Building a Path to Data Intelligence

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Today's Speaker

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CIPP/E, CIPM

Data Governance Solutions Engineer
OneTrust

Today's Agenda

01 The Data Landscape

02 Keys to Bridge the Gap

03 How OneTrust Supports

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The Data Landscape

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The Modern-Day Data Problem

TODAY'S COMPLEX DATA ECOSYSTEM

- SaaS Systems
- Data Lakes
- Data Processing
- Third Party Data

CREATES DIFFERENT CHALLENGES

- Large Data Volume
- Hidden Data
- Toxic Data
- Inferred Data

THAT POSE THREATS TO YOUR BUSINESS

- Data Breaches
- Compliance Risk
- Policy Violations
- Breach of Contract

THIS CREATES UNIQUE CHALLENGES FOR DIFFERENT STAKEHOLDERS IN YOUR BUSINESS

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Customer Service

Need for smarter call routing

Ops Teams

Optimize processes

Marketing

Tailor outreach
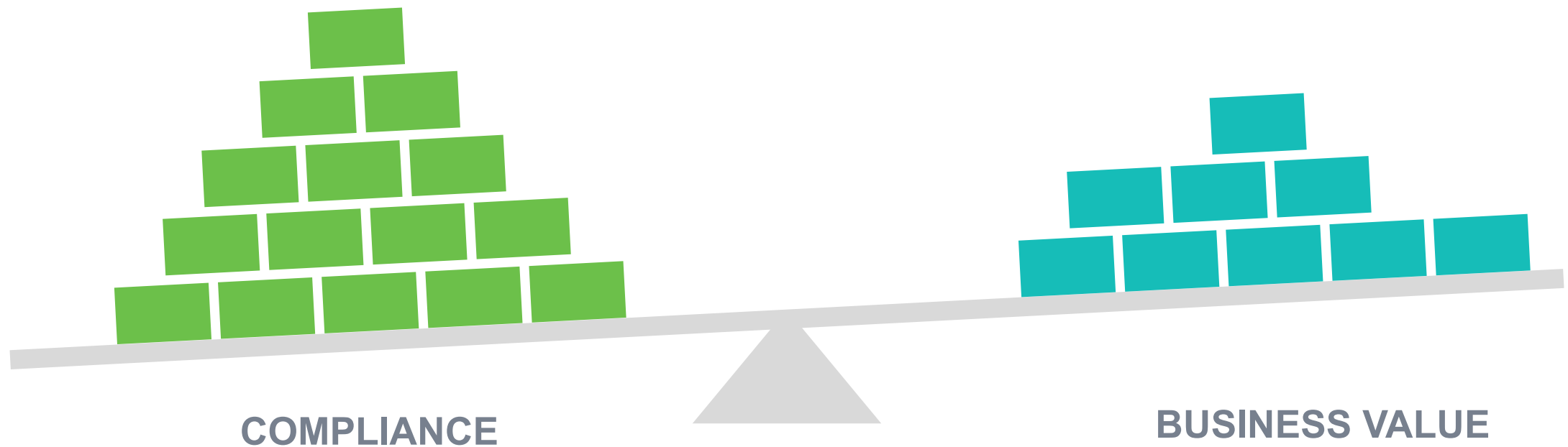
Sales

Quantify leads

Across An Organization, There is More Data Available to the Business to Leverage Than Ever Before

