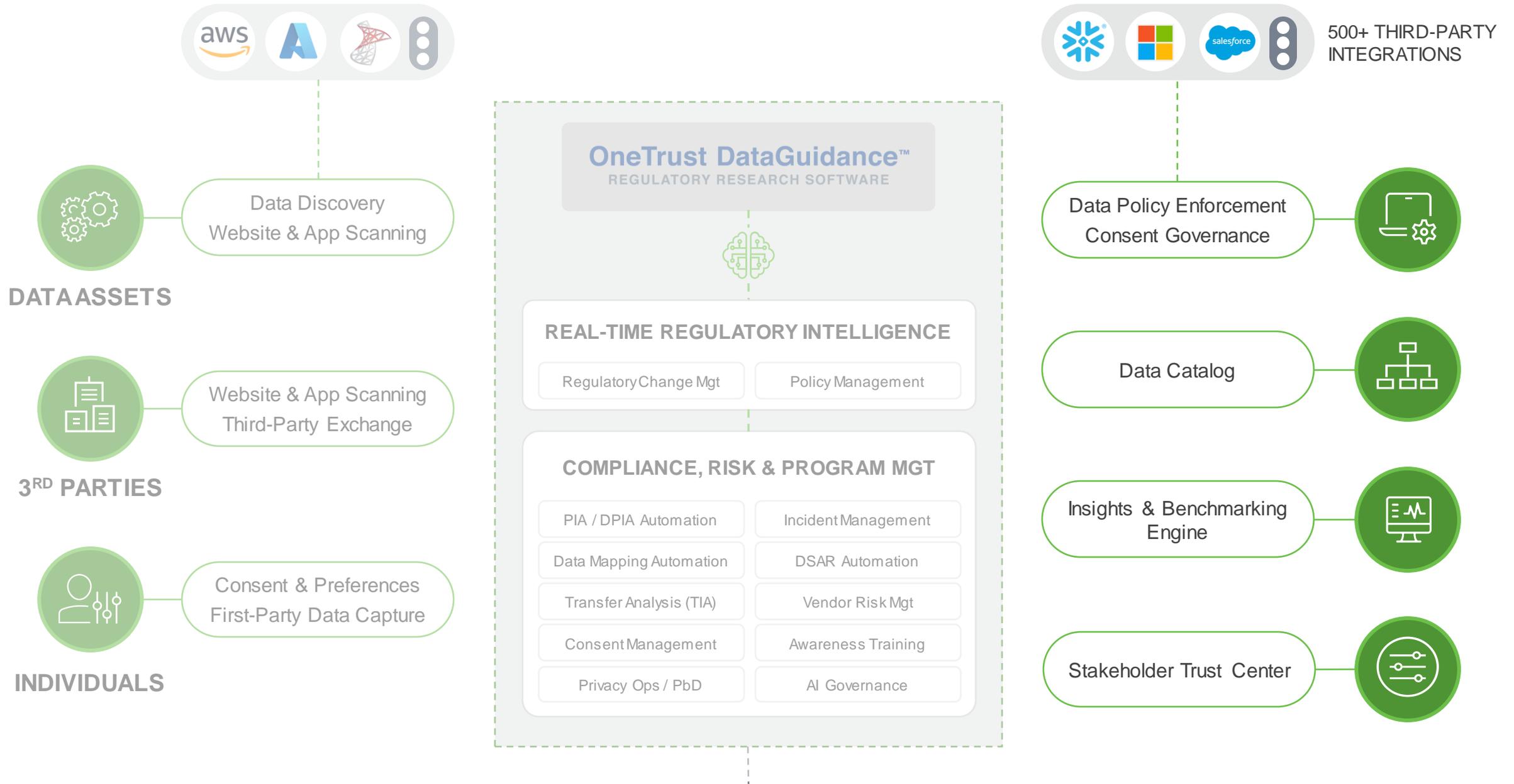
Data thieves use a variety of methods to trick employees into divulging information. This unit explores some of the tactics and common warning signs for phishing, spoofing, telephone and in-person scams.

