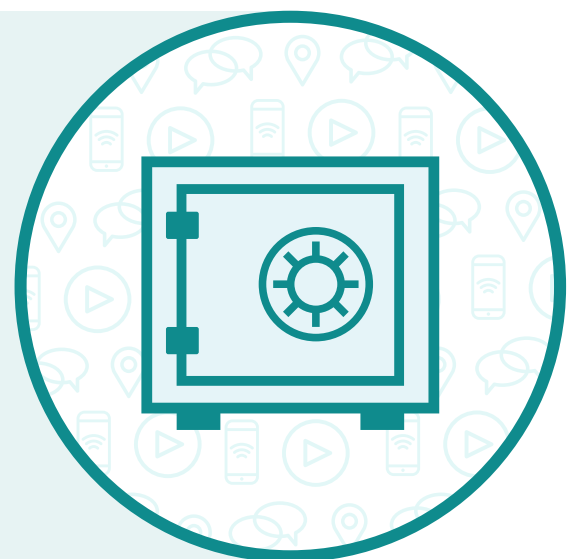


3 Key Data Considerations for GDPR Readiness

May 24, 2018: the day that the new General Data Protection Regulation (GDPR) becomes law. Failing to adequately prepare for GDPR data governance rules could result in **finest of up to 20,000,000 Euros or up to 4% of your company's annual revenue.** Make sure your company is ready!



Your Organization Is Affected by GDPR If It...

LOCATION

Has offices or employees anywhere in the European Union (EU)

ADVERTISING

Advertises or sells goods or services to EU citizens

DATA

Handles data pertaining to EU citizens

PARTNERS

Partners with organizations based in the EU

Three Things to Consider If Your Organization Is Influenced by GDPR

1

Managing Existing Data

Identify current data that your organization has regarding any EU citizen and consider how the data is stored, accessed, processed and managed. Studies have shown that 69% of information being retained by companies was, in effect, **"digital debris"** – information that has no current business or legal value.¹ In addition to deciding how to manage the volume of your existing data and your digital debris, you must also manage that data in new ways. For example, EU citizens must consent (opt in) to all data collection activities and may request deletion of data, even if that data existed in your system prior to GDPR implementation.

“

69% of information being retained by companies was, in effect, **"digital debris"**.

”

2

Handling New Data

Determine how your organization will handle the collection and processing of new data under GDPR. Under the new regulation, data must be classified according to where individuals reside to ensure that EU data is properly processed, stored, and managed. These requirements can affect business processes and may expose companies to non-compliance. For example, one study found that 57% of IT professionals believe the leading cause of poor data quality is due to poor data processing by employees.² To reduce risk in this case, moving data quality upstream and embedding it into the business process may be better than trying to catch flawed data downstream.³

“

57% of IT professionals believe the leading cause of poor data quality is due to poor data processing.

”

3

Responding to Data Breaches

Consider how your organization will inform EU citizens about their data under GDPR obligations, and how your organization will keep their data secure. Data can be a liability if it is flawed, accessed by the wrong people, exposed or lost, especially if it is being held in trust for customers or partners. GDPR increases the control EU citizens have over their data and their right to know how their data is being used, retained and deleted. For instance, under GDPR guidelines, EU citizens must be expressly alerted to any loss or destruction of their data. Article 33 of the GDPR requires organizations to report a data breach within 72 hours.⁴ This is in addition to the requirement for keeping EU citizens informed about the purpose(s) of the use and the duration of the storage of their data.

“

Article 33 of the GDPR, requires organizations to report a data breach **within 72 hours.**

”

May 24, 2018 will be here soon, but the road to successful GDPR compliance is a journey and not the destination in itself.

¹ <http://www.edrm.net/papers/disposing-of-digital-debris/>

² 451 Research report, "The State of Enterprise Data Quality: 2016, The Role of DQM in Machine Learning and Predictive Analysis," by Carl Lehmann, Krishna Roy and Bob Winter. <http://www.blazent.com/top-5-causes-poor-data-quality/>

³ <https://community.hds.com/community/innovation-center/hus-place/blog/2017/04/10/creating-a-centralized-data-hub>

⁴ <https://gdpr-info.eu/art-33-gdpr/>

LEARN MORE ABOUT REGULATORY COMPLIANCE AND DATA GOVERNANCE.

CLICK TO EXPLORE OUR WEBSITE

www.HitachiVantara.com

Hitachi Vantara Corporation 2017. All rights reserved. HITACHI is a trademark or registered trademark of Hitachi, Ltd. All other trademarks, service marks, and company names are properties of their respective owners. CM-027-A November 2017

HITACHI
Inspire the Next