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Creates a Business Problem

The Balance Between Compliance and Value


COMPLIANCE

BUSINESS VALUE

Build Trust and Minimize Risk
Through Transparency & Compliance

Build Trust in the Data Through
Quality and Consistency

Leverage Data as a Differentiator to
Drive Innovation and Business Value

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Proprietary/Internal

Data Intelligence is Built from a Unified Governance Strategy

COMPLIANCE

BUSINESS VALUE
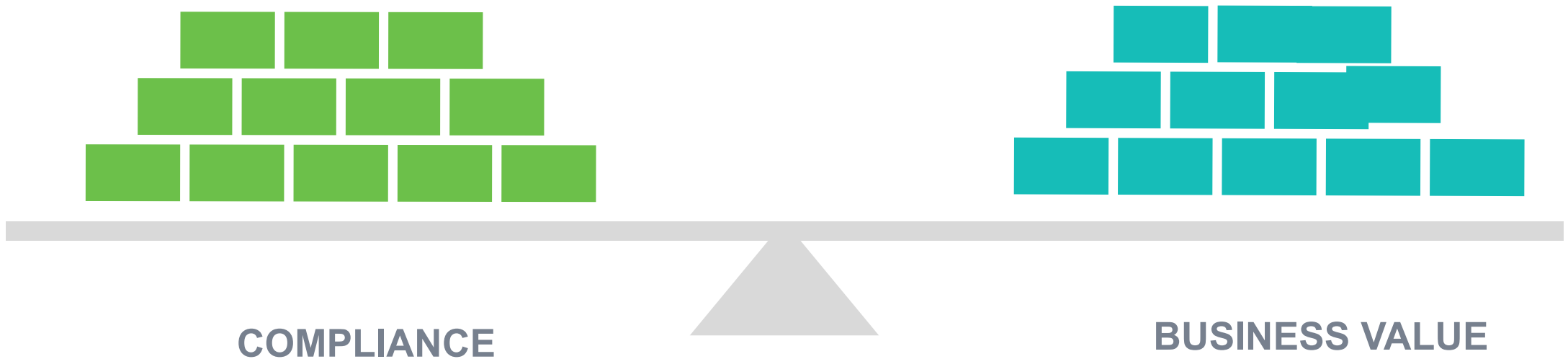
UNIFIED DATA GOVERNANCE PROGRAM

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The Four Steps Towards Data Intelligence

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The Four Steps Towards Data Intelligence

1

KNOW YOUR DATA

Discover & Classify Data, Apply Business & Regulatory Context, Ensure Data Quality, Centralize in a Catalog

2

GOVERN YOUR DATA

Define Data Policies such as Access, Retention & Residency, Data Minimization, Data Protection, Demonstrate Compliance

3

USE YOUR DATA

Enable the Business to Browse and Find the Data They Need, Automate Policy Driven Access Requests

4

IMPROVE YOUR DATA

Feedback and Trust Scoring, Policy Review & Updates, Progress Reporting, KPI & Metrics, ROI of Program

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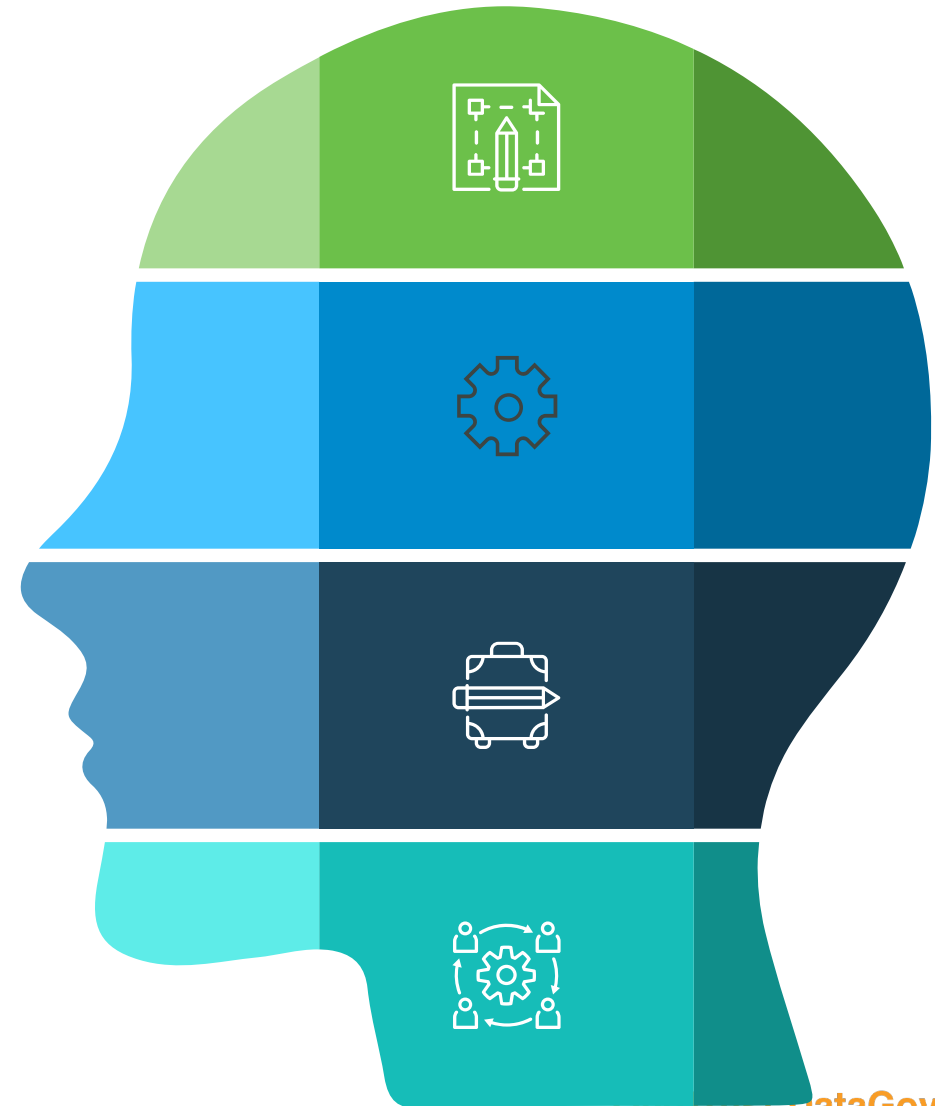
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Know Your Data

