The SAS Approach to GDPR

How SAS helps get IT right for GDPR compliance

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Regional Head of Data Management
SAS Approach to GDPR

How SAS is helping on Getting IT right for GDPR Compliance
5-Step Approach for Sustainable Compliance

ACCESS

IDENTIFY

GOVERN

PROTECT

AUDIT
Personal Data is in all kind of data sources

- Access to any kind of Relational and Non-Relational Sources
- Unstructured and Big Data Integration
- Apply Enterprise-wide Security Policies
- Simplify the Security & Governance effort
33% of all non "dark data" is redundant, obsolete, or trivial

Source: Veritas
What is Personal Data

- Name
- Home Address
- Business Address
- Identity Card No
- Passport No
- Driving License
- Income Tax No
- Car Registration
- Other
Personal Data Identification Analysis
Categorize the Information

- Stefano Rossi
- stefano.rossi@sas.com
- 123.234.156.248

Individual
E-mail
Network Address
License Plate (PT)
Personal Data Discovery

Extract Information to Personal Data Attributes

Stefano Rossi, stefano.rossi@sas.com

- Individual
  - Stefano Rossi

- E-mail
  - stefano.rossi@sas.com

Brad Hathaway, +39 320-123-1234

- Individual
  - Brad Hathaway

- Phone
  - +39 320-123-1234
Find Personal Data in Unstructured Documents

Process

1. Convert Document into Readable Flow

2. Categorize & Extract Personal Data

3. Aggregate & Present Results

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Document Conversion
Input file: C:\Users\dfxvir\...

Personal Data Extraction
Source field: TEXT
Language: English

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5-Step Approach for Sustainable Compliance

60% of the organisations believe they will be fined, all as a direct result of GDPR

Source: OVUM, Dec. 2105 (366 Global IT organisations)
GDPR requires to leverage **Personal Data as an asset** through the formal orchestration of

- **People**
  - DPO, Processor, Controller, Subject, Accountability

- **Processes**
  - Data Acquisition, Transfer, Analysis, Breach, Alteration, Destruction, Retention, Minimization, Consent Management

- **Technology**
  - Data Access
  - Data Quality
  - Data Governance
  - Risk Management
Defining and Govern What’s Personal Data

- Automated Personal Data glossary
- Define Business Terms in order to align Business & IT
- Get a clear overview on roles & responsibility!
Defining and Govern Where’s Personal Data

- Link Systems, Processes and Business Owners in data flows
- Data Lineage highlights personal data streams across the enterprise
Among companies experiencing data breaches, **internal** actors were responsible for more than 43% of data loss, nearly 50/50 between intentional and accidental.

Source: Intel, 2105
Securing Personal Data abstracting the data source

Implementing a Data Access Gateway providing:

- Anonymization (removing PD)
- Pseudonymization (replacing PD)
- Encryption (encoding PD)
72 hours, is the time organisations have to report a breach. A failure to report a breach, when required to do so, could result in a fine in addition to the fine for the breach itself.

Source: EU GDPR
Monitoring and Reporting on Personal Data Access

- Log and monitor usage of personal data.
- Audit usage of personal data to demonstrate compliance with privacy controls.
- Managing Data Quality to ensure the effectiveness of compliance measures and processes.
• Monitor, Analyze and report on the effectiveness of compliance processes and controls

• Monitor, analyze and report to prove that personal data is not at risk.

• Monitor, analyze and report on systems access, to detect eventual data breaches.
5-Step Approach for Sustainable Compliance

ACCESS
IDENTIFY
GOVERN
PROTECT
AUDIT
In the middle of difficulty lies opportunity.

Albert Einstein