**Duration**  
00:15:00

**Supported Languages**  
English US, French (France), German

\* Select a Language

- Roles**
- General
- Categories**
- Security



# ONETRUST PRIVACY & DATA GOVERNANCE CLOUD

- DATA MAPPING
- Dashboard
- Assessments
- Active
- Archive
- Recycle Bin
- Risk Register
- Inventory
- Assets
- Processing Activities
- Entities
- Vendors
- Reporting
- Asset Map**
- Cross-Border
- Data Lineage
- Reports
- Setup
- Data Mapping Settings



**Filters**

Organization Group  
OneTrust

Internal or 3rd Party

3rd Party

Internal

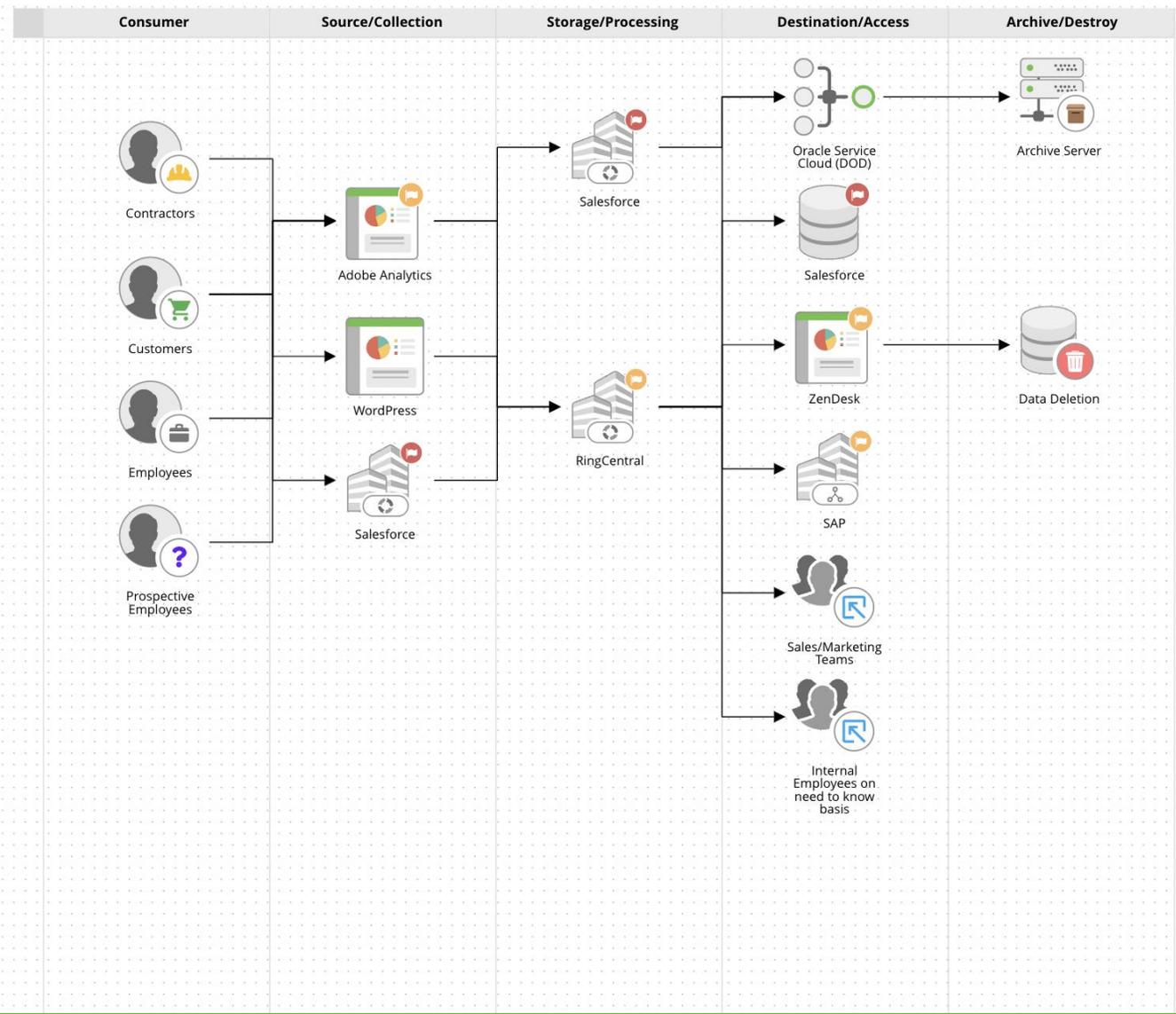
- DATA MAPPING
- Dashboard
- Assessments
- Active
- Archive
- Recycle Bin
- Risk Register
- Inventory
- Assets
- Processing Activities
- Entities
- Vendors
- Reporting
- Asset Map
- Cross-Border
- Data Lineage
- Reports
- Setup
- Data Mapping Settings

### Data Lineage

Data Lineage > Account Management

- Consumers
- Consumer
  - Employee
  - Contractor
  - Customer
  - Prospective Employee
- Assets
  - Vendors
  - Entities
  - Parties with Access
  - Misc.