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Know Your Data: The First Step To Data Intelligence

DISCOVER & CLASSIFY

AI-driven classification of structured & unstructured data

APPLY BUSINESS & REGULATORY CONTEXT

Link business terminology and regulatory requirements

ENSURE DATA QUALITY

Profiling of data through deep scanning beyond the metadata

CENTRALIZE IN CATALOG

Capture results in central data inventories & catalog

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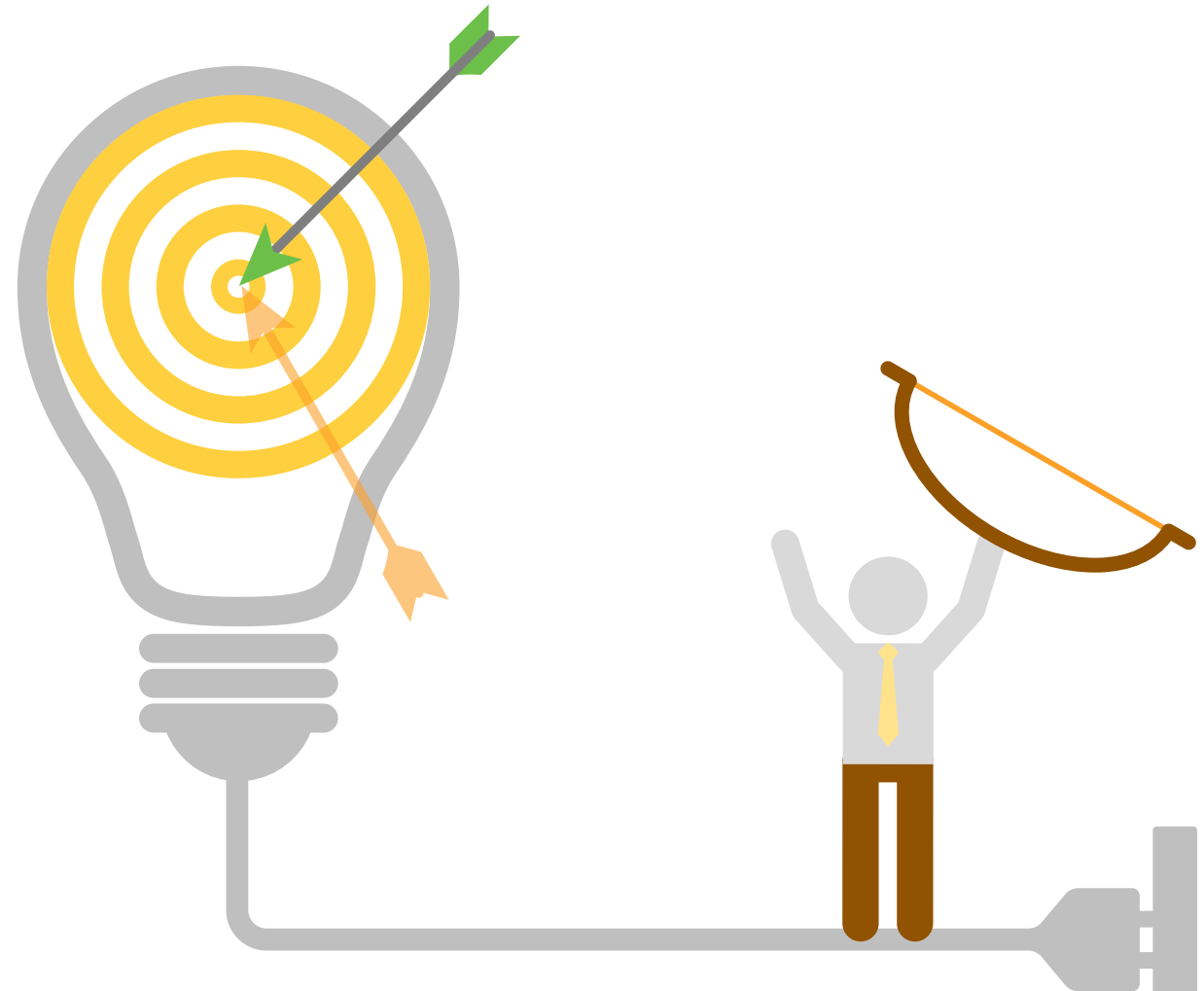**APPLY BUSINESS & REGULATORY CONTEXT**

