

Do you see GDPR as a Challenge OR Opportunity?



Do you know that approximately 45% of the respondents believe that their top priority in terms of data is 'Business Transformation'*

**As per IQPC survey 2018*

Do you have an efficient Data Management Strategy and Governance in- place?

If 'Yes', you are closer to being GDPR-Compliant!

**As per IQPC survey 2018;*

***Reported by SAS Institute*

As per a recent survey by iqpc*, nearly two-thirds of respondents see gdpr as an opportunity rather than a challenge for their business

Are you one of them?

Customers' data is the core information available to any business. With the advent of GDPR, securing personal data and an individual's privacy has become the foremost for any organization. Looking at it holistically, this is indeed an evolution of the same data management practices that every business ought to follow. But unexpectedly, the adoption of GDPR is being looked upon as a revolution than an evolution in Europe and other countries, where organizations are processing EU citizens' data. With hefty penalties and business reputation at stake, it is seen more as an obligation cum burden.

We believe that a thorough understanding of the GDPR compliance and its associated principles, will pave the path for a revamp of personal data landscape, improvement in operational efficiency and monetization of organizational data. In essence, it will ultimately result in a larger benefit and business value to all stakeholders.

What are the major data challenges? And how to get started?

As per a survey report, about 48% respondents accepted that they are struggling with finding stored personal data across their organization**

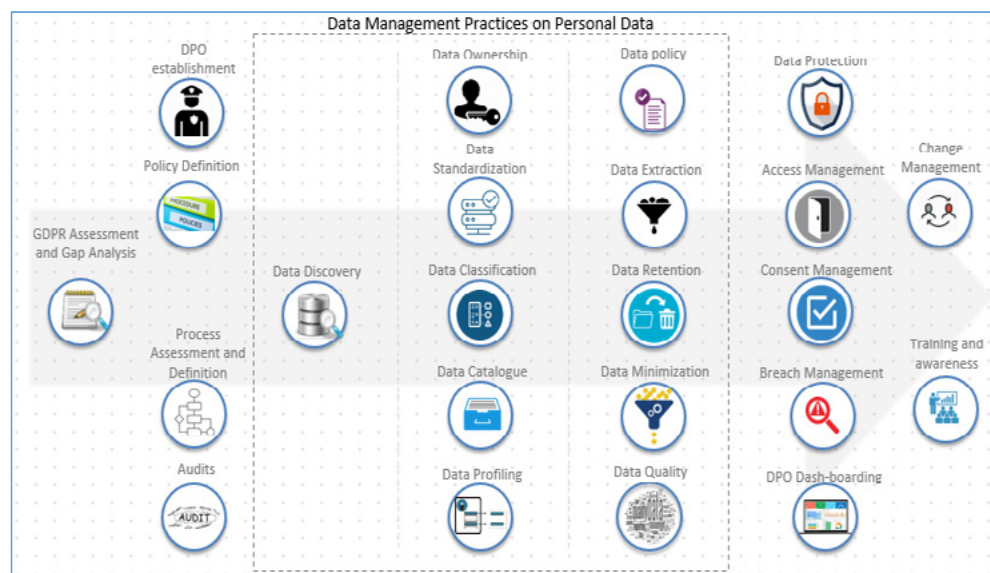
The major issue faced by organizations is, not thoroughly understanding their data landscape, and not knowing where and what kind of personal data exists across different systems within the organization.

This challenge is accentuated now with GDPR, asking about rights of data subjects that allows individuals to raise a request to access, modify, erase or port their personal data, as and when required. This important obligation from GDPR compliance is totally driven by the requirement to be able to locate and segregate personal record or information of a data subject in an unambiguous manner, maintain updated records, have a legitimate purpose to store or retain and process the information and allow the data in a portable form to be retrieved.

GDPR is not a set of isolated activities pertaining to legal, consulting or data management, but a combination of different processes working integrally

The activities driven by GDPR drives data management efficiency that translates to larger business value for the organization

GDPR challenges lead to enhanced business efficiency through data management practices



Data Discovery & Classification helps in identifying all personal data lying in fragmented or scattered systems. The identified data is then categorized or classified to help admin level personnel in understanding the type of data they have within the organization and associated risk of exposure, as guided by GDPR.

Data Cataloguing is done on the classified data with the information like, where data is stored, what type of data is it, by whom it has been stored and why is it there in the database. This information constitutes the metadata, enabling organizations to understand and form data relationships to various business processes regardless of its sources and platforms.

Data Profiling ensures data accuracy and its completeness in a mechanized fashion without applying any specific business logic to the same.

Data Ownership is critical to data governance and so, GDPR compliance demands stringent criteria of access control with respect to personal data and clear specification of data controller's rights while modifying and deleting personal information of an individual. It also advocates for recording consent of data subjects' for storing and processing their personal data.

Data Policies in accordance with business logic or rules should therefore be used to validate and qualify personal data; all of which comes under the ambit of **Data Quality**.

Data Retention & Minimization It is vital to identify and categorize information to have proper retention policies in place. Different industries have specific guidelines or standard agreed practices to retain personal information. The information

is retained as per their category and usage. Some information is required to be archived (to be referenced for future use), whereas some need to be updated or deleted after use.

Concept of Data Minimization is closely related with the mechanism of Data Retention. Ingesting and storing only useful or purposeful data and disposing off unnecessary and obsolete information is what prescribed by data minimization principles.

This is again in accordance with GDPR's recommendation of avoiding undue data exposure, as, less the personal data, lesser the risk. This risk minimization not only accelerates the compliance, but also reduces the overhead of data protection methods and data maintenance or storage costs, thus reducing total cost of ownership and enhancing business value.

For more information, visit: <https://www.infosys.com/gdpr/>

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