



Informatica for GDPR and Data Security

Presented by Ilya Gershanov
Bucharest, 16th March 2017



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The image shows a group of business professionals in a modern office setting. They are silhouetted against a large window that looks out onto a city skyline at sunset. The sun is low on the horizon, creating a bright, golden glow that illuminates the scene from the right. The office floor is highly reflective, mirroring the silhouettes of the people and the city buildings. The overall atmosphere is professional and dynamic.

Introduction to Informatica

Introduction to Informatica

3600+
employees



\$1.1 billion
revenue



Over **\$2 billion**
investment exclusively
focused on
Data Management

500+
partners



300,000+
developers



Over 7,000 Customers Rely on Informatica

Financial Services & Insurance



Healthcare



Pharmaceutical



Telco



Public Sector



Oil & Gas



Energy & Utilities



Retail & Services



Over 7,000 Customers Rely on Informatica (continued)

Education



Media & Entertainment



CONDÉ NAST



Manufacturing



High Tech



Transportation



Consumer Packaged Goods



Automotive



Industry Recognition for Best of Breed Products

Enterprise iPaaS (Cloud)



Data Integration Tools



MDM of Customer Data



Data Quality Tools



Data Masking Technology



Metadata Mgmt Solutions



Informatica Intelligent Data Platform

Minimize Risks with Unified Enterprise Data Management Platform

Business Applications



Analytics



Compliance



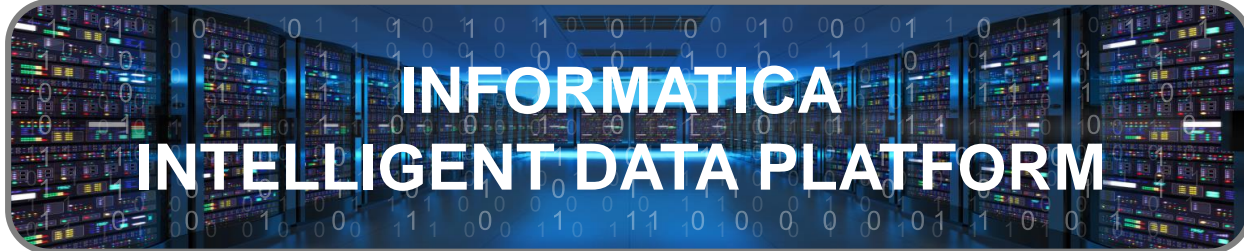
Governance



MDM

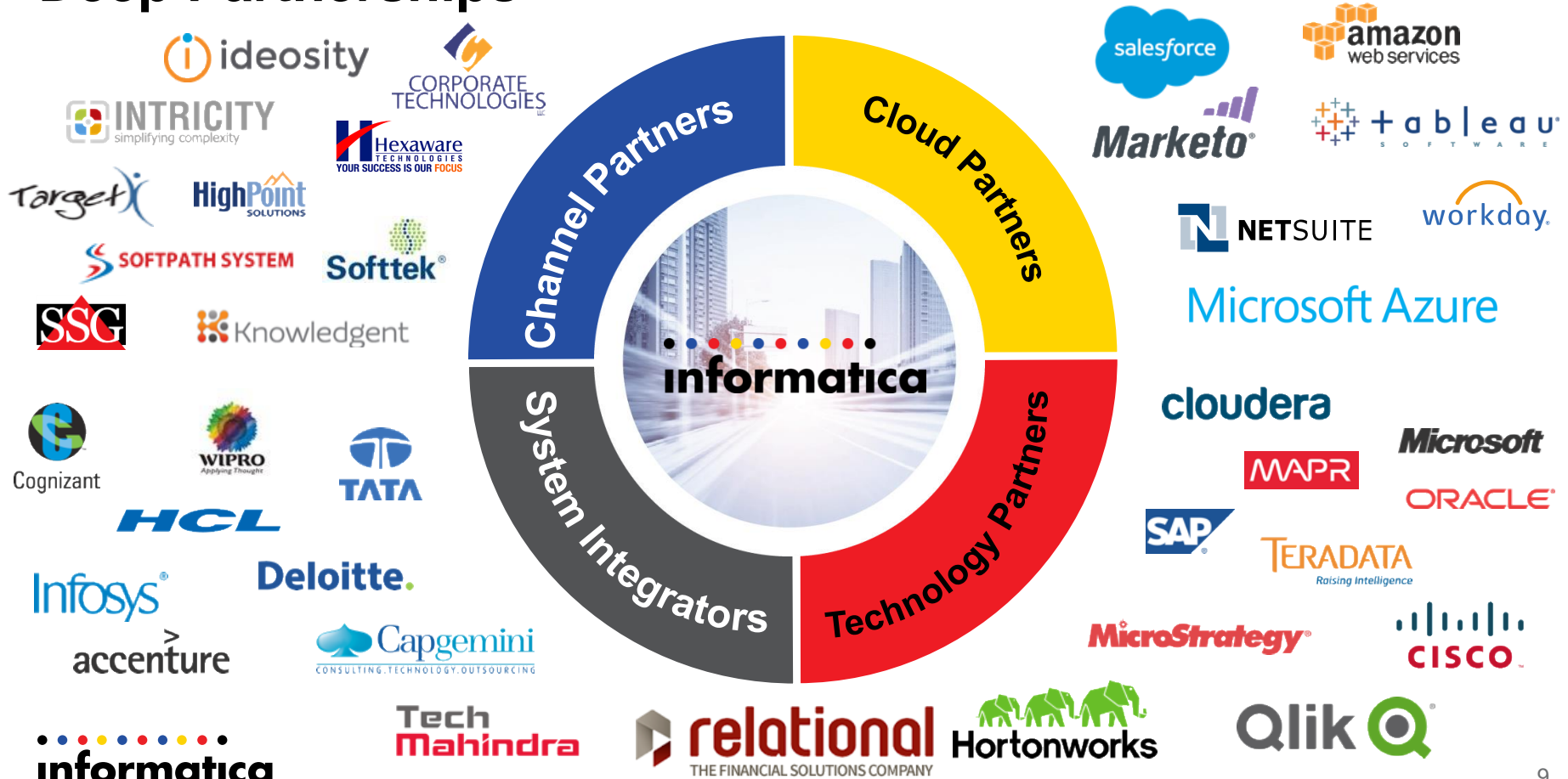


And more



Data Stores

Deep Partnerships



The background of the slide features a blurred, high-angle view of a modern office interior. Several business professionals in suits are silhouetted against a large window. The window looks out onto a city skyline with several prominent skyscrapers. The sun is low on the horizon, creating a bright, golden glow that filters through the glass and casts long, dark shadows of the people and the office structure. The overall atmosphere is professional and contemporary.

Introduction to GDPR

Background and Requirements

Privacy: Headline News

Identity Theft, Fraud and Impersonation Fuel Concerns

Tesco would face fines of up to £500,000 under GDPR for Tesco Bank breach

Entire Tesco group would be in the firing line – with more payouts on top from class-action lawsuits



For many years has been the reason of

- Direct financial losses
- Ruined reputations
- Broken careers
- ...

But it does not have to be like this!

Should be just bonuses and promotions for timely and reliable implementation

Breach of Target customer data

Target says about 40 million credit and debit card accounts may be affected by a data breach. Cards that were swiped during purchases at Target stores in the U.S. between Nov. 27 and Dec. 15 may have been compromised.