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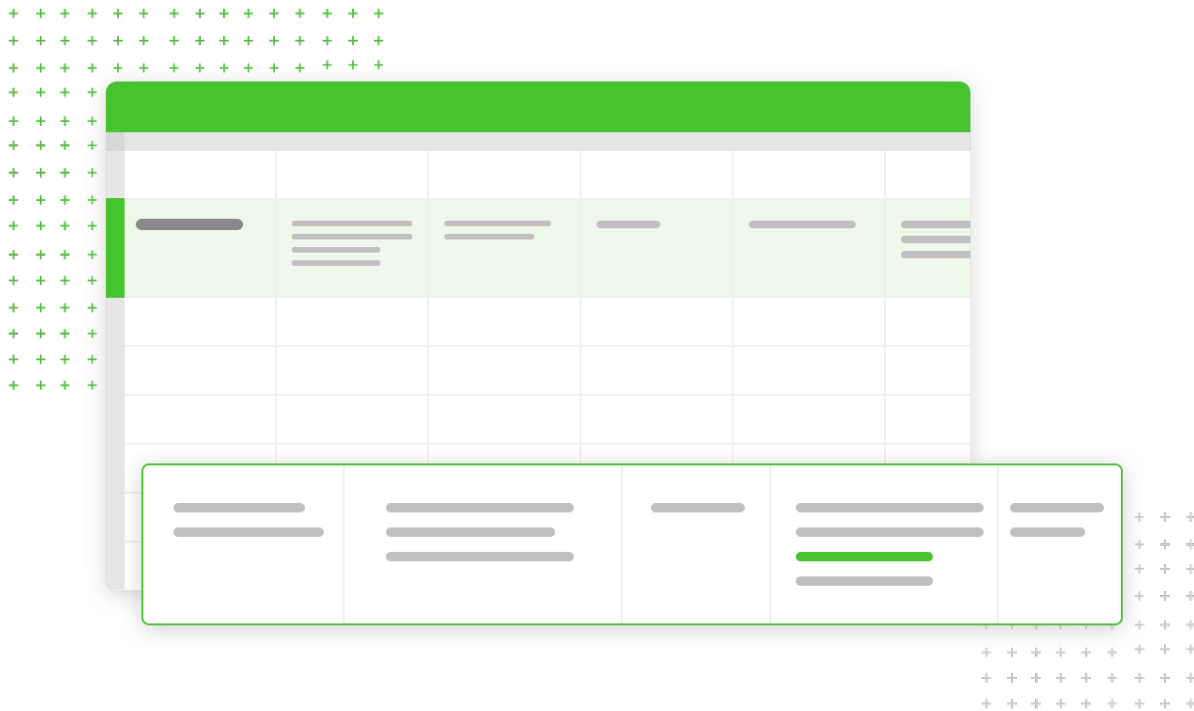
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Traditional Metadata Discovery Only Scratches the Surface

Human & Machine Error
Common errors can range from mismatched column information to completely incorrect information tables.

Data Drift & Mutation
Minor tweaks to data, system upgrades or cloud migration could lead to mutation of data.

