

# Turn GDPR into a business accelerator

Go beyond compliance to gain an advantage



The top 3 questions you must answer:



Can I easily identify what type of personal data my organization captures, stores, and processes?



Do I know where my customers' personal data lives?



Is all my customers' data protected?

## It's time to take action if the answer is no to any of the above questions.

A risk privacy impact assessment across your organization can identify General Data Protection Regulation (GDPR) gaps and help define GDPR readiness along five actionable building blocks:

1. **Define Personal Data**—Any information that can directly or indirectly identify each living, natural person could fall into this category.
2. **Discover Personal Data**—Understand where personal data, both structured and unstructured, resides.
3. **Catalog Personal Data**—Define what is personal data to the business, its lineage, and how you process and use that data.
4. **Protect Personal Data**—Safeguard personal data using anonymization and minimization techniques.
5. **Support Data Subject Rights**—Provide transparent data subject access request methods supporting the right to enquire, correct, erase and data portability, as well as eliminate blanket assumed opt-in **consent of customers** and ensure you are able to respond within GDPR approved timeframes.

If your organization conducts any business in Europe, or hopes to one day, the GDPR may well impact you—non-compliance from May 25th, 2018, could result in fines as high as EUR 20 million or four percent of global revenue, whichever is greater, per incident. GDPR impacts your whole organization—your people, your suppliers and your business partners.

GDPR also represents an opportunity for digital transformation. Embrace it to transform and grow your digital relationship with each customer for more transparent and personalized services.

## What can businesses do now to turn the GDPR into an advantage?

GDPR compliance can offer a competitive advantage and opportunity to increase brand preference from existing and prospective customers.

Organizations can demonstrate they care about the data privacy of affected individuals by providing easy to use capabilities in support of GDPR such as data protection, transparent views of processing activities that may include consent management and an easy way for each data subject to execute their Data Subject Rights.

By making smarter use of data — protecting it without placing limits on it, effectively governing it, understanding it, and making it available to business users as permitted — opportunities for innovation can be more visible.

## Take action now to go beyond compliance

GDPR offers customers more control of their data, and it gives enterprises an opportunity to strengthen customer loyalty, retention and relationships, while enhancing their security posture. IBM® Unified Governance and Integration can help enterprises improve governance, data quality, e-discovery and more, allowing your enterprise to develop more actionable analytics for even better customer experiences.



### Read the article

Find out how Northern Trust is preparing for their GDPR journey.

### Watch the video

Learn about personal data discovery and consent management.

### Access several resources

Get help with each phase of GDPR readiness — brought to you by IBM Unified Governance and Integration.

For additional GDPR resources visit [ibm.com/gdpr](https://ibm.com/gdpr)



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