The store advised customers to: Check credit card company and call for carefully. Report suspicious charges to Target at 866-852-6680. Report cases of identity theft to law enforcement or the Federal Trade Commission.

SOURCE: The company

VERIS: An intrusion has occurred in the database of the telephone operator on January 16 and personal data of its Internet customers were stolen. Orange filed a complaint.

An intrusion has occurred in the database of the telephone operator Orange and personal data of 800,000 of its Internet customers were stolen, the operator announced Sunday.

Forbes Tech

Alison Breach Could Expose Privates Of 37 Million Cheaters

Madison, the site that lets spouses cheat on their partners, has been hacked and 37 million customers have their data leaked online by a crew calling themselves The Impact Team. According to a report from Kaspersky, the group has threatened to release a huge trove of data beyond the scope of what they already leaked from said data leaks, the server of Ashley Madison and related services Established Men and Cougar Life. If the cheating site was not shut down.

The Impact Team were particularly aggrieved at a service launched by Ashley Madison last year, saying it could delete users' information as it was irrecoverable for 819. The hackers claimed that service info as advertised, and customers' names and addresses were all stored on ALM's servers.

A website named ALM 51,700 in service in 2014. It's also a complete lie. The Impact Team said in a series of tweets that the data was also deleted to have been completely controlled of ALM's "offer and production team", as well as "all customer information database".



Time for smart regulatory change
Read our new insight on meeting the regulatory challenge

TV | Talent is crucial in North West development

JOB | Senior Sal Post-Trade Software

EVENTS | RESOURCES | CAREERS | COMMUNITY | BLOG

Stanley hit with \$1m SEC fine
customer data hack



What's changing?

- From **25th May 2018**, the new EU General Data Privacy Regulation (GDPR) will require all organisations that hold data related to EU citizens to ***more effectively manage data on their customers, employees, contacts and any other relevant persons (Data Subject)***

What is GDPR?

- Is a 'principles' based regulation
- New approach based upon 'data privacy by design'
- Very large penalties for violations (of up to € 20 mln./4% of turnover)
- Applies to any organisation holding EU citizen data, anywhere
- Provides data protection rights to EU citizens
- Impacts the collection, processing, transfer, and disclosure of an individuals data records
- Provides consistent data privacy requirements across the EU
- Requires Data Protection Impact Assessments under some circumstances

GDPR Data Privacy Requirements Summary

The General Data Protection Regulation (GDPR) mandates the following (in general terms):

- A citizen's right to rapid notification of a **data breach**
- A citizen's **consent** to the processing of data & its utilisation
- A citizen's right to the **portability** of their data to other providers
- A citizen's **right to access**
- A citizen's **right to be forgotten** / erased (where appropriate)

GDPR Requirements: What if Data Breach

- Article 31 tells us that controllers are required to notify the appropriate supervisory authority of a personal data breach within **72 hours (at the latest)** on learning about the exposure if it results in risk to the consumer.
- The GDPR notification also has to include:
 - categories of data,
 - records touched,
 - data subjects affected.
- This means that the work has to be done in advance including **sensitive data classification, link to Data Subject 360°** (Customer 360°, Contact 360°, Employee 360°, etc.)

GDPR Requirements: Consent Management

- **Consent** must be given in an intelligible and easily accessible form, with the **purpose for data processing attached to that consent**.
- This means:
 - Central data store for consent data
 - Online consent management (general opt-in/out and special cases)
 - Business processes (new customer, contract termination, mktg. campaigns)
 - Consent lifecycle management (expiations etc.)
 - Link to **Data Subject 360°** (and sensitive data in downstream systems)

GDPR Requirements: Other Rights of Data Subject

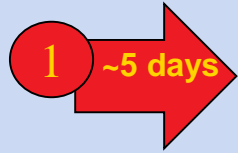
- **Data Portability** - receive the personal data concerning them and have the right to transmit that data to another controller.
- **Right to be Forgotten** - have the data controller erase his/her personal data.
- **Right to Access** - obtain confirmation as to whether or not personal data concerning them is being processed, where and for what purpose.
- This means existing processes and frameworks to:
 - Identify all personal data in relation to **Data Subject 360°**
 - Extract all personal data, consent and usage information
 - **Consistently remove/obfuscate & archive** all personal data

The background of the slide features a blurred, high-angle view of a modern office interior. Several business professionals in suits are silhouetted against a large window that looks out onto a city skyline at sunset. The sun is low on the horizon, creating a bright, golden glow and casting long, dark shadows of the people onto the floor. The office structure, including railings and ceiling beams, is visible in the foreground, creating a sense of depth and movement.

GDPR Implementation

The Plan + Toolbox

GDPR. The Plan to Get Compliant



QUICK POSITIONING

- Where are we right now compared to GDPR requirements?
- What is potential fee exposure?
- Where are we compared to our competitors?



GDPR PROGRAM DESIGN

What exactly has to be done to comply?

- ★ Organizational changes
- ★ Technology changes

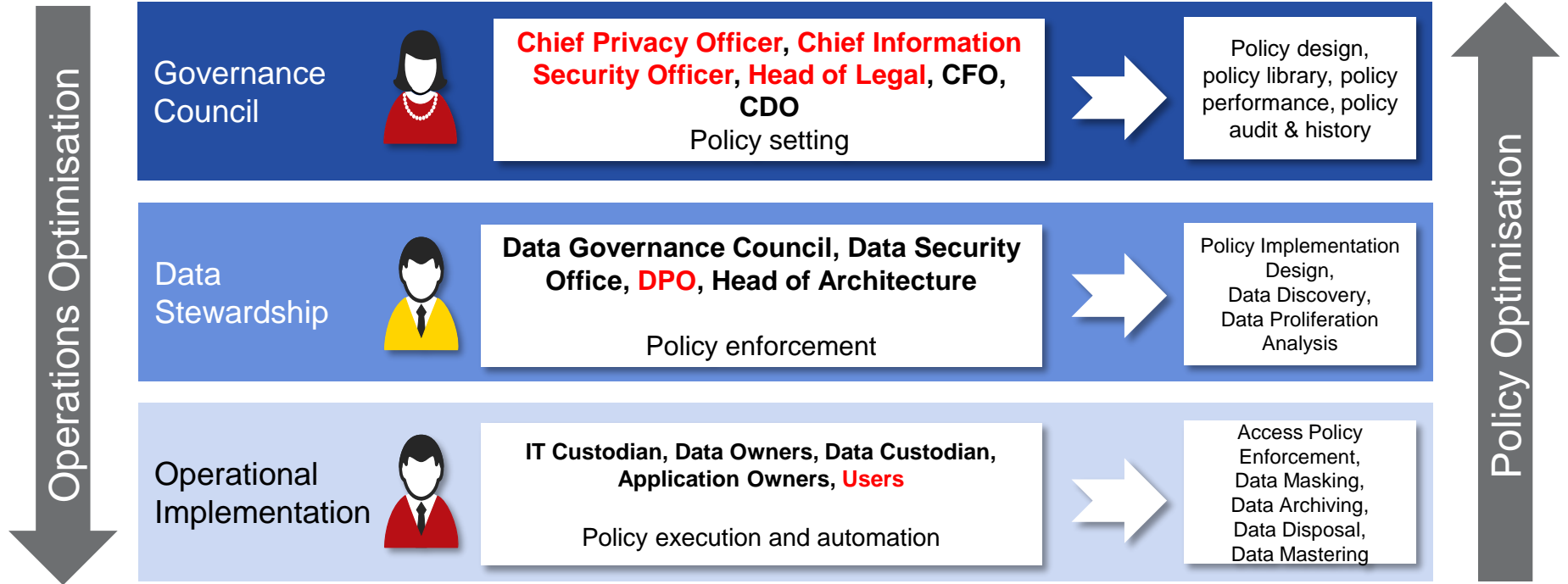


GDPR PROGRAM EXECUTION

- Aligning organizational structure
- Deploying roles and responsibilities
- Policies and procedures design
- Implementation of technical controls

