

## Enterprise Privacy Management

PI / PII Inventory &amp; Data Map

Personal Data Rights Management

Record Keeping Automation

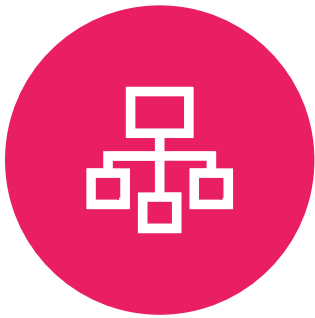
Privacy Risk Management

# Enterprise Privacy Management

Privacy management in the digital age hinges on direct knowledge of whose data organizations collect and process. Designed to address the foundational - and most challenging - aspects of enterprise privacy management, BigID puts the person front and center in how organizations inventory personal information and data, manage data rights, maintain accurate record keeping and mitigate privacy risk. Even as organizations deal with a deluge of data, BigID enables customers to center discovery, inventorying and indexing by person in order to respond to compliance requirements, threats to personal data, and customer expectations of privacy.

## PI / PII Inventory & Data Map

In the digital age, organizations can collect multiple peta-bytes of data across a broad range of data sources - including structured, unstructured, Big Data and cloud services. Mapping of personal information across these complex data environments is a critical foundation for any enterprise privacy management program - but often take the form of static Visio diagrams that are built in isolation from system-level processing insights. BigID's dynamic data mapping delivers a complete and comprehensive view of personal information by person, attribute and data source that can be utilized by privacy, information security and data management teams. In contrast to survey-driven approaches, or approaches aimed only at finding the location of a defined set of personal identifiers, BigID generates a high-fidelity and comprehensive map of all personal data.



## Personal Data Rights Management

As privacy requirements gain force across the globe, organizations must find ways to efficiently address a new class of personal data rights - including the right to delete or modify personal information. To automate fulfillment of data rights and not only request management or workflow steps across functions, IT teams need actionable system-level intelligence. BigID's comprehensive indexing by data subject enables customers to automate production of a complete Data Subject Access Request (DSAR) report on demand and integrate the output into operational workflows. Self-service requests can also be automated through programmatic integration. Modification and deletion requests are routed through ticketing systems, with specific information on which values should be modified on which data sources.



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[PI / PII Inventory & Data Map](#)[Personal Data Rights Management](#)[Record Keeping Automation](#)[Privacy Risk Management](#)

### Record Keeping Automation

An integral component of privacy management is documenting and validating data processing activities. Under GDPR, the Article 30 "record keeping" provision mandates that large organizations which store, manage and process EU resident data maintain up-to-date and accurate records of data processing activity that regulators can request on demand. BigID helps organizations automate the building and maintenance of data flow maps from actual live data, ensuring record keeping accuracy and enabling collaboration to capture relevant stakeholder input, like purpose of use. Rather than rely on incomplete surveys without direct connection to the underlying data, organizations can document and maintain a current and accurate set of data processing flows, with the ability to directly generate record keeping reports from the data flow map.



### Privacy Risk Management

Privacy protection and compliance requirements add another dimension of risk to data processing activities. To focus protection controls, and pro-actively identify potentially out of compliance activity, organizations need the ability to assign and monitor risk to actual processing activities by categories that are relevant to privacy protection concerns. BigID's privacy management platform collects secondary attributes around personal data like uniqueness, residency, security and access patterns to calculate a privacy risk score. The risk model can be based on internal priorities as well as external risk measures promulgated by groups like NIST, regulators, industry organizations or advisors. Based on configurable risk factors and acceptable thresholds, policies will generate alerts when risk levels for specific processing activities are elevated and assign a task to investigators with a recommended action.



### How BigID Can Help

BigID is redefining personal data protection and privacy in the enterprise. Organizations are facing record breaches of personal information and proliferating global privacy regulations with fines reaching 4% of annual revenue.

BigID gives enterprises software to automate the security and management of structured and unstructured PI across datacenters and cloud. Using BigID, enterprises can better steward their most vital assets: their customer, employee and client data.

For more information, email [info@bigid.com](mailto:info@bigid.com) or schedule a demo at [bigid.com/demo](http://bigid.com/demo)