Save [Print] [Delete] [Undo] [Redo] [Zoom] [Auto Draw] Zoom 110% Grid Size 10



GAIN INSIGHT INTO THE WAY DATA FLOWS ACROSS YOUR ORGANIZATION

- Home
- Favorites
- Recent
- Create
- Datasets
- Goals
- Apps
- Shared with me
- Learn
- Workspaces
- My workspace

Pages

- Consent Dashboard
- DSAR
- Data Map**
- Policy Violations

AssetName	DataVolume
Google Cloud Platform	8419K
Microsoft Outlook	10302K
Expensify - EMEA	10028K
AirWatch	10236K
IT-Central	9333K
Jira Cloud	10454K
Microsoft SQL Server	9871K
Box - HR (Legacy)	11692K
IBM Kenexa BrassRing	8804K
Google BigQuery	8903K
OneDrive - HR	8297K
Microsoft Azure	10182K
Expensify - US	10219K
Hipchat	10869K
employee-master	8289K
Oracle PaaS	8676K
Oracle ERP	9552K
Microsoft Access	9304K
Ninja Analytics	10459K
Greenhouse (Asset Cl...	10022K
HR Removable Medi...	8905K
Adobe Analytics	9038K
Laptop - Company Pr...	8308K
Amazon S3	8509K
Microsoft AD	8651K
OneTrust	11169K
Confluence Cloud	10133K
MySQL (Project Light...	9384K
Jobvite	7971K
Bitbucket Cloud	7893K

DataVolume  
283873K

DataCategory	DataVolume
Driving License Num...	8534K
Social Media Data	6589K
Contract Data	6829K
National Insurance D...	8694K
Geolocation Data	8958K
App Usage Statistics	8111K
COVID-19 Test Recor...	7901K
Property Ownership ...	7438K
Political Affiliation Da...	7389K
Device Location Data	6940K
Payment Card Data	7206K
Complaints History	6771K
Education and Skill D...	7835K
Government Identifiers	7781K
Drug Test Results	5751K
Social Security Numb...	5907K
Financial Information	7966K
Workers Compensati...	6101K
Corporate Communi...	8432K
Bank Account Inform...	7121K
Employment Informa...	7742K
Purchasing Behaviour	7199K
Travel and Expense D...	8210K
Union Membership	6813K
Compensation History	7480K
Contact Information	8055K
Web Browsing Data	6916K
Employee ID Informa...	8411K
Background Checks	6675K
Device Metadata	6806K
Children/Minors In H...	7498K
Household Tracking ...	7312K
COVID-19 Trace Reco...	7209K
User Account History	7140K
Sexual Orientation	7136K
Criminal History	5802K
Genetic Information	6424K
Visa Application Infor...	6131K
Biometric Data	6659K

290M

DataVolume

15bn

Legal Risk (\$)

powered by OneTrust

### Data Asset Details

Data Dictionary > Snowflake Data Warehouse

**Snowflake Data Warehouse**  
Type: DataSource

Comments (0)

Overview Child Objects Terms Classification Tags More

#### General Information

<b>* Name</b>	<b>Friendly Name</b>
Snowflake Data Warehouse	Snowflake Data Warehouse

<b>Description</b>	<b>Type</b>
Snowflake Data Warehouse containing both HR and Employee Data. Access controls are applied based on the data classification.	DataSource

#### Content Type

-----

#### Location and Path Details

<b>Data Source Name</b>	<b>Data Source System Type</b>
Snowflake Data Warehouse	RDBMS

<b>Parent Object</b>	<b>Xpath</b>
<a href="#">Snowflake Data Warehouse</a>	Snowflake Data Warehouse»

