



BigID – A Data-Driven Approach to CCPA Automation and Assurance

BigID is the first product to apply identity intelligence and smart correlation to the new challenges of personal information discovery, classification and protection. By delivering both the ability to understand data content and apply context based on association, BigID enables companies to prepare, operationalize and manage their path to compliance with the US’s first of its kind privacy protection mandate – the California Consumer Privacy Act.

BigID has set out answer the fundamental questions that enterprises need to answer to address new privacy and data security requirements:

- Know at scale and accuracy what personal information they have;
- Automatically discern whose personal information they are collecting, sharing or selling;
- Accurately document where and how data is being collected, shared or exposed.

BigID Enables Operationalization of CCPA

To comply with the California Consumer Privacy Act (CCPA), covered businesses must meet new privacy management requirements and honor consumer personal information protection rights for the first time. Because CCPA centers around the protection of “personal information” – a new addition to the U.S. privacy lexicon – organizations must now be able to find, inventory, classify manage, and account for data that is linked to or associated with a California resident or household.

BigID is purpose-built for discovering, inventorying and mapping personal information and automating fulfillment of consumer personal information rights. Leveraging correlation and machine learning technology, BigID 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.

BigID enables enterprises to establish core competencies needed to meet CCPA requirements by allowing privacy, security, and data governance teams to inventory, account and report on how they collect and process personal information.

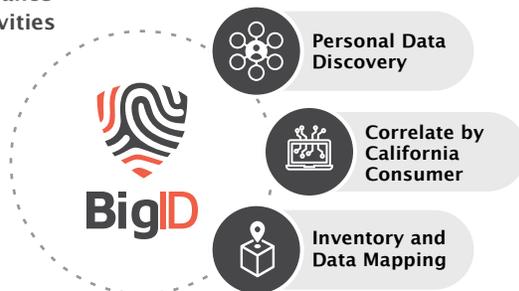
Continuous Compliance & Assurance for Inventory of Processing Activities

Consumer Access Report Automated Fulfillment

Consent Validation and Inspection

Breach Impact Scoping for Timely Reporting & Notification

Privacy Risk Calibration and Assessment



BIGID TACKLES CCPA TRANSPARENCY & ACCESS RIGHTS

Sustainable and Accurate Data Mapping and Inventory.

For enterprises with complex data collection and processing activities, maintaining a comprehensive picture of what personal information is collected and how it is used in a verifiable, data-driven way is critical addressing CCPA compliance.

How? BigID automates the building and maintenance of data flow maps and a personal information inventory from ongoing discovery and classification across enterprise infrastructure (cloud, on-prem, structured and un-structured), ensuring accuracy while simplifying collaborative business context augmentation.

Automated Fulfillment of 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.

- **How?** BigID delivers the data intelligence foundation to discover personal information across an enterprise, index whose data it is and seamlessly operationalize privacy management processes.
- 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.
- BigID enables enterprises to make individualized processing decisions with the ability to match opt-out, “do not sell” or erasure requests collected from preference management systems to a specific consumer and his or her associated data, and apply a tag to their attributes to automate processing decisions.
- Via API orchestration with enforcement technologies, BigID’s policy-driven tagging of attributes and data values can enable automation of masking, de-identification or encryption actions –and queue the data for deletion in the event of an erasure request.

BigID Capabilities for Compliance with CCPA

CCPA Provision	Description
Maintain an inventory of processing activities Provision 1798.110(a)(4)	BigID facilitates the automated and collaborative building of an inventory of processing activities. BigID's ability to compile and regularly update an indexed inventory of all personal information and confidential data across the data landscape and incorporate purpose of use allows for automated production of processing activity register
Consumer Data Rights – Right to Access Provision 1798.100	BigID provides a one-click ability to generate a consumer access report that can be used by support teams to respond to requests or that can easily fulfilled through integration with a self-service portal.
Consumer Data Rights – Right to Be Forgotten, Right To Erasure Provision 1798.105.	On request from a California consumer, BigID can trigger a deletion workflow process, which provides details about the storage location of all applicable consumer information eligible to be purged or staged for deletion. The tool can also be used to validate that deletion and erasure has taken place.
Consumer Data Rights – Right to Know Provision 1798.110	BigID provides a comprehensive consumer information report that incorporates where consumer information was found, how it is related to a consumer, what categories of data are collected, and the justification for
Consumer Data Rights – Restrict sale and collections of data from Minors Provision 1798.120	Leveraging query-based filters that are keyed on attributes like date of birth, BigID can enforce policies on how personal information about children are collected, transferred, or sold.
Consumer Data Rights – Right to Opt Out Provision 1798.145	BigID enables enterprises to make individualized processing decisions, with the ability to match opt-out requests collected from preference management systems to a specific consumer and his or her associated data.
Privacy Protection – “Any Data that can be associated, linked etc” Provision 1798.140	BigID uses correlation and identity intelligence to establish how identifiable data relates to a consumer identity, helping to uncover “dark data” and infer correlation of found attributes to California consumers for inventorying and potential de-identification.
Right to Private Action – Inadequate Protections against Breach 1798.150	BigID's discovery of personal data facilitates the orchestration of security controls such as masking, encryption or de-identification. With BigID, enterprises can quickly identify which consumer identities and attributes have been impacted by a breach.