

A Data Driven Approach for CCPA Preparedness

CCPA Data Rights Automation

When it comes into effect in July 1, 2020, the California Consumer Privacy Act ("CCPA") will set the stage for a fundamental realignment in how covered companies interact with customer data. Under the law, California residents will, for the first time, be afforded the right to know what data is being collected about them, as well as how it's being processed, shared and sold. BigID delivers the data intelligence foundation to discover personal information across an enterprise, index whose data it is and seamlessly operationalize privacy management processes.

ML Driven Personal Data Discovery & Classification

Unlike PCI DSS, or similar mandates which focus on Personally Identifiable Information only (such as Social Security Numbers or credit card details), the CCPA covers any data that "identifies, relates to, describes, is capable of being associated with, or could reasonably be linked" to a person or household is deemed personal data. BigID uses innovative correlation and identity intelligence to establish how identifiable data relates to a consumer identity, helping to uncover "dark data" and infer via correlation which attributes are associated with California consumers for inventorying and potential de-identification. Existing discovery and classification approaches cannot address the new requirement to understand whose data is being collected, processed and shared - and typically cannot scan and discover personal data across the modern data landscape spanning databases, file shares, logs, big data and cloud services.



Operationalize and Automate Consumer Data Rights

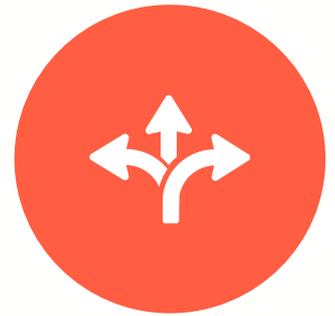
What truly distinguishes the CCPA from an operations perspective is that the Act requires companies to account for how they collect and sell individual customer's information and support the consumer's right to access of all the personal collected, processed and shared. BigID's correlation and machine learning technology uniquely finds personal information across the enterprise that is linked or linkable to an individual California consumer and automatically assigns state residency without having to move any data. Support teams can generate consumer access request reports through a single click, and natural language queries enable them to match the consumer request to their data graph. The BigID product further enables enterprises to make individualized processing decisions, with the ability to match opt-out requests to a specific consumer and his or her associated data.



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Inventory Processing and Data Flow Maps

As a direct consequence of the of consumer data rights that the CCPA introduces - including the Right to Know, the Right to Access and the Right to Delete - covered companies will be required to maintain an inventory of processing activities. For enterprises with complex data collection and processing, it will be important to get a picture of what personal information is collected and how it is used in a verifiable, data-driven way. The BigID product compiles an index of all personal information and confidential data that points to where specific data values are stored, and it facilitates the automated and collaborative building of an inventory of processing activities.



Risk Analysis and Breach Assessment



Along with potential penalties and fines levied by the California Attorney General for violations, the CCPA introduces a “right to private action”, and in particular to sue if a breach is the result of the company not taking “reasonable security procedures and practices.” Based on BigID’s mapping of personal data, security teams can better understand their data breach risk and orchestrate security controls through APIs such as encryption or de-identification. In the event of an incident or data breach, Security and IT can quickly scope the impact and understand which consumer identities and attributes have been impacted by a breach based on BigID’s inventory of personal data and consumer identity by data source.

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 or schedule a demo at [bigid.com/demo](https://www.bigid.com/demo)