Metadata Corruption
Unexpected system outages and failures could lead to database metadata corruptions.

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Deep-Level Discovery Goes Deeper Than Metadata

STRUCTURED DATA
SQL | RDBMS | XSL

SEMI-STRUCTURED DATA
Data Lake| NoSQL |HTML| RDF

UNSTRUCTURED DATA
Email | PDFs | Audio/Video| Images

DEEP-LEVEL SCANS
OF ACTUAL FILES
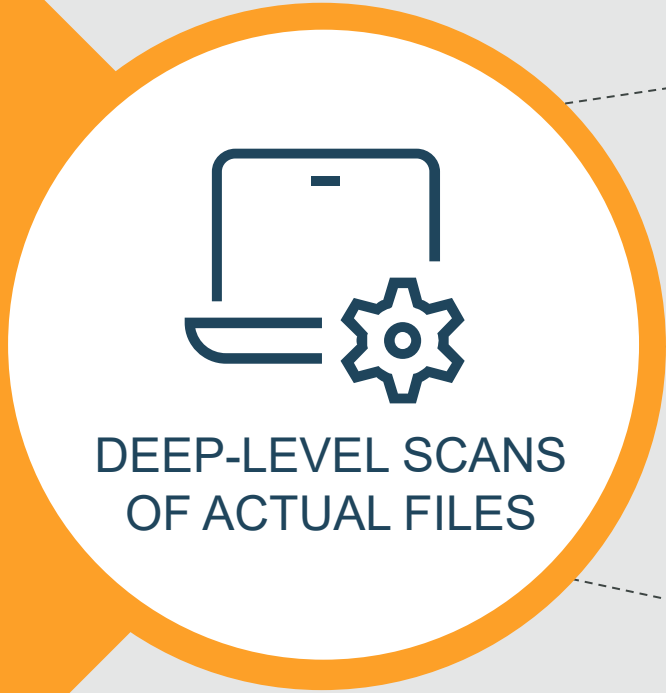
PRODUCT DATA

CUSTOMER DATA

TRANSACTIONAL DATA

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Know Your Data: The First Step To Data Intelligence

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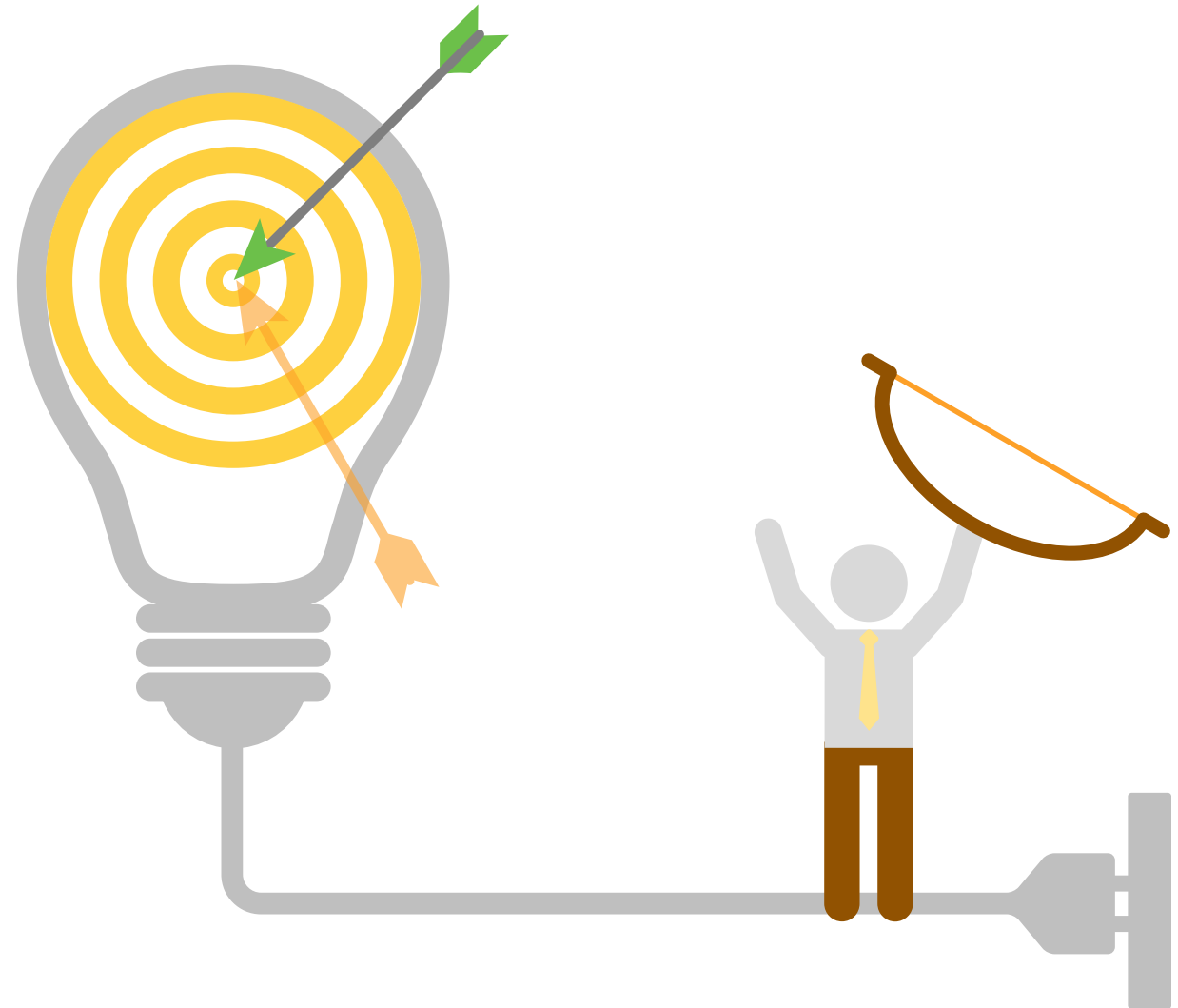**APPLY BUSINESS & REGULATORY CONTEXT**

