

RELTIO

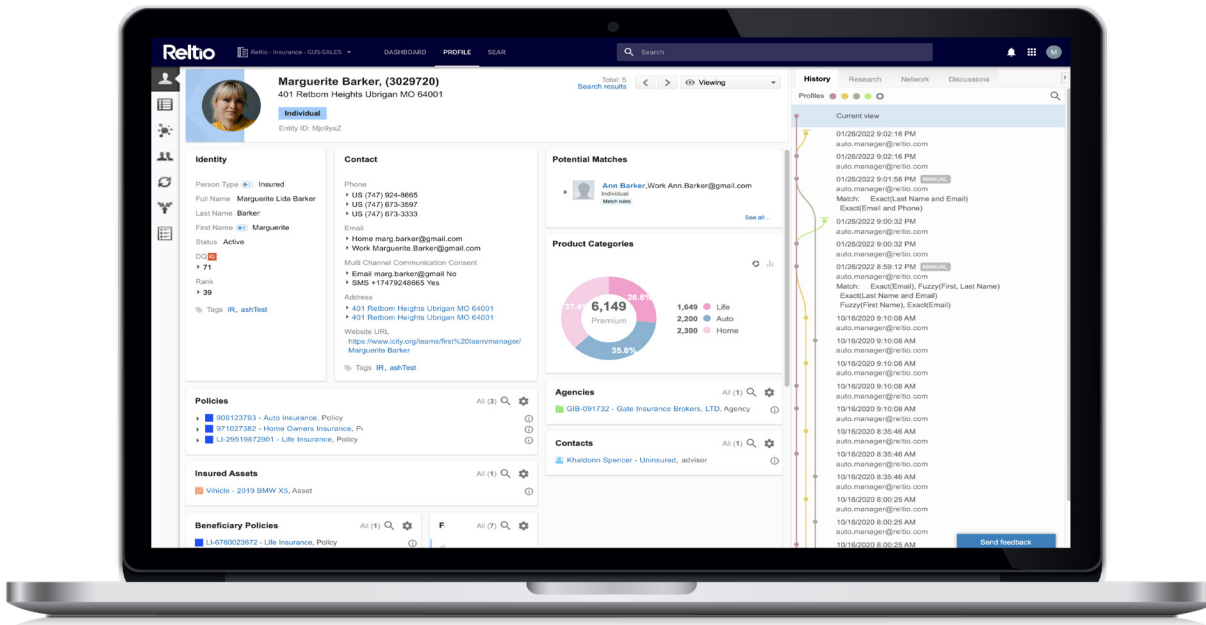
SOLUTION BRIEF

Data privacy and consent management

Simplifying compliance with
today's data privacy laws



Consumer personal data collected within your enterprise is often distributed to multiple systems and organizations, causing inconsistency. Customer consent requests may not be updated in all systems with siloed data, leading to the risk of noncompliance with data privacy regulations. Our philosophy is that your modern data management platform should support the key elements of data privacy management. Remain compliant with regulations by managing your consumer's profile information, lineage, and succession with real-time updates.



Our prebuilt data models and configurable workflows simplify and speed compliance.

Reltio Connected Data Platform makes it easier for organizations to remain compliant with data protection and privacy regulations as a part of day-to-day operations by creating a single source of consumer information that blends profiles, interactions, and transactions with auditable data governance.

Blend all interaction and transaction data with master profiles

Correlate consumer omnichannel interaction and transaction data from internal, external, third-party, and social sources distributed across systems and channels with master profiles to create consolidated consumer profiles and interactions history for timely reporting and full compliance.

FEATURES



Right to be forgotten

Data erasure with purging of all traces by customer entity type.



Integrated workflows

Integrated workflows to manage consumer data access, change, and deletion requests with complete governance and traceability.



Task management portal

User-friendly portal with integrated workflows, built-in audit support, and data lineage with granular audit history. Trace attributes back to internal and external data providers and route data change requests back to the original source.



Graph technology

Better understand relationships among people, products, locations, and consents.



Householding

Group individuals into households based on their relationships and profile attributes, and manage consent authorization for minors.



Built-in reference data management

No need for special integrations. Reference data sets are automatically available to all master data profiles across domains.



Data as a service

Select the sources you want from pre-aligned third-party and public data sets.



Microservices & REST APIs

Distribute data to downstream systems using REST APIs for data and metadata operations. Enhance existing or create new data-driven applications.

1 Connect Customer Data

2 Onboard All Data, Including Transactions

3 Unlock the Value of Relationships

4 Deliver Actionable Customer Insights

5 Simplify Compliance

6 View Contextual Customer 360 Profiles

Integrated workflows to manage consumer requests and data updates

Integrated workflow capabilities support the right to erasure by enabling purging of all traces of personally identifiable data by customer entity type. Workflow also helps manage compliance notifications and support for consumer requests for data access, changes, and deletions. Built-in audit support and data lineage with granular audit history make it easier to drive enterprise-wide compliance with complete governance and end-to-end traceability.

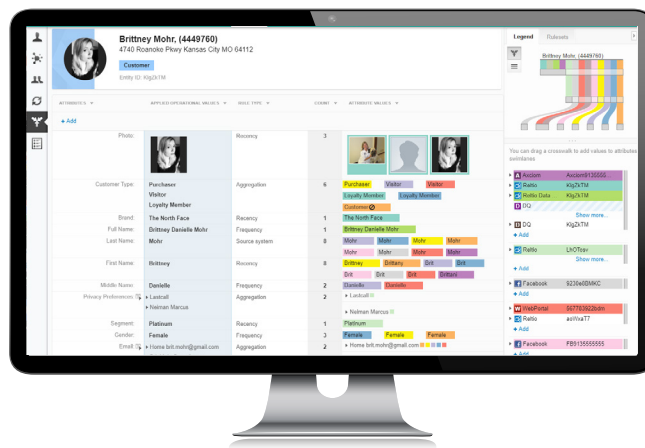
Manage and maintain rights and consent

Reltio Connected Data Platform supports protection of individual data privacy rights—right of erasure, right to be informed, right of access, right to rectification, right to restrict processing, right to object, and right to data portability. While these individual rights were codified in the General Data Protection Regulation (GDPR), similar concepts are reflected in many other data protection laws.

Our platform manages and maintains data privacy consent information, categorizing it by consent types such as informed, explicit consent, and explicit parental consent. When consent changes or is withdrawn, that information is immediately available to integrated systems enterprise-wide. So you can be sure you are protecting data privacy in accordance with individuals' rights and preferences.

Faster time to data privacy compliance

Our platform, with pre-built data models, and out-of-the-box and custom workflows, expedites time to compliance. User-friendly, data-driven applications simplify the management of consumer profiles and changes to data attributes and sources, speeding up time to implementation and user adoption.



Trace attributes back to internal and external data providers with built-in audit and data lineage.

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Data innovators trust Reltio Connected Data Platform to manage the data that matters most to their business to drive hyper-personalization, power digital innovation, and simplify compliance with customer consent and data privacy laws.

Eight of the top 10 global pharmaceutical companies, 2 of the top healthcare services companies, 2 top hospitality brands, and 3 global luxury goods companies count on Reltio Connected Data Platform, a SaaS platform that is HITRUST certified and complies with the most stringent requirements, including HIPAA.

Learn more at www.reltio.com/connected-data-platform/.

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

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