#### People

<b>Technical Owner</b>	<b>Data Steward</b>
Ethan Sallers	Kelsey Naschek

#### Business Owner

Doug Boykin

**Trusted**  
Certified by Kelsey Naschek (External)  
01/26/2022 01:57 PM

#### 4 Laws and Frameworks

- GDPR** General Data Protection Regulation 2016
- LGPD** General Data Protection Law 2018
- CCPA** California Consumer Privacy Act
- California Privacy Rights Act

[View All](#)

#### 17 Terms

- Type: Data Element  
**Social Security Number (SSN)**
- Type: Data Element  
**Last Name**
- Type: Data Element  
**City**
- Type: Data Element  
**Full Name**

[View All](#)

- DATA DISCOVERY
- Dashboard
- Gallery
- Discovery Review
- Assets
- Files
- Terms
- Identity Graph
- Identity Graph
- Setup
- Policy Engine
- Classifiers
- Classification Profiles
- Credentials
- Data Sources
- Scan Profiles
- Worker Nodes
- Settings

Rule Details  
 Policy Engine > Data Masking - Sensitive Data in Snowflake

**\* Trigger**

**Trigger Type**  
Select Trigger Type Scheduled

**Frequency**  
Select how often the trigger will occur One-Time event

**\* Conditions**

Data Masking - Sensitive Data in Snowflake Search Results

**\* Actions**

Apply Classification Tags

1 Selected

**Assign Classification Tag**

3 Selected

Classification Types	Retention	Classification Tag	Description
All Tags	3	<input checked="" type="checkbox"/>	
Category	0	<input type="checkbox"/>	After Close of a Trigger Event... The record is related to a function of activity with...
Classification	1	<input type="checkbox"/>	As Long as Administratively ... The immediate purpose for which the record wa...
Business Domain	0	<input type="checkbox"/>	Fiscal Year End (FY) Record to be removed at the end of the Fiscal Ye...
<b>Retention</b>	<b>2</b>	<input checked="" type="checkbox"/>	<b>Pending Deletion (PD)</b> Record has been flagged for removal.
		<input checked="" type="checkbox"/>	<b>Pending Redaction (PR)</b> Record contains sensitive information that needs...
		<input type="checkbox"/>	<b>Permanent (P)</b> A record that possesses enduring legal, fiscal, or ...

Find database objects

Starting with...

- CNA
- DEMO\_DB
- HRCOUTLOOK
- INTG\_HR\_SAMPLE
- OT\_EMPLOYEE\_DATA
  - EMPLOYEE\_DATA
    - Tables
      - EMPLOYEES
      - EMPLOYEES\_1M
      - MEDICAL\_INFO
      - SE\_INFO
- No Views in this Schema
- INFORMATION\_SCHEMA
- PUBLIC
- OT\_SNOWFLAKE\_HR\_SAMPLE
- SNOWFLAKE
- SNOWFLAKE\_SAMPLE\_DATA
- UTIL\_DB

```

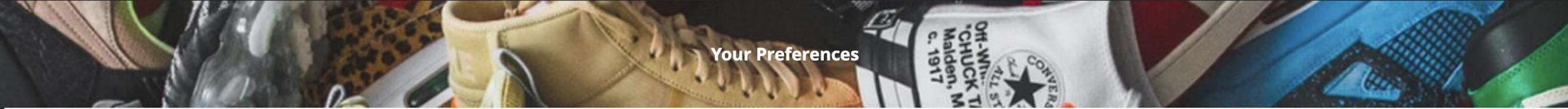
1 INSERT INTO "OT_EMPLOYEE_DATA"."EMPLOYEE_DATA"."EMPLOYEES"(EMPLOYEE_ID, FIRSTNAME, LASTNAME, FULLNAMES, EMAIL, DATE, SSN, PHONE, ADDRESS, CITY, STATE, ZIPCODE, COUNTRY, CREDITCARD, ABAROUTINGNUMBER, TAXID, URL, NO
2 SELECT * FROM "OT_EMPLOYEE_DATA"."EMPLOYEE_DATA"."EMPLOYEES" where email = 'pwofff@otprivacy.com'
3 SELECT * FROM "OT_EMPLOYEE_DATA"."EMPLOYEE_DATA"."EMPLOYEES"
4
5
6 ALTER TABLE "OT_EMPLOYEE_DATA"."EMPLOYEE_DATA"."EMPLOYEES" MODIFY COLUMN SSN UNSET MASKING POLICY;
7
8 -- using the ADMIN role
9
10 use role SYSADMIN;
11 select * from "OT_EMPLOYEE_DATA"."EMPLOYEE_DATA"."EMPLOYEES"
12
13 -- using the PUBLIC role
14
15 use role public;
16 select * from "OT_EMPLOYEE_DATA"."EMPLOYEE_DATA"."EMPLOYEES"
17
18
    
```

Results Data Preview

Query ID SQL 1.52s 50,002 rows

Filter result...