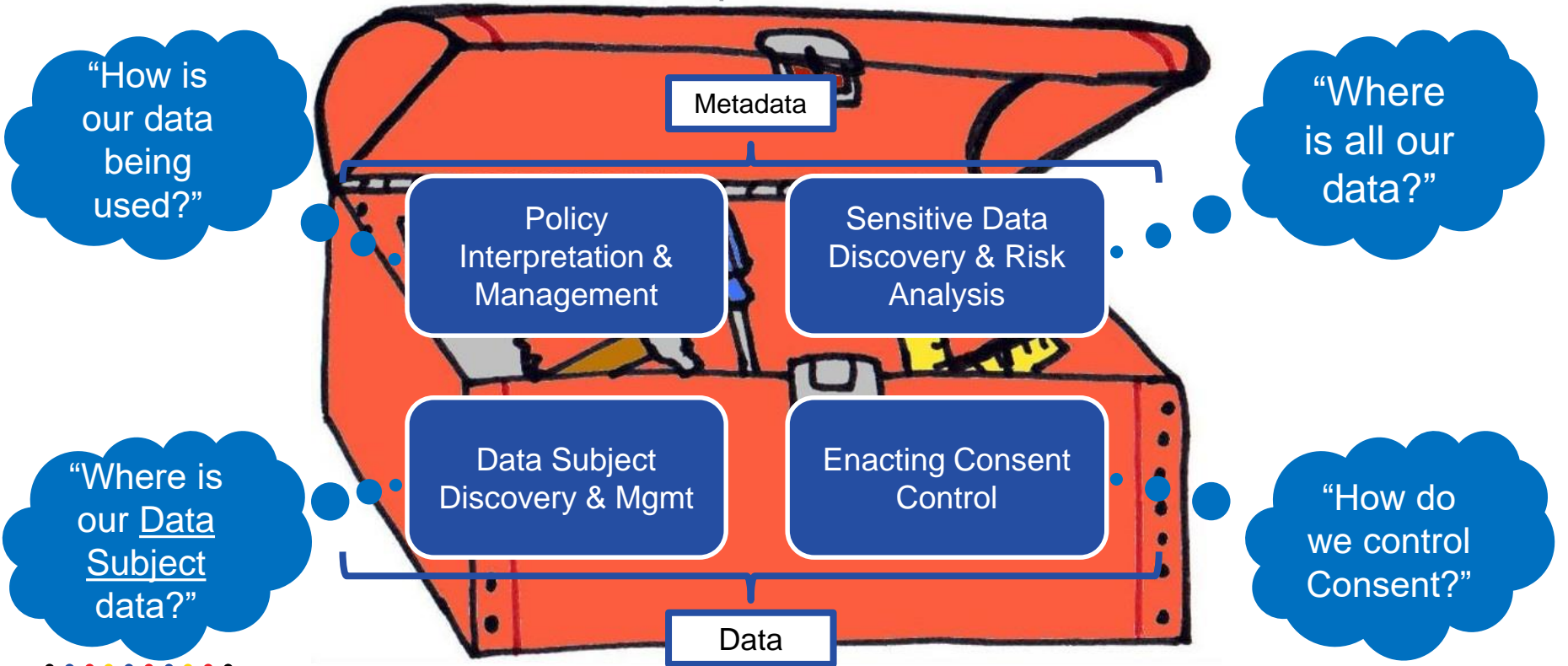
Data Governance

Proven Foundation for Enterprise-wide Org. Changes incl. GDPR



GDPR. Informatica Toolbox

For Reliable and Cost-Efficient Implementation



The background of the slide features a large window with a view of a city skyline at sunset. The sun is low on the horizon, creating a bright, golden glow that silhouettes several business professionals in the foreground. Some are standing and talking, while others are walking. The office floor is highly reflective, mirroring the silhouettes and the light from the window. The overall atmosphere is professional and dynamic.

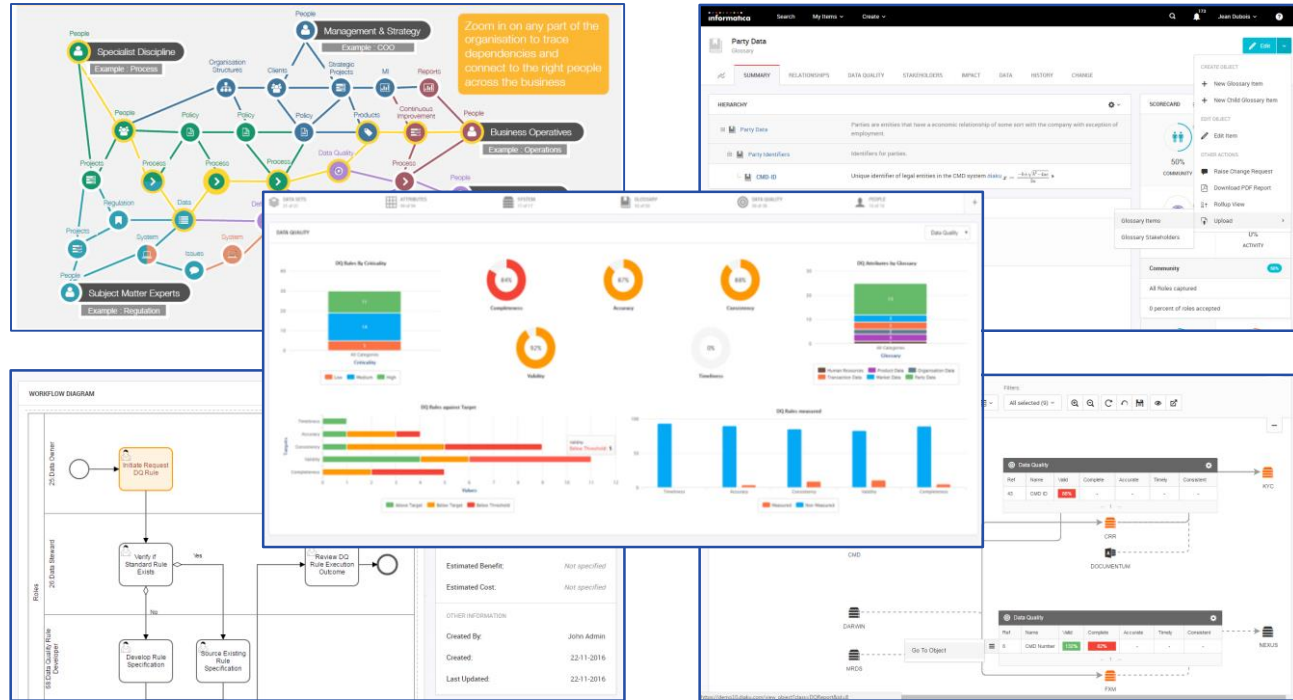
Policy Interpretation & Management

Relate to Processes, Data & Roles

Informatica Axon for Policy Management

Putting the Business in control of Data Governance

- Single repository of policies, processes, roles and data assets
- Easy capture and maintenance
- Monitoring and Attainment Tracking/Report incl. Data Quality



