RELTIO

WHITE PAPER

Seize the business opportunities presented by data privacy regulations

In brief

The General Data Protection Regulation (GDPR) came into force in May 2018 and it has one of the world's most rigorous and far-reaching data protection mandates. It requires businesses to put their customers and the safeguarding of their personal data at the heart of everything they do.

With the continued growth of online activities—from social media to purchasing—worldwide focus on data protection and privacy has grown. In fact, UNCTAD (United Nations Conference on Trade and Development) indicates that 71% of countries have such legislation in place—and that number is growing. And more U.S. states have adopted—or are in the process of adopting—data privacy laws. With enforcement actions growing, the number and amount of fines have increased as well, with the largest GDPR-related fine to date reaching over $885 million.

But how successful have GDPR and similar regulations been? And what can businesses expect from them in the future? Years after GDPR went into effect—and as your leadership teams seek to sustain and improve compliance and customer experience—this is a chance to evaluate progress on your company's compliance journey. Under the purview of existing and future data protection regulations, how can your teams continually optimize the management of customer data to maximize your organization's opportunity for successful business transformation?

This paper discusses:

- Why data protection regulatory compliance continues to be a board-level responsibility
- The challenges of compliance
- Case studies of three large global organizations who have transformed their data management strategies to optimally align with the GDPR
- A five-point guide to specific Reltio Connected Data Platform capabilities that can assist your organization realize these benefits

This information can help your teams establish sustained compliance and deliver improved customer experience.

> **"An upfront investment in privacy fundamentals offers a payoff down the line, not just in better legal compliance, but a competitive edge. I believe there is a real opportunity for organizations to present themselves on the basis of how they understand and respect the privacy of individuals."**
>
> —Elizabeth Denham,
> UK Information Commissioner

Who is accountable?

The GDPR came into effect on May 25, 2018. It was driven by the continued explosion of customer data and the premise that a regulation needed to clarify that this data belongs not to the business that collects it but to the individual to whom it pertains. The GDPR introduced the principle of accountability related to data protection and privacy. It is this principle that has been driving the business transformation predicted by regulators. It is also clear that companies with global or multi-geography business activities—many subject to different data privacy laws—choose to comply with the strictest levels of data protection regulations to reduce risk and potential fines and increase consistency. In many cases that legislation will be the GDPR.

What is accountability?

Accountability means that your teams need to be mindful of what data they collect and why. And track how it is stored, processed, and used. Companies have to think about a customer's right to privacy on an ongoing basis—when developing new products, services, or marketing campaigns. Accountability needs to be part of a company's overall culture because the GDPR is about demonstrable compliance.

It's not enough to say you have complied with the regulation, you must demonstrate it and produce evidence to prove it. And the GDPR makes it clear that accountability goes right up to the top of every organization—transparency and trust must start with the CEO. In practice, this approach has driven organizations to change the way they work, to support this new culture of accountability.

You may get it wrong at times. But showing how you have tried to conform to the principle of accountability might be a mitigating factor in any enforcement decision. Therefore, it is in your best interest to put in place responsive data management and governance practices to protect you and your customers now and in the future as these regulations evolve.

The publication "Guide to the General Data Protection Regulation (GDPR): Accountability and Governance" explains:

"Taking responsibility for what you do with personal data, and demonstrating the steps you have taken to protect people's rights not only results in better legal compliance, it also offers you a competitive edge."

— ico.
Information Commissioner's Office

Challenges of compliance

Years after the GDPR enforcement date, many organizations still struggle to fully comply with its terms and those of similar regulations. Teams often lack reliable customer information and have data scattered in disparate systems and applications. They have to work with customer data from multiple sources in a variety of formats. And with varying levels of integrity and quality. It is challenging to bring together data from all the required internal, external, and third-party sources with consent information, transactions, and interactions—while retaining information on data lineage and ensuring optimal data quality. In the wake of ongoing mergers and acquisitions, many organizations contend with additional layers of isolated systems, which make it extremely costly and difficult to comply with data protection and privacy standards.

Compliance offers significant benefits

Every day—across the entire organization—each individual needs to balance the rights of the data subject with the competing rights of their organization to do business and thrive. If your organization gets this right, you will likely start to build more trust with customers and see the corresponding improvements in business outcomes. In fact, the Cisco 2022 Data Privacy Benchmark Study identified 6 areas where more than 60% of respondents identified significant or very significant benefits:

- Loyalty and trust
- More attractive company
- Operational efficiency
- Agility and innovation
- Mitigating security losses
- Reducing sales delays

The challenges

- Responding quickly and efficiently to customers' requests to view, change, and delete data
- Propagating data changes and erasures to all relevant applications and systems
- Ensuring the compliance of partners and subcontractors
- Adhering to extensive consent requirements, including requirements for different individuals within a household and for minors
- Responding immediately to a data breach and reporting it to regulators
- Establishing full traceability of data origins and modifications with supporting audit trails

The study also highlighted that the average organization estimated benefits at 1.8 times their data privacy spending. And 32% of responding organizations indicated benefits of at least 2 times their spend. So it's likely your data privacy costs—while they might seem high—are paying off.

