

Privacy automation at scale



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INTRODUCTION

First things first





Marijan Bračić Co-founder & Product owner

- Over 15 years in data management and data protection
- Experienced business manager
- A pioneer of privacy automation at scale
- Data Privacy Manager product owner and creator



The Vision

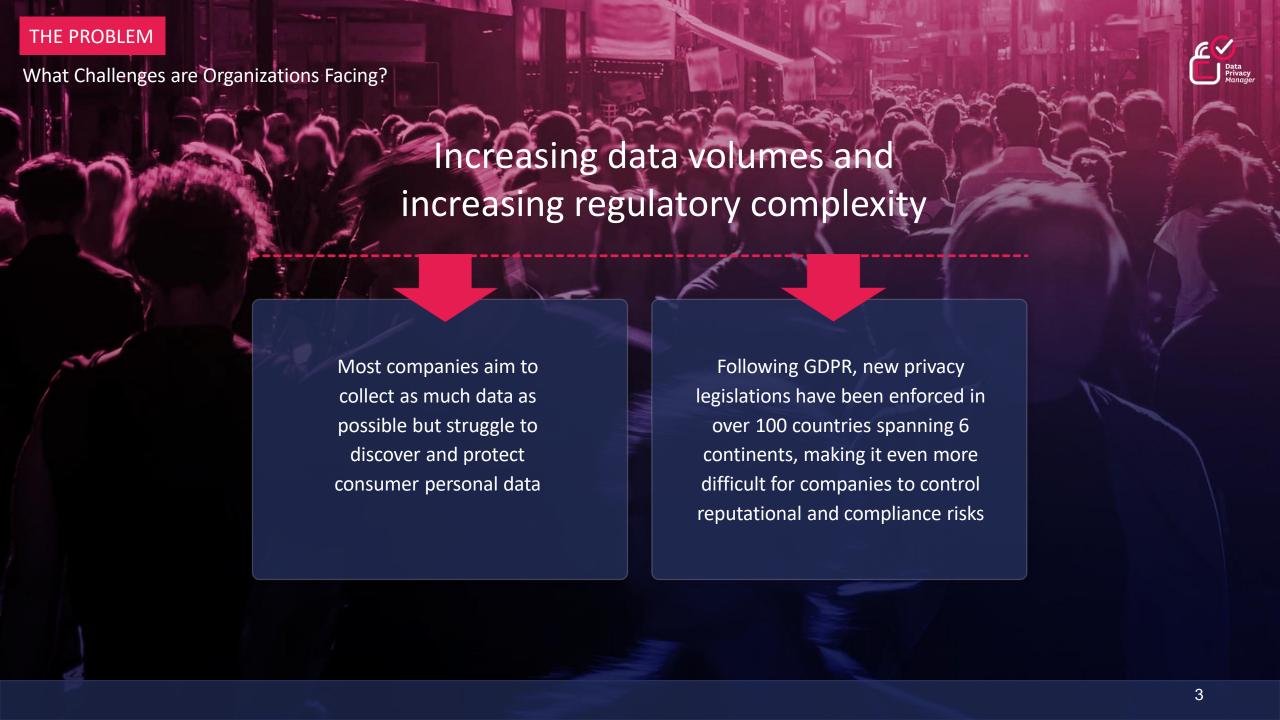
The Mission

The Product

Protect people's privacy in a data-driven World

To help Companies effectively integrate data privacy into their everyday business through automation at scale

Data Privacy Manager is a SaaS platform for privacy management and automation



AUTOMATION CHALLENGES

Challenges we can solve with DPM



Mapping the data

- How can we monitor all personal data that we store and use?
- How do we keep our Records of processing activities up to date?
- How can our DPO monitor what we do with personal data?
- How do we keep track of risks?

Managing consents

- Marketing: "Data is everywhere, consents are everywhere. It's chaos!"
- HR: "We would like to store all the CV's forever. Is that ok? Btw. do we really need consents to crawl people's profiles from LinkedIn?"
- Sales: "What can we actually do with our CRM contacts, can we e-mail them, can we call them?"

Anonymization!?

- How to keep track of the data retention rules?
- How to know when we need to anonymize personal data?
- How do we do that?



Data Privacy Manager

A Cloud-native privacy management platform with 10 modules designed to automate privacy management at scale and solve real-world problems for privacy professionals

DATA PRIVACY MANAGER

Intelligent Privacy Management Platform





Data Processing Inventory



Data Inventory & Data Discovery



Consent Management



DSR Fulfillment



Incident response



Third-party management



Privacy risk management



Data Retention & Removal



Privacy 360



Privacy Portal

And more services such as:

Security service (Administration center)

Data protection knowledge base (data) (Conversational)
Assessment
automation

Personal data classification (machine learning)

Reporting service

Data vault

Out-of-the-Box Connectivity



THANK YOU