Enterprise Information Catalog is the Technical Foundation

Central Location and Unified view of all Enterprise metadata

- Use business semantics to search all enterprise data assets for Personal Data
- Discover relationships hidden in enterprise metadata, understand deep lineage and assess impact
- Reliable and Agile automatic categorization of personal data with Smart Data domains
- Fast implementation with broadest metadata source connectivity, processing at big data scale

The image displays the Informatica Enterprise Information Catalog interface. The top section shows search results for 'CUSTOMER' with columns for Asset Type, Business Terms, and Last Updated. Below this, a central diagram illustrates data lineage, with 'ORDER_DETAILS' at the center connected to 'PRODUCT' (Tables), 'Customer_Ord...' (Reports), 'ORDERS' (Views), and 'USZip...' (Data Domains). To the right, a detailed view of the 'CUSTOMER' asset shows its lineage from 'OLTP' to various views and synonyms.

The background of the slide features a blurred, high-angle view of a modern office interior. In the foreground, several business professionals are silhouetted against a bright, low sun that creates a strong lens flare. The individuals are engaged in various activities: some are standing and talking, while others are walking. The office has a glass railing and a polished floor that reflects the silhouettes. In the background, a city skyline with several skyscrapers is visible through large windows, suggesting a high-rise office environment.

Sensitive Data Discovery & Classification

For Risk Analysis

Sensitive Data Discovery as Ongoing Process

#3 Action

Implement Data Security Controls:

- Prioritize data protection efforts
- Allocate resources effectively
- Monitor change and track progress



#2 Objectives

Implement Data Security Intelligence with Sensitive Data Discovery & Classification

- Learn things you don't already know
- Validate what you think you know

Continuous, automated process

With the data always up-to-date



#1 Foundation

Standardized basis for measuring risk, communicating status, and making decisions.

Sensitive Data Discovery for GDPR

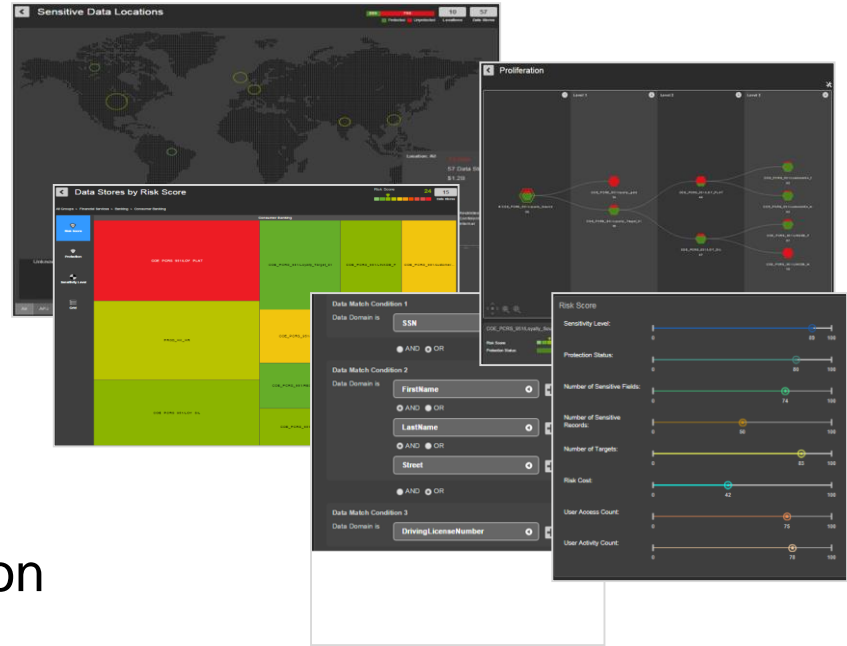
Prioritization is the Key

- Sensitivity Level
- Protection Status
- Number of Sensitive Fields
- Number of Sensitive Records
- Number of Targets
- Risk Cost
- User Access Count
- User Activity Count



Secure@Source Capabilities

- Discovery & Classification
- Sophisticated policy framework
- Proliferation analysis
- User Access and Activity
- Multi-factor risk scoring
- Policy-based alerting
- Highly visual and interactive
- Integrates data security information from 3rd parties



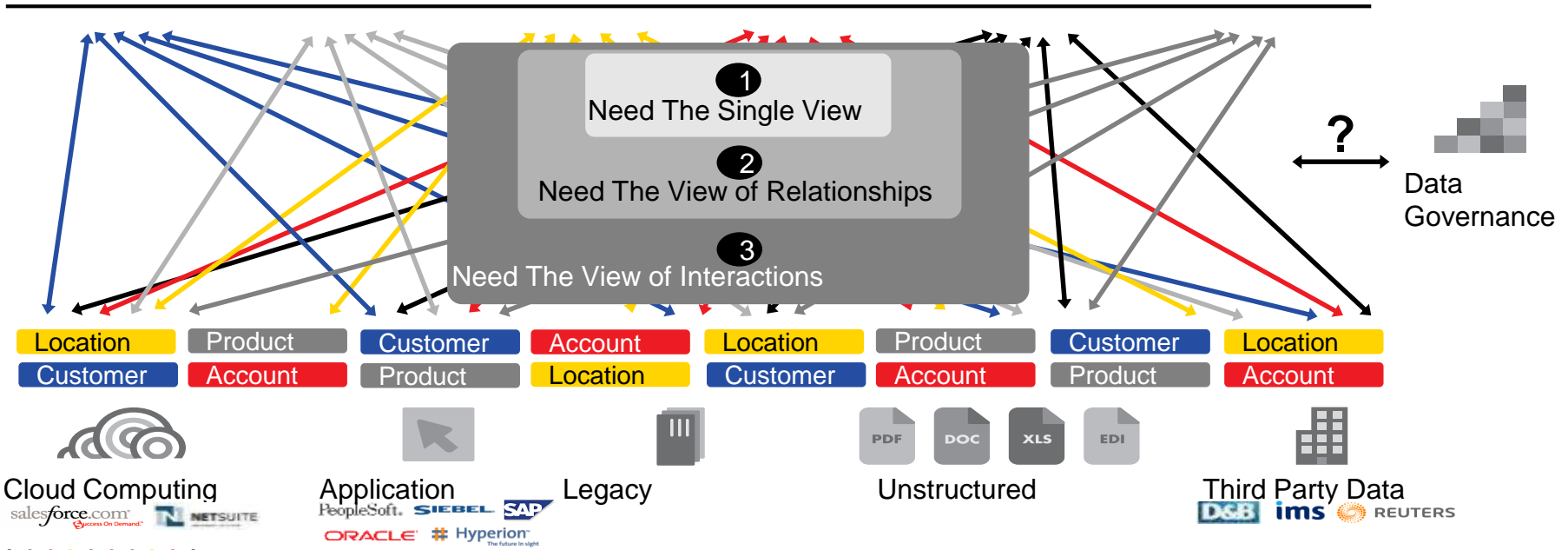
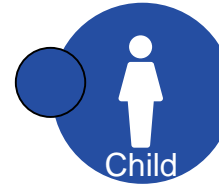
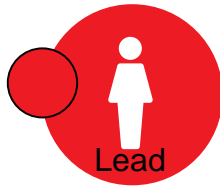
Secure @ Source for Current View on Risk



Data Subject Discovery & Management

The image features a group of business professionals in a modern office setting. They are silhouetted against a large window that offers a view of a city skyline at sunset. The sun is low on the horizon, creating a bright, golden glow that illuminates the scene. The office floor is highly reflective, mirroring the silhouettes of the people and the cityscape. The overall atmosphere is professional and dynamic.