Who is getting it right?

Three case studies are presented here about global organizations who have transformed their data management strategies to optimally align with GDPR and gain a competitive edge.

Case study 1: A top global biopharmaceutical company

With operations spanning the globe, a top biopharmaceutical company was planning to comply with the GDPR in the EU. The company was anonymizing patients' names, dates of birth, and other personal identifiers. In addition, the company needed to establish total anonymity of patients' activity histories to comply with the right-to-be-forgotten requests received from healthcare professionals.

With Reltio Connected Data Platform, the company has quickly established flexible, adaptable consent management capabilities. With these capabilities, the organization can fully address GDPR and other rigorous regulation requirements of different markets around the world. Across every channel, the organization can capture healthcare professionals' consent preferences, including opt-in and opt-out requests. These requests are captured in our platform and can then be distributed to other commercial IT systems to ensure consistency. Our platform ensures that data is continuously mastered and curated across the organization's key commercial systems, helping streamline their data privacy compliance.

The personal details and histories of healthcare professionals are anonymized and then published to downstream systems. Over 40 markets are using our platform to manage consent. This capability enables users to choose to subscribe to all, and to provide consent by areas, brands, and channels. Our platform supports all the interaction channels the company uses, including WhatsApp.

With these capabilities, we provide a comprehensive platform to meet all the local and global compliance requirements of the company. Handling more than 25M profiles, the company's global implementation has been recognized by analysts as among the best in the industry.

Case study 2: A multinational data center provider and networking company

A successful data center provider and networking company had grown to manage operations in more than 20 countries. As it continued expanding in the EU, complying with GDPR requirements emerged as a key imperative. To avoid exposure to hefty fines, the leadership team sought to establish the ability to respond to right-to-be-forgotten requests from their large customer base—and to honor requests for data access and updates.

To achieve their objectives, the company needed to implement a master data management platform that could ensure all systems were current and had the latest consent information. And that could be used for demonstrating and reporting on compliance. With Reltio Connected Data Platform, the team was able to quickly establish 360-degree customer profiles with robust capabilities for auditing and managing consent changes as well as deletion requests.

By employing the cloud-native, SaaS-based Reltio Connected Data Platform, they were able to achieve a successful implementation across more than 175 data centers in just 12 weeks. With the platform, the team can enjoy a next-generation data management architecture, high scalability, and fully auditable data governance.

Case study 3: A leading personal computer and printer manufacturer

With its global operations, a leading personal computer and printer manufacturer had to quickly establish GDPR compliance. The company already had a strong focus on protecting customer data and instituting strong data governance, so the leadership team also wanted to take a strategic, long-term approach to enhancing its data management.

With Reltio Connected Data Platform, the team was able to quickly create unified customer profiles that offered comprehensive views of interactions, both at the organizational and individual level. By offering full audit history and built-in consent management workflows, our platform dramatically accelerated the organization's ability to get ready for GDPR. With the platform's advanced consent management capabilities, the company can significantly scale its ability to address customers' requests for consent changes and for data access, modification, and erasure.

With our platform, their staff can quickly generate reports to demonstrate and track compliance. The organization has been able to scale to manage more than one billion profiles around the world and to ensure customer data always remains compliant. All while supporting a range of omnichannel initiatives.

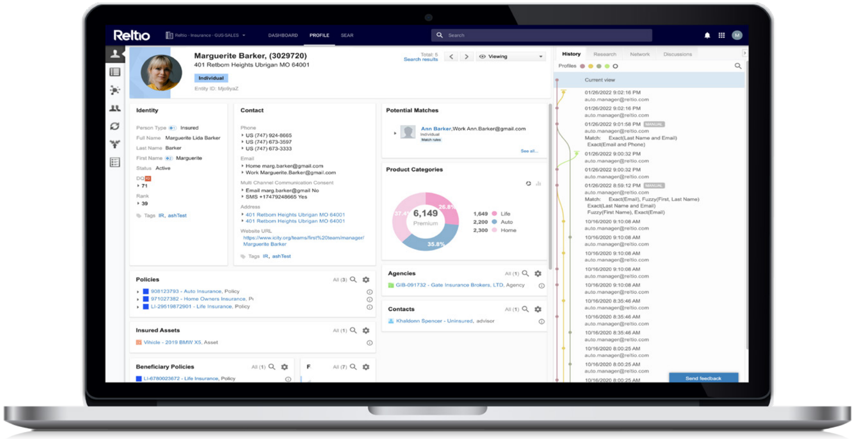
Our solution enabled the company to expedite its ability to achieve GDPR compliance, while establishing a strategic data management platform to promote long-term agility. Reltio Connected Data Platform equips the company with the ability to support their evolving compliance requirements and establish the agile platform that powers their digital transformation.