Row	EMPLOYEE_ID	FIRSTNAME	LASTNAME	FULLNAMES	EMAIL	DATE	SSN	PHONE	ADDRESS	CITY	STATE	ZIPCODE	COUNTRY	CREDITCARD	ABAROU
1	158107	Bernard	Weatherly	Bernard Wea...	bernard.wea...	8/19/1961	***Emp_SSN***	423-283-5871	6649 N Blue...	Shelbyville	Kentucky	46110	United States	3227-8484-...	10310688
2	847544	Patrick	Wolff	Patrick Wolff	pwofff@otpri...	01/09/1995	***Emp_SSN***	404-805-09...	1234 Privac...	Brooklyn	New York	11239	United States	1234-4567-...	61923974
3	158108	Bernard	Weatherly	Bernard Wea...	bernard.wea...	8/19/1961	***Emp_SSN***	423-283-5871	6649 N Blue...	Shelbyville	Kentucky	46110	United States	3227-8484-...	10310688
4	863655	Cordia	Knopp	Cordia Knopp	cordia.knop...	5/24/1992	***Emp_SSN***	205-200-65...	4 B Blue Rid...	Eight Mile	Kentucky	50871	United States	2493-5826-...	61923974
5	343966	Burton	Jin	Burton Jin	burton.jin@y...	3/2/1976	***Emp_SSN***	479-568-56...	8 W Cerritos...	Timbo	California	82178	United States	9011-8828-...	67773844
6	389958	Lauren	Guzzi	Lauren Guzzi	lauren.guzzi...	4/12/1979	***Emp_SSN***	216-582-04...	639 Main St	Bladensburg	Florida	81534	United States	2867-7851-...	84083255
7	291208	Carter	Hunt	Carter Hunt	carter.hunt...	11/8/1965	***Emp_SSN***	231-981-5020	34 Center St	Fruitport	Florida	48488	United States	5205-4869-...	94102666
8	636449	Isaiah	Magwood	Isaiah Magw...	isaiah.magw...	8/21/1959	***Emp_SSN***	212-550-9226	3 Mcauley Dr	Cowlesville	California	75234	United States	7709-7707-...	75392299
9	731529	Hugh	Chavira	Hugh Chavira	hugh.chavira...	12/13/1979	***Emp_SSN***	218-249-1088	7 Eads St	Ellsworth	California	72535	United States	5430-3319-...	73163002
10	331652	Lucius	Moorhead	Lucius Moor...	lucius.moorh...	5/23/1972	***Emp_SSN***	210-461-1191	7 W Jackson...	Corpus Christi	California	82930	United States	2791-8323-...	31608621
11	930753	Deane	Keown	Deane Keown	deane.keow...	5/14/1964	***Emp_SSN***	209-670-97...	5 Boston Av...	West Sacra...	California	89478	United States	1477-5384-...	53770999
12	212822	Joannie	Wolters	Joannie Wolt...	joannie.wolt...	11/18/1983	***Emp_SSN***	304-464-61...	228 Runamu...	Century	California	26822	United States	2209-9209-...	27322900
13	406273	Christene	Mccaleb	Christene M...	christene.mc...	4/11/1991	***Emp_SSN***	236-360-08...	2371 Jerrold...	Arlington	California	61775	United States	7781-3280-...	62965344



## Your Preferences

Marketing Preferences ▾

Marketing Notice

Communication Settings

Marketing Settings

Subscription Settings

Privacy Preferences

Account Information

### Marketing Notice

Welcome to your **Account Preference Center!**

We care about your choices! You are in control of your data and how we may use it. You can use the settings below to modify how we communicate with you, as well as the content you will receive from our team.

You can change your preferences here at any time.

### Communication Settings

#### Marketing Communication

Receive great content from our team! You can control how we communicate with you using the settings below.