GDPR. How to Link Personal Data to Data Subjects?



Customer 360° Has to be Ongoing

Valuable information changes and degrades....



5,769 people
change jobs



2,748 people
change address



515 people
get married



263 people
get divorced



186 people
declare bankruptcy

Data Degrades

27% per year

61% in 2 years

104% in 3 years!



240 companies
change addresses



150 companies
change numbers



112 executives
change jobs



12 companies
open their doors



20 companies
close their doors



4 companies
change names

Informatica MDM – Robust App. to Support GDPR

DATA VIEW

First Name: DENNIS
Middle Name: BRIAN
Last Name: MOORE
Display Name: DENNIS BRIAN MOORE

Gender Cd:
Name Prefix Cd:
Generation Suffix Cd:
Birthdate:

Object Type: Person
Object ID: 429562
Tax Id:
Active Status Cd:

MATCHES (3)

- MR. DENIS MOORE
- MR. DENNIS BRIAN MOORE
- MR. DEN MOORE

RELATED RECORDS (1)

- INFORMATICA CORPORATION (Organization)

MDM Match Candidates list view

Informatica
Informatica Corporation (Nasdaq: INFA) is the world's number one independent provider of data integration software. Organizations around the...
Redwood City, 1001-5000 employees

Dennis Moore
SVP and GM, Information Quality Solutions at Informatica
San Francisco Bay Area
[View Profile](#)

Images and rich media associated with MDM Entity displayed in view

Map | Satelite

DENNIS BRIAN MOORE
SEAFORT BLVD
WOOD CITY, CA 94063-5596

Callouts – Important, time-or context-sensitive data surfaced to user

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Callouts – Important, time-or context-sensitive data surfaced to user

The image features a group of business professionals in a modern office setting. They are silhouetted against a large window that offers a view of a city skyline at sunset or sunrise. The sun is low on the horizon, creating a bright, golden glow that illuminates the scene. The office floor is highly reflective, mirroring the silhouettes of the people and the city buildings. The overall atmosphere is professional and dynamic.

Enacting Consent Control

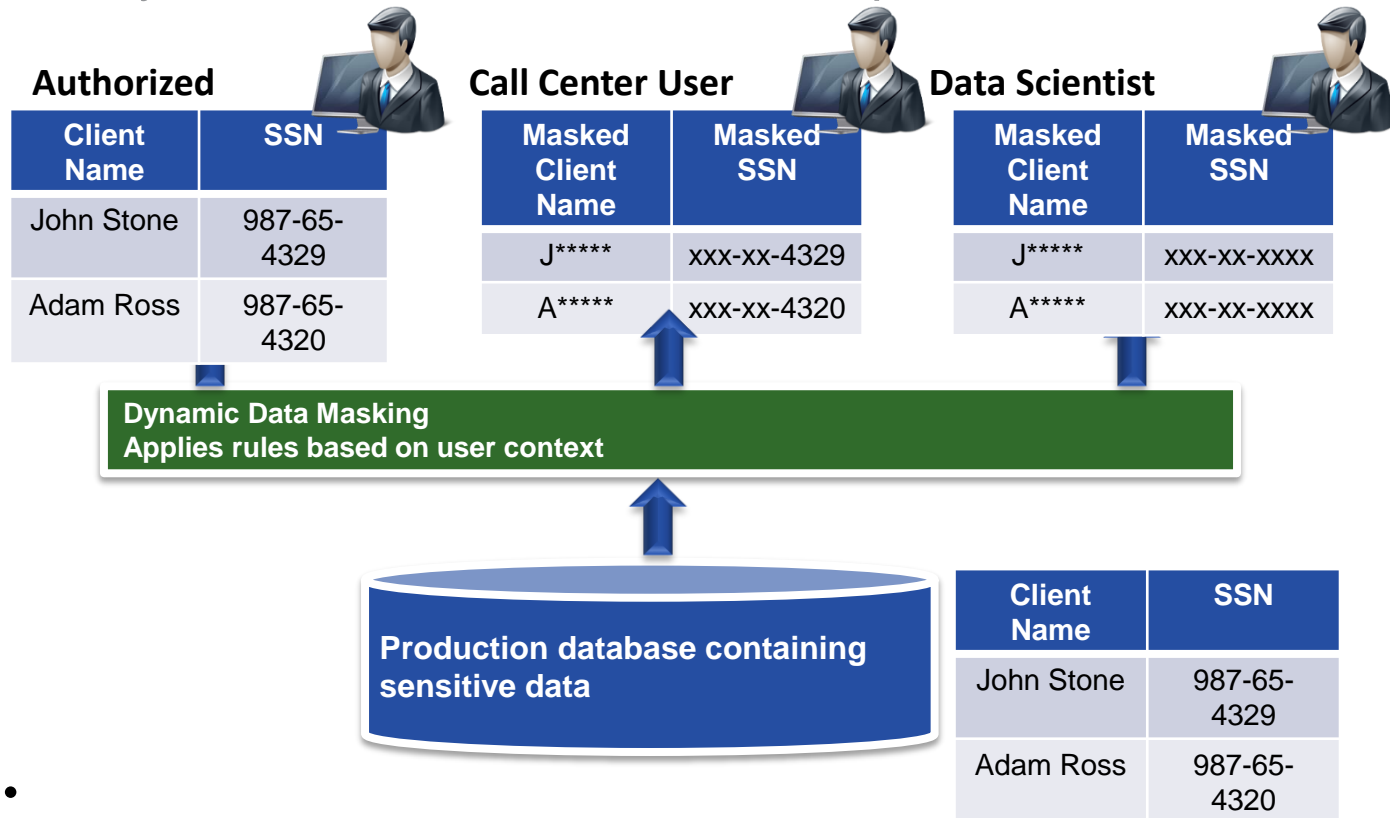
With Informatica Data Security Solutions

GDRP Control Approach

- Restrict access to personal data:
 - If the data can be changed – mask/obfuscate with data masking
 - If not (in production systems) – use dynamic data masking
 - Use Informatica Test Data Management solution for non-production environments
- Optimize application landscape to save the cost of compliance:
 - Decommission and archive historic application data
 - Manage Information Lifecycle Management policies with Informatica Data Archive solution