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Accurate Classification for Compliance **and** Data Professionals

EMPLOYMENT DATA

THIRD-PARTY DATA

PERSONAL DATA

GDPR

EMPLOYMENT DATA

CUSTOMER DATA

PII

CCPA

EMPLOYMENT DATA

PERSONAL HEALTH INFORMATION

MEDICAL RESEARCH DATA

HIPPA

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Myriad of Complex and Evolving Regulations

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Assign Ownership and Roles

For the collection of business context

Data Stewards

Technical Owners

Business Owners

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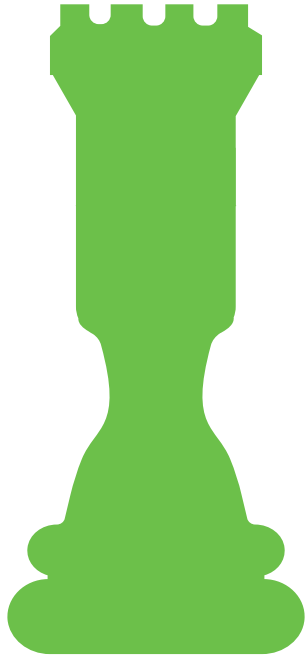
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What Makes Quality Data?

COMPLETENESS	CONSISTENCY	TIMELINESS	UNIQUENESS	VALIDITY
Do I have all fields necessary for my intended purpose?	Are their discrepancies when comparing two or more aspects of the data?	When was the data collected? Is the information available when you need it?	Is this the only instance in which this information appears in the database?	Is the data relevant to the field it was collected for?