#### Product Preference

For which products would you like to receive updates?



Mens

Womens

Kids

#### Channel

How would you like to hear from us?



Email

Phone

Mobile App Notificati...

#### Frequency

How often would you like to hear from us?



Marketing Preferences

Privacy Preferences ▾

Privacy Notice

Privacy Settings

Privacy Rights

Subscription Settings

Account Information

## Tracking and Analytics

When you visit our digital properties, we may store or retrieve information on your browser or device. This information might be about you, your preferences or your device and is mostly used to make the site work as you expect it to. The information does not usually directly identify you, but it can give you a more personalized web experience. Because we respect your right to privacy, you can choose not to allow some types of cookies. Use the toggles below to change our default settings. However, blocking some types of trackers may impact your experience of the site and the services we are able to offer

### Essential Tools

These technologies are necessary for our sites and apps to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your device to block or alert you about these technologies, but some parts of the site will not then work. These tools do not store any personally identifiable information.



### Performance Analytics

These technologies allow us to count visits and traffic sources so we can measure and improve the performance of our sites and apps. They help us to know which sections are the most and least popular and see how visitors browse. All information collected is aggregated and therefore anonymous. If you do not allow these tools we will not know when you have visited our site, and will not be able to monitor its performance.



### Functionality

These technologies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third party providers whose services we have added to our sites and apps. If you do not allow these tools then some or all of these services may not function properly.



### Targeted Advertising

These technologies are provided by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts elsewhere. They do not directly store personal information, but are based on uniquely identifying your device. If you do not allow these tools, you will experience less targeted advertising.



### Social Media Tracking

These technologies are provided by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts elsewhere. They do not directly store personal information, but are based on uniquely identifying your device. If you do not allow these tools, you will experience less targeted advertising.



Marketing Preferences

Privacy Preferences ▾

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Privacy Rights

Subscription Settings

Account Information

## Privacy Rights

### Your Privacy Rights

You can use this form to submit a request regarding your personal information that is processed by OT Kicks. Please complete this form and we will respond as soon as possible.

**Note:** To opt out of sale, or specific purposes of processing, please use the appropriate account settings. To opt-out of all processing, click 'Unsubscribe All' at the bottom of the screen.

For more details and information about how we use and protect your personal information, please visit our [Privacy Overview](#) and our [Full Privacy Notice](#).



English

Use the form below to submit your privacy request.

### Country

United States



### \* Select request type(s)

Info Request

Data Deletion

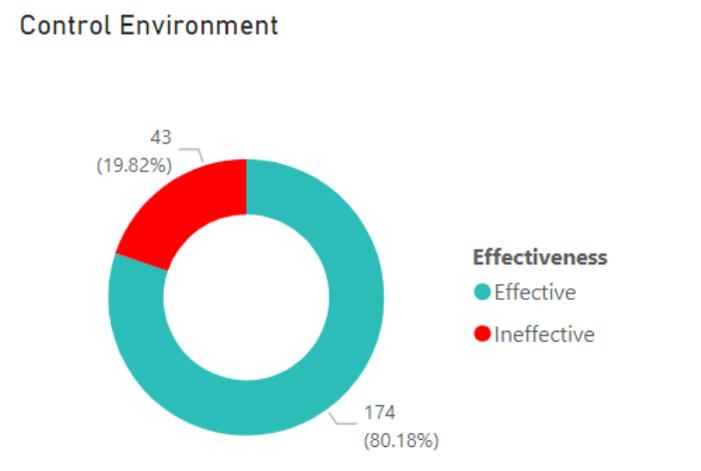
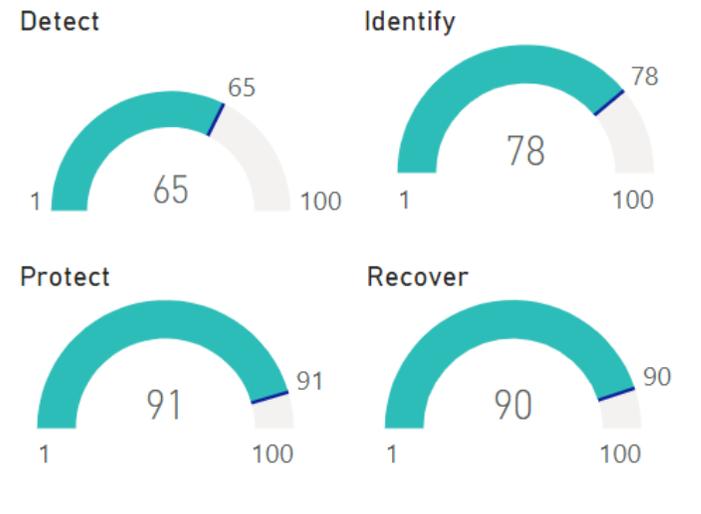
**By exercising your right to deletion, you will lose all account information. Do you wish to proceed?**