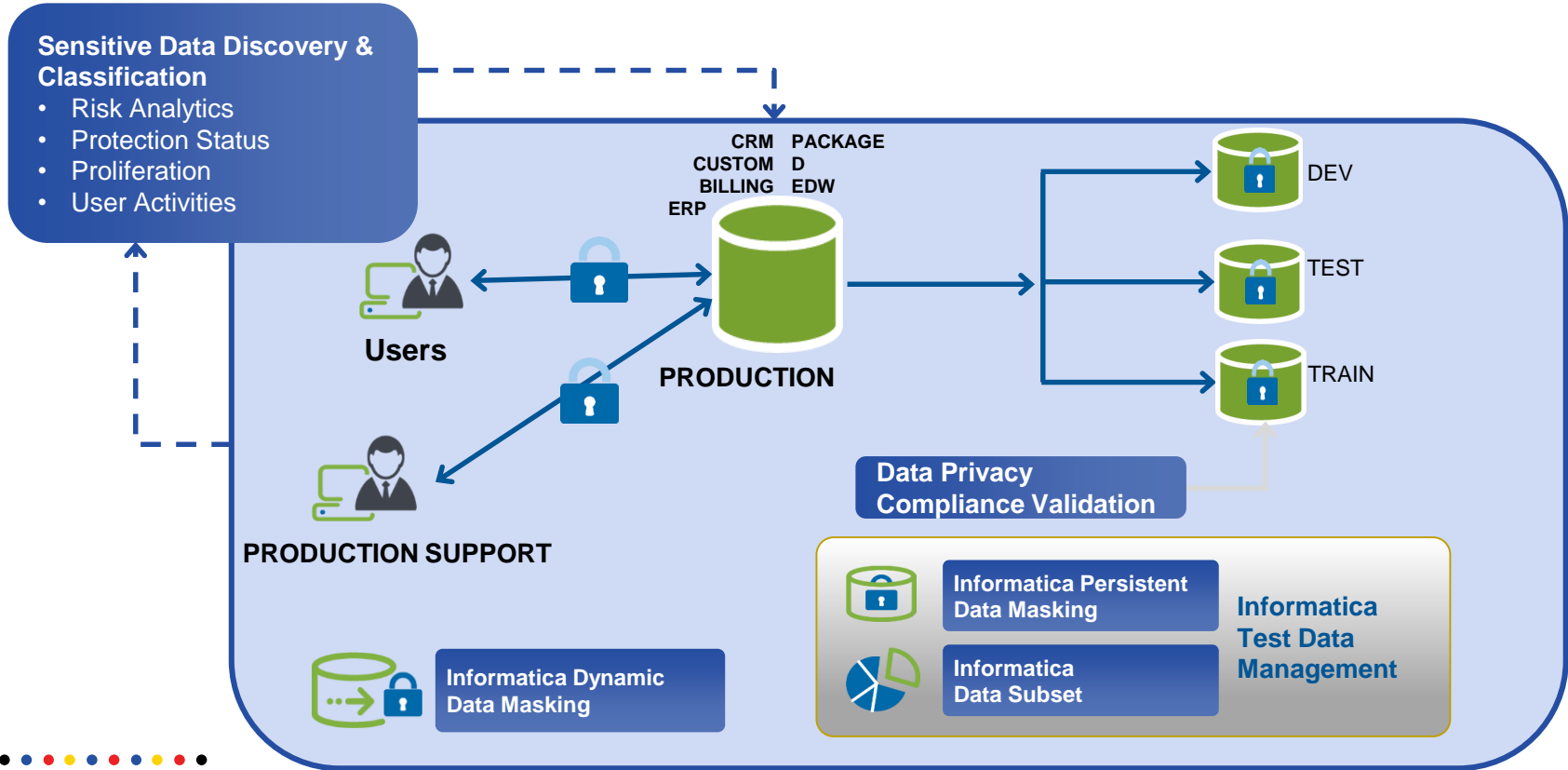
The Goal of Dynamic Data Masking

Central security enforcement across the enterprise

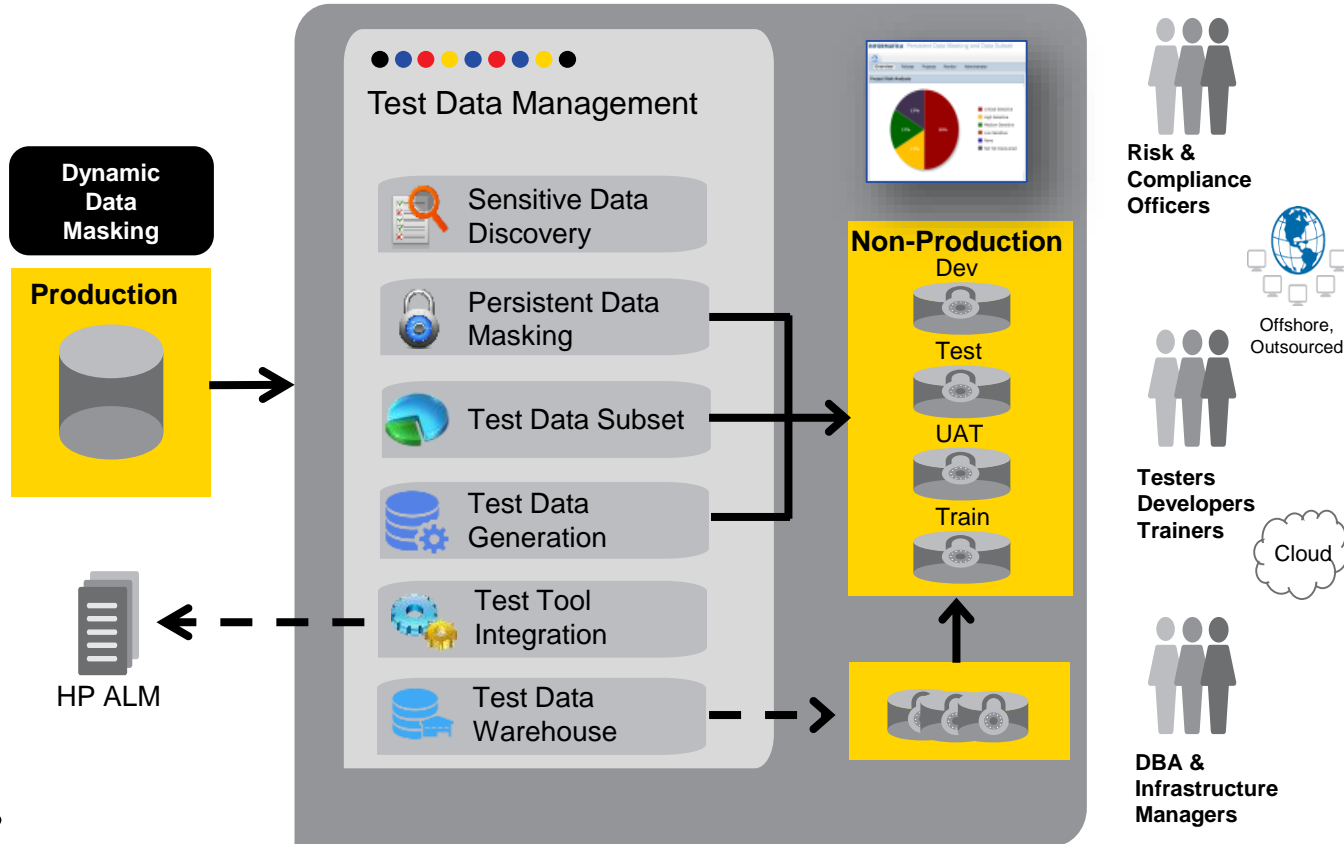


Comprehensive Data Privacy

Protect sensitive data in both production and non-production



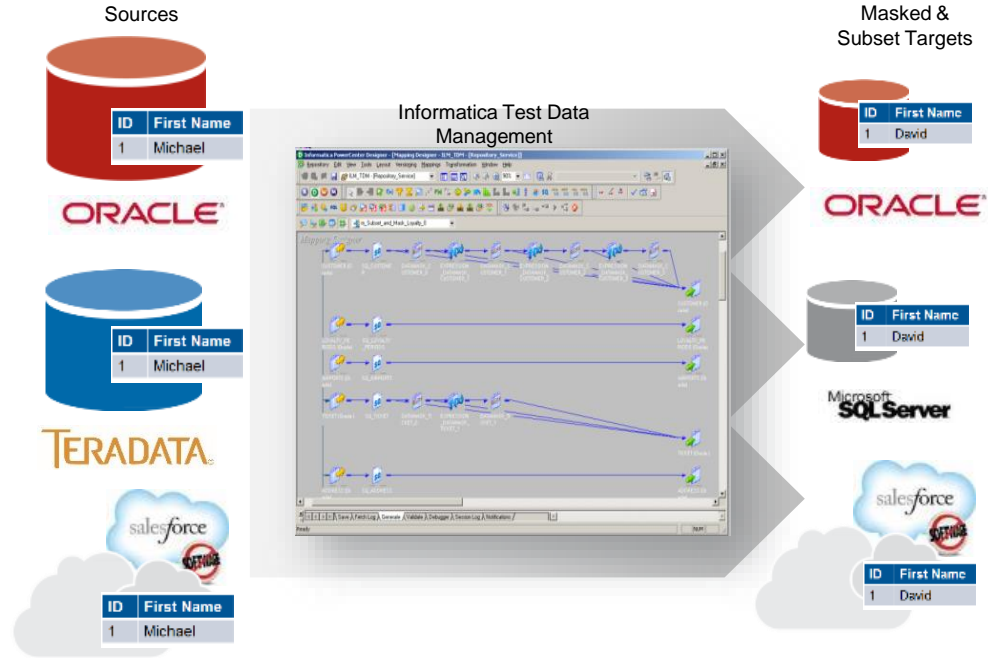
Informatica Test Data Management Platform




Informatica Test Data Management

Robust Environment and Scalable Engine to Comply with SLAs

- **Comply with challenging SLAs** for performance and data volumes with highly Scalable Masking/Subsetting engine
- **Single platform** for all Databases and Applications with extensive connectivity
- **Cost-efficient** with mature administrative and monitoring tools and robust development environment



