Five Pillars for GDPR Compliance with Talend
Welcome

A few logistical points.
• All participants are muted

• You may ask questions using the Q&A panel located on bottom or GoToWebinar applet
  • Answers will be provided after the presentation
  • If time is too short to address all questions, answers will be provided via email

• To receive a replay of our webinar today, please send us an email to webinar@talend.com

• If you are experiencing connection problems, please use the Q&A panel to communicate
Five Pillars for GDPR Compliance with Talend
Today’s Presentation

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Pre-Sales Manager

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Product Marketing Director
GDPR (General Data Protection Regulation) in a nutshell

- Protects privacy for individuals
- Goes into effect in 2018 (May).
- Increase powers of authorities to take action against non compliant business.

**Tough penalties:**
Fines up to 4% of annual global revenue or €20 million (whichever is greater)

**Broad definition:**
Personal data includes identifiers such as digital/online, genetic, mental, cultural, biometric

**Worldwide**
Regulation also applies to non EU companies that process personal data of individuals in the EU.

**Cross Border Data transfer:**
The international transfer of data will continue to be governed under EU GDPR rules.

**Affirmative Consent:**
obtaining consent for processing personal data must be clear, context based and must seek an affirmative response.

**Data subjects:**
they have the right to be forgotten and erased from records. Users may request a copy of personal data in a portable format.
Global Data Privacy is Multi-Dimensional

- Multiple subject areas
  - Customer, Employee, Prospect, Citizen, Vendor...

- Emerging data types
  - Internet of Things, Logs, Biometrics...

- Multiple jurisdictions
  - EU, Canada, Australia, U.S....

- Rapidly changing regulations
  - GDPR, CASL, HIPAA...
Why now? A wake up call for practical actions

- **Potential cost of non compliance**: 4% of global revenue
- **Budget devoted to data protection**: 0.004% of global revenue
- **The pressure is on IT**: 50% won’t meet deadline

*Source: European Commission, TeachPrivacy, Gartner*
GDPR – Helicopter Positioning

What’s Involved

- Identify, know and track your PII data
- Make sure your PII data is compliant
- Protect your PII data and foster accountability
- Make your PII data available for the data subjects
What does it mean for your Data Management practices?

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<th>Goal</th>
<th>DM Practice</th>
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<td>Inventory your PII</td>
<td>Metadata Mgmt.</td>
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<td>Track and Trace</td>
<td>GDPR Data hub, MDM, Metadata Mgmt.</td>
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<td>Protect your data</td>
<td>Data anonymization &amp; pseudonymization</td>
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<td>Establish policies</td>
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<td>Foster accountability</td>
<td>Collaborative Data Stewardship</td>
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Five pillars for GDPR governance with Talend

- Know your personal data
- Data classification & lineage
- Data access & portability
- Self-service curation & certification
- Data protection
- Collect, reconcile and take control
- Anonymize and pseudonymize
- Foster accountability for data protection
- Respect the right of the data subject
GDPR demo
Business Goals (LOB)
- Increase Winter sales by $3M through personalization campaign
- Needs to be done in 2 weeks

Risk Concerns (DPO)
- Need for a GDPR Privacy Impact Assessment (Art 35)
- Consider opt-in consent (Art 7)
- Deliver proof of consent (Art 7) and data portability (Art 20)

IT Concerns (IT)
- Need a Customer 360° view
- Propagate opt-ins across customer apps
- Time to market (normally 8 weeks)
How to achieve compliance?

1. Find the opt-in data
2. Integrate into the Customer 360° view
3. Propagate across customer facing systems
4. Deliver proof of consent and data portability
Demo Part 1: Getting the IT system ready for GDPR

Where can I find the opt-in data?

How can I share opt-ins across all customer facing systems?

Know where your data is and deliver it across systems
Demo Part 2: Reclaiming the Opt-in Data

Combine people and processes for end-to-end governance
Demo Part 3: Answering a customer claim

How can I get the audit trail of customer opt-ins

Data Protection Officer

Audit trail down to the finest grain

MDM Data Platform
GDPR Demo

Personalizing Customer Online Experience in a compliant way

Business Benefits
- Faster time to market
- Increased revenue
- Customer Intimacy

DPO Benefits
- Compliance
- Trust
- Governance

IT benefits
- Lower Costs
- Faster Design
- Reclaim shadow IT
Practical steps to GDPR compliance
Draw the Roadmap for GDPR Compliance

Survey: How Far Along Are You with GDPR?

- Not started: 48%
- Conducting risk assessment: 32%
- Doing data mappings: 18%
- Further along: 2%

Assess your Capability
Know your Personally Identifiable Information
Define your Blueprint
Engage your Initiatives

Consent
Anonymization
Portability
Track & trace
Free self-assessment survey

http://talend.gdprevaluation.com/

Connecter

Fill-up a 20’ questionnaire

Get your readiness assessment
A 16 Step Data Governance Plan for GDPR Compliance

1. Develop Policies, Standards & Controls
2. Create Data Taxonomy
3. Confirm Data Owners
4. Identify Critical Datasets & Critical Data Elements
5. Establish Data Collection Standards
6. Define Acceptable Use Standards
7. Establish Data Masking Standards
8. Conduct Data Protection Impact Assessments
9. Conduct Vendor Risk Assessments
10. Improve Data Quality
11. Stitch Data Lineage
12. Govern Analytical Models
13. Manage End User Computing
14. Govern the Lifecycle of Information
15. Set up Data Sharing Agreements
16. Enforce Compliance with Controls
“The issue of security is addressed with Talend Data Quality since we process some of our clients’ personal data and this data needs to be protected. In addition, Talend Metadata Manager can determine ten times faster than before where the data is located, when it is coming from, and where it is going.”

Damien Trinité, CRM Big Data Project Manager, Air France KLM
Your next steps in your GDPR journey

• Get our White Paper
• Self-assess your readiness: http://talend.gdprevaluation.com/
• Populate your data inventory
• Set accountabilities and orchestrate collaborative data governance
• Modernize your platforms and practices for data management
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