

A PROFISEE WHITE PAPER



# GDPR

What It Is and Why  
You Should Be Concerned



## How to Comply with the European General Data Protection Regulation (GDPR) without Going Bankrupt

A great quantity has already been said and written about GDPR, one of the biggest threats to your business globally. As a refresher, GDPR refers to the European General Data Protection Regulation, which will become mandatory on **May 25, 2018, for every company that conducts business with citizens of European Union jurisdiction, no matter where the company is situated. It affects and regulates the storage, handling, and processing of personal data** – which includes customer data, but also data of employees that work for such a company.



**But I'm sure we securely manage personal data already. What's different now?**

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GDPR poses significant risks to a company's bottom line if it does not comply with the regulations. For the first time ever, the EU can impose fines as high as €20 million or 4 percent of a company's global annual revenue for those who fail to meet the regulation.

However, there are other risks beyond a substantial monetary fine, such as:

- Decreased brand reputation from being featured by the media as a company that fails to effectively protect and manage personal data.
- Coordinated attacks requesting stored personalised information of individuals – this could have the same impact as Denial of Services (DoS) attacks today.

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This huge number stems from the fact that **all companies that have prospects, customers or employees in the**

**European Union are affected** and that every one of those companies needs to **heavily invest in processes and technology, as well as employee training, to satisfy GDPR requirements**. Further, there is no silver bullet solution to GDPR compliance, as every organisation maintains a unique and complex portfolio of loosely and tightly connected systems to manage their day-to-day operational requirements. Resolving these unique environments requires a flexible multi-faceted approach requiring people, process, and supporting enterprise strength technology.



All right, the clock is ticking toward the compliance deadline. But what exactly is required to constitute compliance?

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Well before you even get to the four areas of compliance, you need to hire someone new. First and foremost each company needs to **assign an official Data Protection Officer** who will be responsible for ensuring that the four pillars of the new regulation are in place, and remain as such as the business evolves.

Assuming you've got the Data Protection Officer in place and or plans to do so, you need to know the four major pillars that will be measured for compliance:

- 1 The first pillar is the **right to access** your own data. An organisation must be able to, upon request:
  - Provide a full account of the data stored about an individual,
  - Present the personal information in a human-readable format.
  - Fulfill the information within 30 days of the request.

Personal information can be data such as contact information (phone, email, address, etc.), date and place of birth, tax ID, etc. It also includes more technical



information such as roaming and communication patterns, IP addresses, and the browser and device type that someone is using.

It is also important to note that consent information needs to be gathered, stored and provided. GDPR significantly changes the perspective of data usage: Companies now need to actively get permission from people that they agree with the processing of their data. If people do not consent with this, the use of the data in a business intelligence system or a big data platform might be severely limited.

2 The next cornerstone of GDPR is **data portability**. Upon request, a company must be able to:

- Create an excerpt of someone's complete data set on file and transfer it to a party of the requester's choice.
- Deliver the information to the requester in a machine-readable format.

3 Another element of GDPR compliance is that people have the **right to be forgotten**. This is equivalent to a full deletion of the requester's personal information—as long as it is legally possible to do so. While it might be required to retain certain financial details for tax and accounting purposes, **other data that has been gathered by marketing channels—or that has been acquired by a third party—must be fully deleted**.

4 The last pillar deals with **breach notifications**. A data breach is defined as when personal data that is only intended to be used and processed internally becomes accessible to third parties, whether by:

- Unfortunate coincidence or accident.
- Poor execution of technologies or processes.
- Malicious or otherwise criminal acts.



...breach... must be reported to the data's personal owners, as well as authorities, within a 72 hour deadline.

Once a company detects a data breach, it must be reported to the data's personal owners, as well as authorities, **within a 72 hour deadline**.

Preparing your company to deal with these four requirements can be challenging—for any company—and it will be worthwhile looking at GDPR to learn about additional details such as how to deal with data of underaged citizens or the right to fix incorrect data.

What almost all companies have in common is that customer information is stored across multiple systems and applications. Further, the same person's data may be duplicated multiple times within any single system, and certainly across multiple systems. These records are not connected, which makes it difficult to satisfy the requirements of GDPR. It's hard, but the consequences of not doing something are big. **The question should really be:**



**How do you consolidate information across systems to create a complete, reliable record of each prospect, customer and employee?**

The good news is that connecting customer information across an enterprise is the most common use case for data management initiatives. Compared to manual processes, this can provide a much more cost-efficient solution to solving one of the crucial aspects of GDPR compliance, too.