Your data protection strategy: Five questions to consider

1: **Connected profiles:** Do I have a reliable foundation for my customer data?

Customer data is often distributed within distinct, disconnected systems and organizations, resulting in duplication and inconsistency. The first step in resolving these issues is building a reliable foundation for customer data that offers proper governance of data access and audit trails to document data changes. A reliable data foundation enables you to create connected profiles by correlating all required data and consent information—regardless of source—and including interactions and transactions across all channels. By establishing these connected profiles and centralized controls, you can streamline consent management or any other privacy compliance across your organization.

Solution:
Reltio Connected Data Platform provides a single source of customer data that enables unified auditing and tracking of data access. And efficient control over communication details and customer preferences. You will benefit from the advanced capabilities that streamline your compliance efforts and propel your strategic customer experience initiatives.



Marguerite Barker, (3029720)
401 Retbom Heights Ubrigan MO 64001
Individual
Entity ID: Mjo9yaZ

Person Type Insured
Full Name Marguerite Lida Barker
Last Name Barker
First Name Marguerite
Status Active
DQ 71
Rank 39
Tags IR, ashTest

Phone
US (747) 924-8665
US (747) 673-3597
US (747) 673-3333
Email
Home marg.barker@gmail.com
Work Marguerite.Barker@gmail.com
Multi Channel Communication Consent
Email marg.barker@gmail No
SMS +17479248665 Yes
Address
401 Retbom Heights Ubrigan MO 64001
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Website URL
https://www.icity.org/teams/first%20team/manager/Marguerite Barker
Tags IR, ashTest

Ann Barker,Work Ann.Barker@gmail.com
Individual

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971027382 - Home Owners Insurance, Pc
LI-29519872901 - Life Insurance, Policy

Vihicle - 2019 BMW X5, Asset

LI-6780023672 - Life Insurance, Policy

GIB-091732 - Gate Insurance Brokers, LTD, Agency

Khaldonn Spencer - Uninsured, advisor

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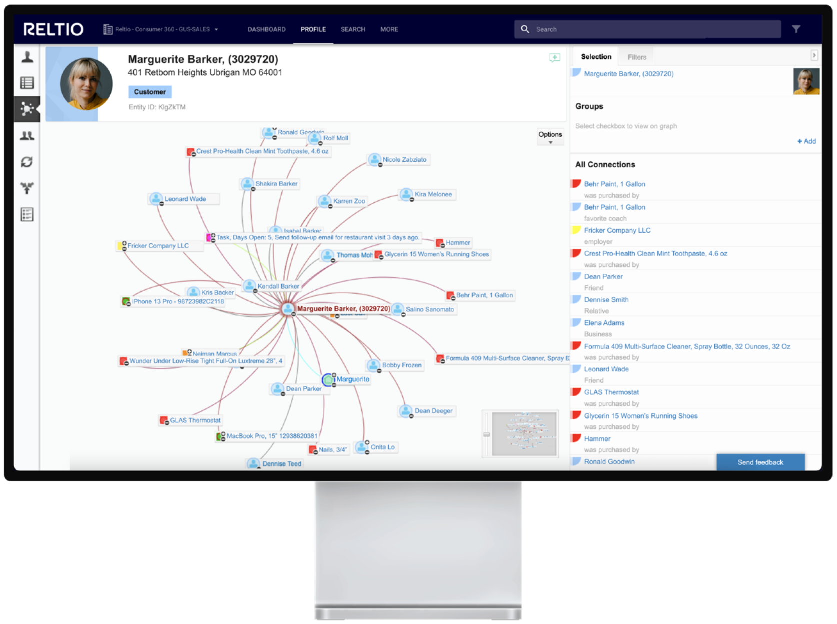
How?
Reltio Connected Data Platform is the first battle-tested, cloud-native SaaS platform built on big data architecture that features graph technology and machine learning. The platform features prebuilt data models and granular, visual attribute-level audit, history, and lineage of all data usage and changes.