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Proprietary/Internal

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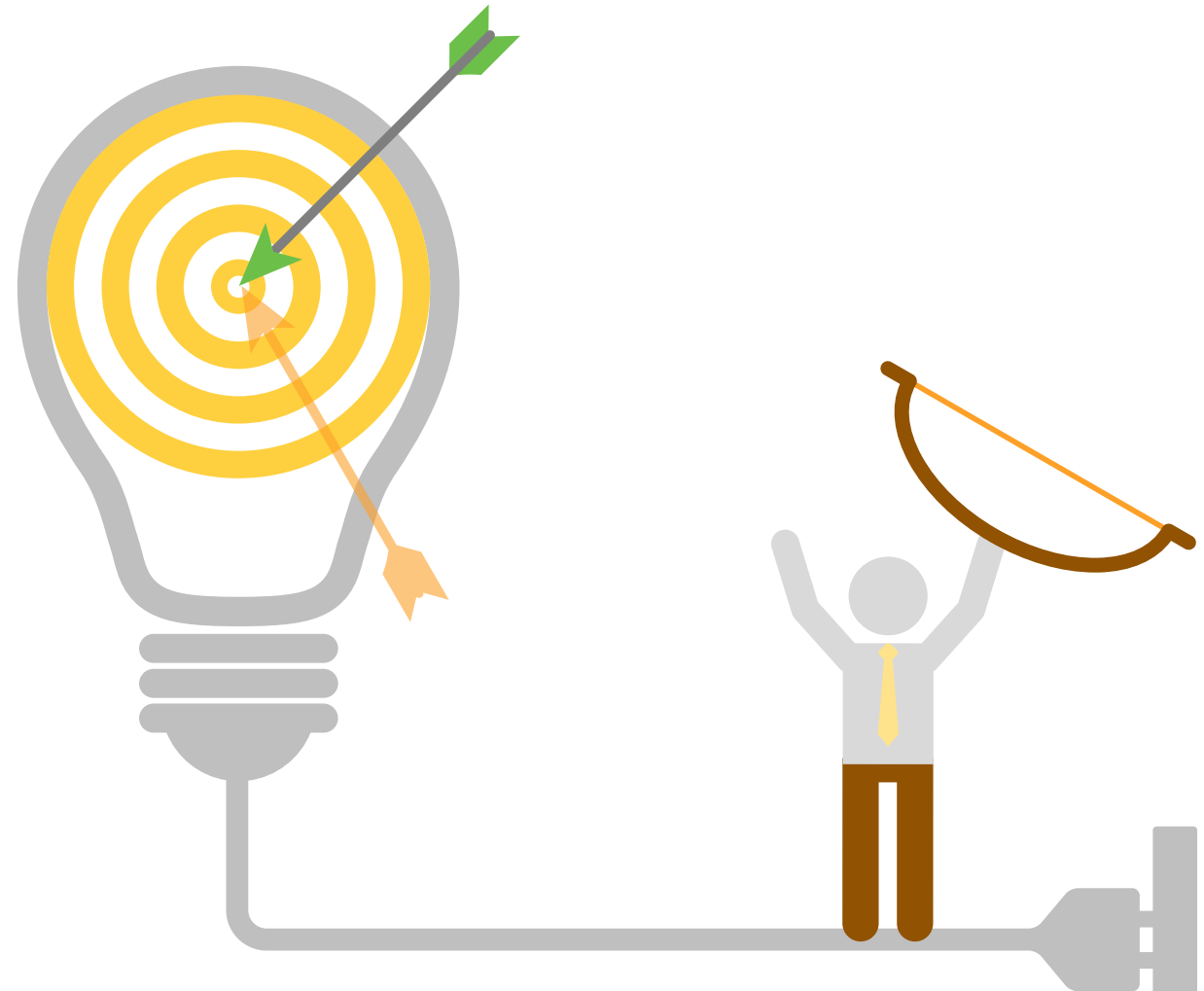**APPLY BUSINESS & REGULATORY CONTEXT**

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Data Intelligence Can't Be Done in a Silo

A central tool allows for a data to be discovered and populated once, then used for different purposes, **streamlining different views & actions for different stakeholders**

Leverage a Data Dictionary to Manage Data through a Controlled Vocabulary

- Central repository of data assets, business context and technical metadata

- Relationships between the data assets and the flow of information throughout the organization