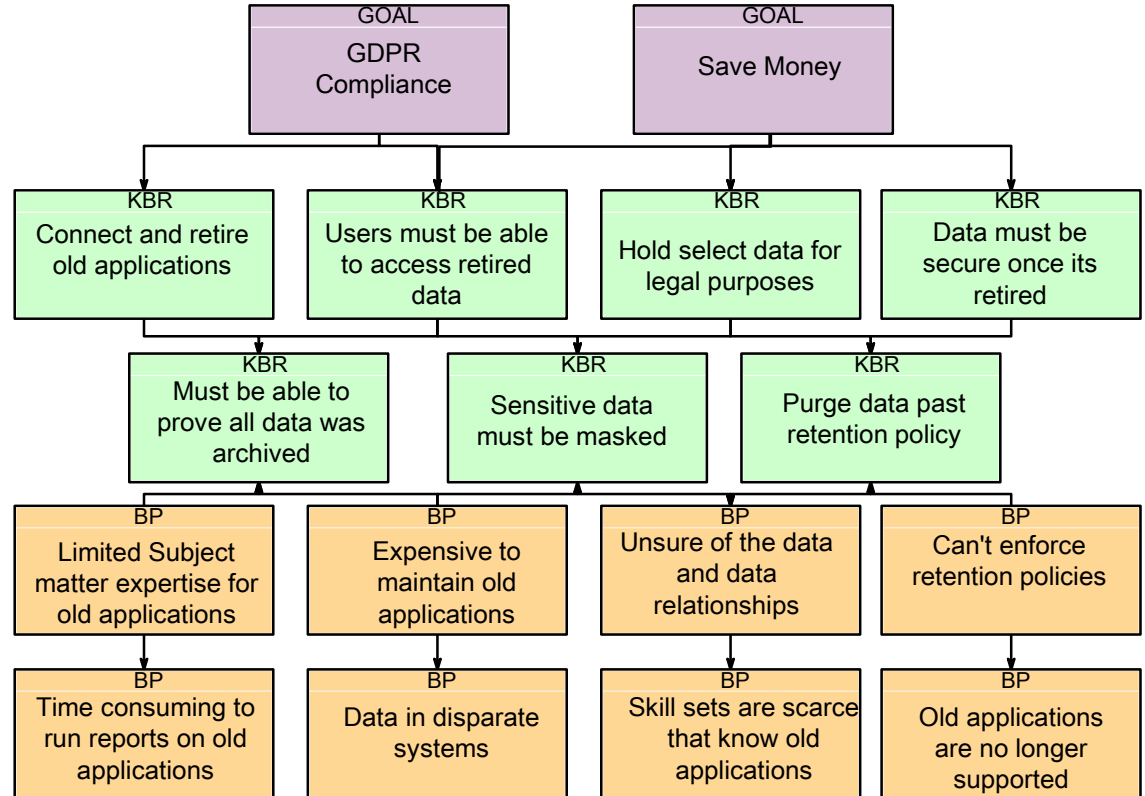
The background of the slide features a high-angle view of a modern office interior. The floor is highly reflective, mirroring the silhouettes of several business professionals. In the center, three men in suits are engaged in conversation. To the right, another man is walking with a briefcase. The office is enclosed in a glass structure, and through the windows, a city skyline is visible under a bright, hazy sky. The sun is low on the horizon, creating a strong backlight effect and casting long, dark shadows.

Manage the Cost of Compliance

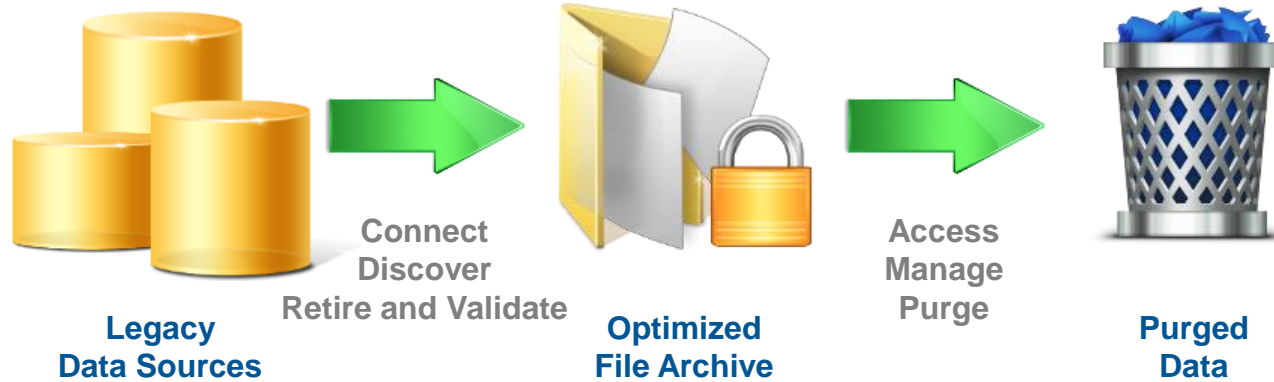
With Application Retirement

The Cost of Compliance is the Biggest for Old Apps.