2: Uncover relationships: Do I have clear relationships between customers and their consent?

Your data management solution must help unlock the hidden potential of relationships and enhance the value of your customer profiles. These relationships can be between people (data subjects), contracts, policies (for example, privacy notices), or channels, as well as multiple other entities such as products, locations, and events. This visibility empowers your teams to more consistently and efficiently comply with changing consent requirements and requests.

Solution:
Reltio Connected Data Platform uses graph technology to uncover the relationships between customers and products, services, households, locations, and legal basis.

How?
Reltio Connected Data Platform is built on a unique multi-model data architecture that not only assures big data scalability but also uses graph technology to uncover relationships across data entities. These relationships can be visually presented and also made available for further analytics. If there is a question about a minor's data, graph technology can quickly present complete household information involving the minor's parents and consent status, and the source where the consent was provided.



Marguerite Barker, (3029720)
401 Retbom Heights Ubrigan MO 64001
Customer
Entity ID: KIgZkTM

Marguerite Barker, (3029720)

Groups
Select checkbox to view on graph
+ Add

All Connections
Behr Paint, 1 Gallon
was purchased by
Behr Paint, 1 Gallon
favorite coach
Fricker Company LLC
employer
Crest Pro-Health Clean Mint Toothpaste, 4.6 oz
was purchased by
Dean Parker
Friend
Dennise Smith
Relative
Elena Adams
Business
Formula 409 Multi-Surface Cleaner, Spray Bottle, 32 Ounces, 32 Oz
was purchased by
Leonard Wade
Friend
GLAS Thermostat
was purchased by
Glycerin 15 Women's Running Shoes
was purchased by
Hammer
was purchased by
Ronald Goodwin

3: Implement Workflows: Can I handle change requests from customers and internal stakeholders (data subjects)?

The GDPR brought with it a list of rights for the data subject that includes:

- The right to be informed
- The right of access (SAR)
- The right to rectification
- The right to erasure (right to be forgotten)
- The right to restrict processing
- The right to data portability
- The right to object
- The right to decide whether and how data is profiled

These rights—echoed by other data privacy regulations— require a host of processes that need to be managed and completed with audit trails for every single one.

Solution:
Our platform enables your large user base to collaborate effectively, and to rate, rank and initiate all data subject requests. It features workflow capabilities that make it easy to manage and define processes for data governance: handling consent changes, deletions, updates, corrections, and more. With its complete governance and traceability capabilities, the platform can significantly simplify the process of establishing enterprise-wide data privacy compliance.

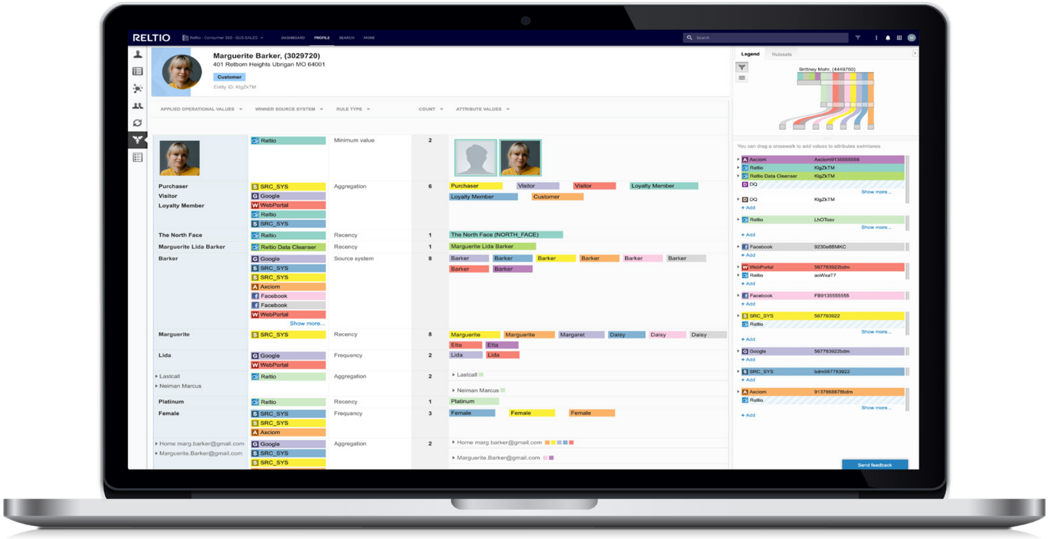
How?
Our platform features preconfigured templates for a range of workflows, including reviewing potential matches, deleting entities, creating new entities, and requesting changes. So if a data subject changes their consent, for example, you can immediately take action across all connected systems. And you can create custom workflows to align with your specific policy requirements.