Yes

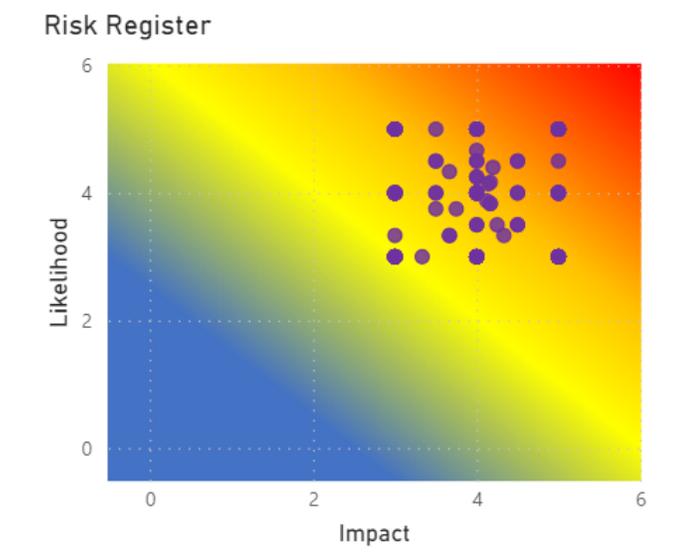
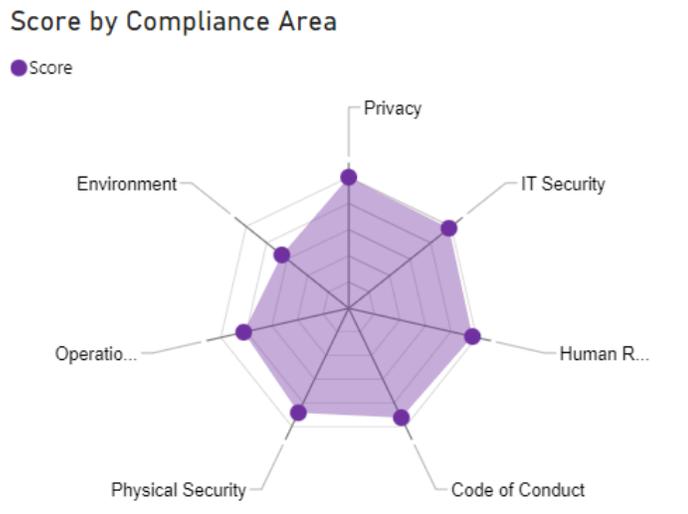
No

### \* Request Details

### GRC & Security Assurance



### Ethics & Compliance



### ESG & Sustainability

#COI last month	# Days since	Attrition
2	20	0.29
CPI	GSI	Sites
88	0.27	5
# Cases	Div. Ratio	CO2
5	0.51	2.8

Date	Title	Type	URL
26-01-2022	Market scan	Task	<a href="#">🔗</a>
25-01-2022	Snowflake Inc. (NYSE: SNOW) Could Soon Experience A Sharp Increase In Its Share Price.	News Feed	<a href="#">🔗</a>
25-01-2022	Snowflake Inc. (SNOW) Moves 3.7% Higher: Will This Strength Last?	News Feed	<a href="#">🔗</a>
25-01-2022	Snowflake Shares Are Still Pricey. Why This Analyst Turned Bullish Anyway.	News Feed	<a href="#">🔗</a>
26-01-2022	Unlawful processing of information	Risk	<a href="#">🔗</a>



**Privacy is evolving** beyond regulatory compliance to **integrated data governance** and **trusted data use**

To keep up, you need to bring **visibility, action, and automation** to your privacy & data governance programs

How will **you** be the **catalyst** in your organization?

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YES

NO