- Prohibitive costs to implements GDPR:
 - Lack of “exotic” skills to develop, tune and admin.
 - HW & Licenses costs to implement new functionality
- Regulatory & Compliance
- Litigation Risks



Decommissioning for Cost of Compliance Optimization



Retire data confidently from any structured data source

Validate completeness of your data before decommissioning

Store retired data in a massively compressed and accessible file archive

Manage retention policies, access data, and purge data permanently

Achieve compliance with all government regulations and industry standards

GDPR. Defensible Disposition

Enforce data retention policies across the archive

Requirement	Informatica Data Archive Capability
Adhere to audit needs	✓ Automate data archive, validation and reporting
Manage retention policies	✓ Eliminate the need to purchase a separate tool
Reduce risk of over-retention	✓ Automate record destruction when retention expires
Streamline compliance	✓ Expired records summary and detailed reports
Ensure Defensible Disposition	✓ Protect data and enforce Legal Holds

Compliance Manager

Monitor Jobs

Schedule Jobs | Search Jobs

Results 1 - 23 of 23

Job ID	Status	User	Project/Program	Start Date/Time
39	PAUSED	ANADON	Delete the expired records from the Archive Store	03-Jun-2010 10:56:58IST

Active Data: ArchiveStore_SHA_DEM1

Audit Report: None

Deleted Records: None

Program	Status	Started	Ended
GENERATE_REPORT	COMPLETED	03-Jun-2010 10:56:57IST	03-Jun-2010 10:57:20IST
DELETE_EXPIRED_RECORDS	PENDING		
PLUG_DELETE_RECORDS	PENDING		

INFORMATICA Page 1 of 1

Retention Expiry Summary Report Generated: 01-Mar-2010 15:54:26

Job ID: 7
Archive Store: FAS
Archive Area: loyalty_act

Entity Name	Eligible Count
AP Invoices 115.10	200

Report by Retention Policy Eligible Count

Policy 1 (10 years since PO_HEADERSALL_CREATION_DATE)	1000
Policy 2 (15 years since PO_HEADERSALL_CREATION_DATE)	1500
Policy 3 (15 years since PO_HEADERSALL_CREATION_DATE)	100
Policy 4 (15 years since PO_HEADERSALL_CREATION_DATE)	200

Section restricted for users with an archive user.



Compliance Officers
Application Administrators

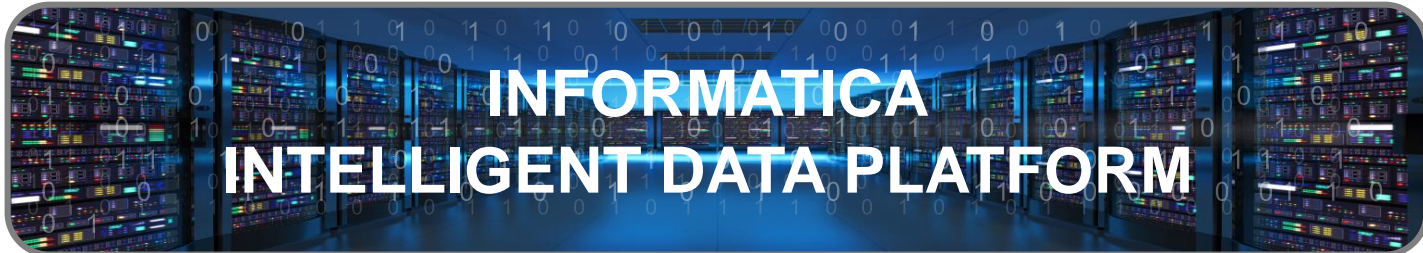
INFORMATICA Information Lifecycle Management

Search Results

Name	Archived Status	Technical Name	Display Name	Column ID	Start Date	End Date	File Size	Audit Status
AP Invoices 115.10	Archived	AP Invoices 115.10	AP Invoices 115.10	1	01-Mar-2010 10:54:26	01-Mar-2010 10:54:26	1000	Pass
AP Invoices 115.10	Archived	AP Invoices 115.10	AP Invoices 115.10	2	01-Mar-2010 10:54:26	01-Mar-2010 10:54:26	1500	Pass
AP Invoices 115.10	Archived	AP Invoices 115.10	AP Invoices 115.10	3	01-Mar-2010 10:54:26	01-Mar-2010 10:54:26	100	Pass
AP Invoices 115.10	Archived	AP Invoices 115.10	AP Invoices 115.10	4	01-Mar-2010 10:54:26	01-Mar-2010 10:54:26	200	Pass
AP Invoices 115.10	Archived	AP Invoices 115.10	AP Invoices 115.10	5	01-Mar-2010 10:54:26	01-Mar-2010 10:54:26	1000	Pass
AP Invoices 115.10	Archived	AP Invoices 115.10	AP Invoices 115.10	6	01-Mar-2010 10:54:26	01-Mar-2010 10:54:26	1500	Pass
AP Invoices 115.10	Archived	AP Invoices 115.10	AP Invoices 115.10	7	01-Mar-2010 10:54:26	01-Mar-2010 10:54:26	100	Pass
AP Invoices 115.10	Archived	AP Invoices 115.10	AP Invoices 115.10	8	01-Mar-2010 10:54:26	01-Mar-2010 10:54:26	200	Pass
AP Invoices 115.10	Archived	AP Invoices 115.10	AP Invoices 115.10	9	01-Mar-2010 10:54:26	01-Mar-2010 10:54:26	1000	Pass
AP Invoices 115.10	Archived	AP Invoices 115.10	AP Invoices 115.10	10	01-Mar-2010 10:54:26	01-Mar-2010 10:54:26	1500	Pass
AP Invoices 115.10	Archived	AP Invoices 115.10	AP Invoices 115.10	11	01-Mar-2010 10:54:26	01-Mar-2010 10:54:26	100	Pass

Data Powers Business

ABS Implementation	Universal FE	Data Privacy (GDPR)	Product Info Mgmt.
Digital Transformation	Customer Experience	Regulatory Projects	Data Monetization
Customer 360	Security Analytics	Masking: Care Agents	M & A
Move to the Cloud	Fraud/RevA	Marketing Campaigns	Supply Chain
Omnichannel	API 1st	Behavior Analytics	Test Data Mgmt.



Data Stores

Properly Implemented Data Governance and GDPR Controls

Accelerate Data Monetization Use-Cases

Business Case

- What data do we need to share?
- Do we have it?
- What is the location?
- What regulations are they subject to?
- What data protection is in place?

Value of Informatica

- Technical and Business Metadata
- Sensitive Data Discovery and Classification
- Dynamic/Persistent Data Masking and Subsetting



Business Benefit

- Faster implementation
- Cost-savings
- Risk minimization

Due to re-use of enterprise-wide data protection rules

Make this a repeatable process

Informatica Enterprise Platform for Compliance

- Always current, detailed and reliable compliance status
 - Including executive dash-boards and alerting
- Enterprise-wide single cost- and resource - efficient platform to maintain compliance:
 - Single set of data protection rules across enterprise;
 - Single platform to support a wide range of applications and technology stacks.
- Better support for new business initiatives:
 - New org. structures, processes and tools become a foundation for new initiatives like data monetization etc.



Thanks for your time

Presented by Ilya Gershanov
Bucharest, 16th March 2017