4: Establish reporting: Can I ensure full traceability of all data?

Data protection and privacy regulations require you to support and demonstrate the ability to delete your customers' personal information with proper traceability. If you are enriching customer profiles with data from third-party sources, you need to ensure full traceability of all data back to the external providers.

Solution:
Reltio Connected Data Platform provides granular visibility into data access as well as any changes made to profile information. You can also visually inspect the source or various profile attributes and create contextual views for various roles so that only the required data is visible to the user.

How?
Our solution offers built-in auditing and data lineage capabilities. These capabilities enable your teams to connect to third-party data sources, while maintaining the necessary lineage for tracking the source of customer profile attributes. In the event of change requests, they are also able to tie the change back to the source data, whether it originated in internal or third-party sources.



Marguerite Barker, (3029720)
401 Retbom Heights Ubrigan MO 64001
Customer
Entity ID: KlgZkTM

APPLIED OPERATIONAL VALUES	WINNER SOURCE SYSTEM	RULE TYPE	COUNT	ATTRIBUTE VALUES
	Reltio	Minimum value	2	
Purchaser Visitor Loyalty Member	SRC_SYS Google WebPortal Reltio SRC_SYS	Aggregation	6	Purchaser Visitor Visitor Loyalty Member Loyalty Member Customer
The North Face	Reltio	Recency	1	The North Face (NORTH_FACE)
Marguerite Lida Barker	Reltio Data Cleanser	Recency	1	Marguerite Lida Barker
Barker	Google SRC_SYS SRC_SYS Axciom Facebook Facebook WebPortal Show more...	Source system	8	Barker Barker Barker Barker Barker Barker Barker Barker
Marguerite	SRC_SYS	Recency	8	Marguerite Marguerite Margaret Daisy Daisy Daisy Etta Etta
Lida	Google WebPortal	Frequency	2	Lida Lida
▸ Lastcall ▸ Neiman Marcus	Reltio	Aggregation	2	▸ Lastcall ▸ Neiman Marcus
Platinum	Reltio	Recency	1	Platinum
Female	SRC_SYS SRC_SYS Axciom	Frequency	3	Female Female Female
▸ Home marg.barker@gmail.com ▸ Marguerite.Barker@gmail.com	Google SRC_SYS SRC_SYS	Aggregation	2	▸ Home marg.barker@gmail.com ▸ Marguerite.Barker@gmail.com

You can drag a crosswalk to add values to attributes swimlanes

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5: Close the loop: Can I continuously ensure compliance and improve data quality?

Constant data monitoring is needed to take a proactive approach to maintaining compliance and keeping possible threats in check. If there are any gaps, the system should highlight them and send alerts, so your staff can fix issues and improve any associated business processes.

Solution:
With Reltio Connected Data Platform, you can continuously learn about your customers, score your compliance adherence, and track customer data and consent records for completeness. Rather than simply focusing on the requirements of GDPR, for example, your team can take the opportunity to improve your business operations and deliver an enhanced, more personalized customer experience. Your teams can improve data quality, enabling not only better governance, but better business processes and effective customer engagement.

How?
The platform can help employ machine learning for scoring and ranking of various consumer profiles to determine data quality and adherence to compliance standards. Built-in collaboration tools help with collaborative curation of data, while maintaining the required traceability. Insight-ready data is always available for reporting or to fuel downstream operational or analytical applications.

In summary

The GDPR went into effect in 2018, and organizations are still dealing with its challenges. The number of data privacy regulations is growing, and regulations already in effect are continuing to evolve. And individuals are more aware of their rights to data privacy than ever before. Investing in good data protection and privacy practices can deliver significant benefits—in customer loyalty, operational efficiency, agility, innovation, and more.

With a constant supply of clean, compliant, and comprehensive data, you have a clearer picture of your customers and your operations. You can respond easily and quickly to changes in customer consent. And have confidence in your ability to comply with data privacy regulations now and in the future. Mitigate risk and gain confidence through our secure and compliant data systems, as you gain visibility and control over your data. So you can make an impact every day.

WHY RELTIO

We believe data should fuel your success, not hold you back. Our first-of-its-kind, master data management SaaS offering unifies and cleanses multisource, complex core data into a single source of trusted information—in real time. Agile to fit any company's needs and flexes at will. Reltio Connected Data Platform helps you act on your data with confidence. And maximize your impact every day.

To learn more, visit www.reltio.com

US +1 (855) 360-3282
UK +44 (800) 368-7643

@Reltio
facebook.com/ReltioHub
linkedin.com/company/reltio-inc