**But how does data management facilitate GDPR compliance?**

Becoming GDPR compliant is a journey rather than a single event. Investing in a data management solution will accelerate this journey at every stage because you can consolidate previously unlinked personal information from your operational systems into accurate and complete

records for each individual. With this approach you get the logical foundation that you need to fulfill an individual's right to access their data, the data's portability, the ability to remove an individual's information from source systems, and quickly identify the recipients to receive breach notifications in the unfortunate event that data is compromised.

Data management is a two-part strategy used by organizations of every size in every industry. It includes specific business processes combined with the technical infrastructure required to provide and maintain consistent and accurate sets of data which is needed to run a business.

Therefore, the **most efficient way of underpinning a successful GDPR strategy** is to create a **single view of your customer** as the first step, by implementing a data management solution. Multiple lines of business add to the complexity as coordination needs to happen between organizational and departmental boundaries to establish the single view of a customer—often called the “Golden Record”—in both the short-term to get existing data clean, and the long-term to keep it clean as new data is collected.

Golden customer records within a data management solution provide a solid foundation for dealing with the four pillars of GDPR because only with a comprehensive understanding of which data you have and where you store it, followed by consolidation into a single view, can you address the requirements of each pillar. You will also need to customize your processes and technologies to your specific situation and requirements. This may mean that each organization will require a different solution set to address their needs.

In addition, automated processes will be needed to handle the potential volume of GDPR-related requests from customers and employees in order to keep costs and operational impact as low as possible.

These need to include:

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- Human control over workflows to ensure compliance with the regulation.
- Processes that can handle the requests and the assignment of tasks via an individual web portal.
- Notifications to alert the appropriate persons of their outstanding tasks.
- Management portal to monitor the status of requests, as well as the overall GDPR-related workload.
- Automated report generation and distribution to fulfill access requests of consolidated personal information.

Your business can also benefit immensely from the golden customer records that you have created within the GDPR process. With a data management solution, they become the single source for any system that requires customer information.

This can be an upward application such as a business intelligence system or any other operational system that employs customer data in any way. By connecting directly to them, their customer records can be updated in real-time.

This dramatically improves the quality of customer data in your organization while also reducing the time and effort your staff is spending on updating customer records in multiple systems. Better customer data also enhances the customer experience across channels and improves the overall customer satisfaction across an organization.

While a data management system is not the complete solution for GDPR, it significantly accelerates consolidating, matching, cleaning up and processing of customer and employee data. As you can see, data management is a cornerstone of any successful GDPR effort.

Profisee ([www.profisee.com](http://www.profisee.com)), the premier modern data

...easily and affordably access the data needed to make better decisions with accurate data insight.

management company for all size organizations, is leading the revolution of the legacy master data management industry. The Profisee platform is rapidly becoming the industry standard for organizations that are creating a central place for all data they need to run their business.

With the solution in place, businesses can trust the data used in GDPR, as well as integrated operational systems and reporting and analytics solutions. Beyond that, there are no longer any limits on the number of data records, users, or data domains they can manage. This approach ensures that each department can easily and affordably access the data needed to make better decisions with accurate data insight.



### What makes Profisee uniquely suited to help you with GDPR compliance?

Profisee is changing the way businesses think about managing data. It must be simple and easy for business users. As of now, despite their pretty veneer, many MDM platforms are too complicated and technical, making them feel less approachable for business users.

With Profisee you create data management applications, which provide the ability to configure the entire data stewardship user experience, and deliver it via a web-based portal. With data management applications, individuals in different departments can be presented with a completely personal user experience, applicable to their roles and responsibilities for data management.

Profisee Analytics, a component of the Profisee platform, is a reporting and analytics suite. Organizations struggle to measure data quality improvement progress and show the value of a data management program. Profisee has invested heavily in capturing all of the information necessary to better measure data quality and performance. Over 50 out-of-the-box reports and charts provide value and visibility to stakeholders, from the C-Suite to the end users. More

You have about 170 business days or 35 business weeks from the date of this article (1 October 2017).

importantly, Profisee customers can now create metrics and KPIs that are relevant, timely, and possess the integrity necessary for critical business decision making, including GDPR compliance.

The clock is still ticking. You have about **170 business days** or **34 business weeks** from the date of this paper (1 October 2017). Use your time wisely. **Connect with us today!**



Ready for GDPR? Profisee is ready to help!



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