- Business glossary

- Regulatory scope of the data

- Retention policies and age of data

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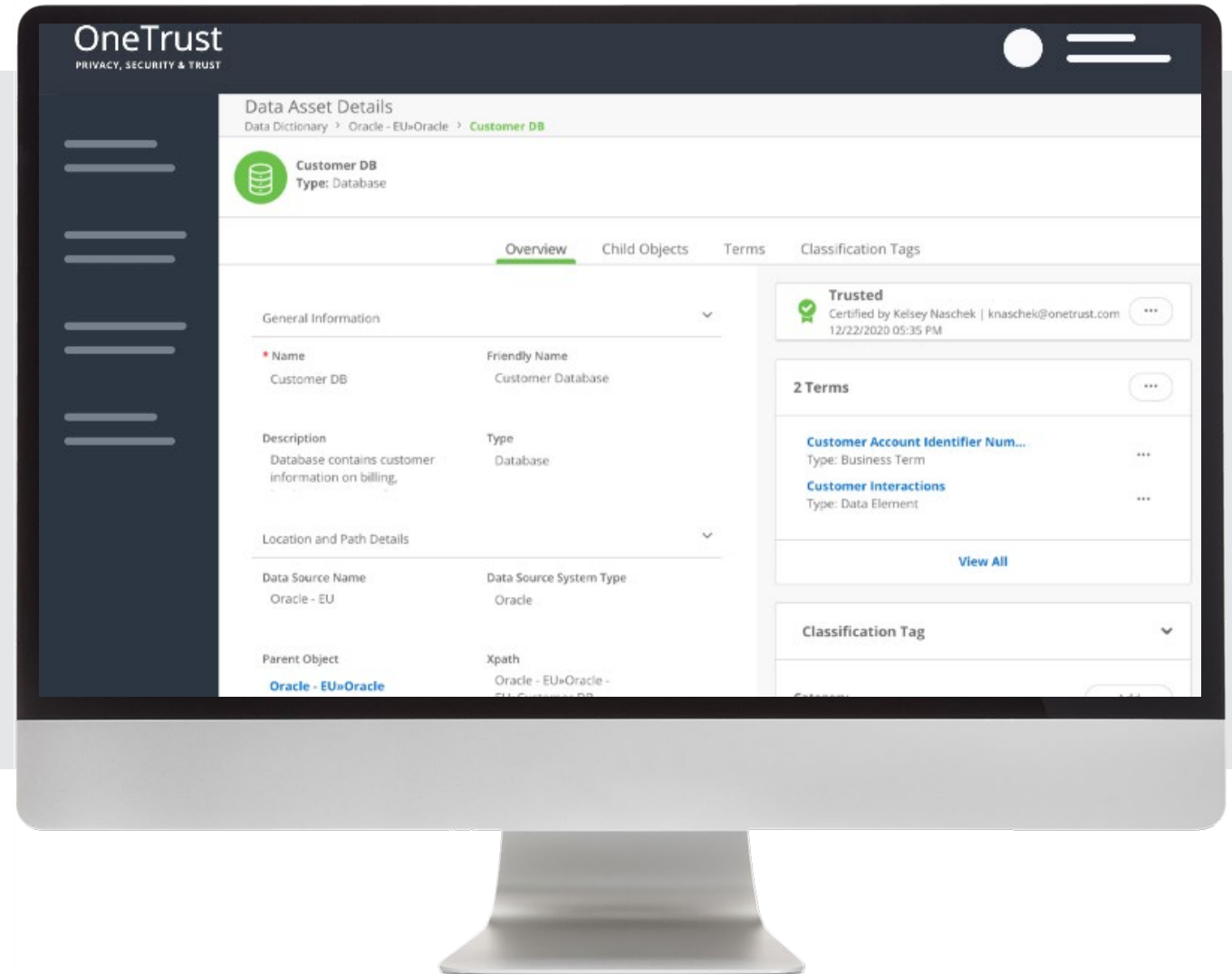
How OneTrust Helps

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DISCOVER DATA

AI & ML Driven Data Discovery

Pre-Built Connectors

Scan Actual Data for Increased Accuracy

Cloud & On-Premise Systems + Structured & Unstructured Data

MANAGE METADATA

Manage Metadata Created from Discovery & Classification

Dynamically Build Business Glossary & Asset Inventory

Auto-Apply Regulatory Guidance & Policies

Map Data Lineage Through Relationships & Lifecycle

GOVERN DATA

Ensure Privacy, Security & Compliance

Limit Access Based on Policies & Regulatory Requirements

Flag & Manage Privacy, Security & Compliance Risk

Retain & Remediate Data

SELF SERVICE DATA

Enable Business Use & Collaboration

Real-Time Business Search & Shopping of Catalog

View Trusted Data & Provide Quality Feedback

Request & Manage Access to Desired Data Sets

AI-Driven Classification

ML to Improve Over Time

AI-Driven Policy Application

Trained on Regulatory Research Ontology

Auto-Apply Retention Rules

RPA-Based Policy Enforcement

NLP & Cognitive Search for Advanced Collaboration

CONTINUOUS DISCOVERY
Automated, Truly Up-To-Date Catalog

COMPLIANCE & BUSINESS FEEDBACK
Trusted Data Scoring for Quality & Usability

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