

Complying with Consumer Privacy Right Regulations

Meeting CCPA and GDPR mandates for data transparency and information removal

Challenge

Regulatory frameworks are defining new consumer privacy rights – but existing systems weren't designed for right-to-know and right-to-be-forgotten mandates. Organizations face conflicting regulations, laborious document reviews, inadvertent data deletion risks, and non-compliance penalties.

Solution

Concentric Semantic Intelligence finds personally identifiable information across your inventory of sensitive data. We assess context to clarify business purpose and help you automate data discovery, accurately disposition documents, and remain compliant.

Benefits

- Reduce CCPA/GDPR overhead - automated PII management across your inventory.
- Avoid inadvertent data loss – make better keep/delete decisions to simultaneously satisfy financial and privacy regulations.
- Comply with regulations – meet right-to-know and right-to-be-forgotten mandates.

Emerging consumer privacy standards, such as Europe's General Data Protection Rules (GDPR) and the California Consumer Privacy Act (CCPA), grant new rights over how personally identifiable information (PII) is retained and used. The "right to be forgotten" and the "right to know" – affect data an organization already has, creating challenges most existing systems were never designed to address.

How can organizations find and assess PII information efficiently and accurately to comply with these new regulations?

Solution

Concentric's Semantic Intelligence solution has the answer. We use deep learning to scan and understand all your data, wherever it's stored. Extended insights into each document's role and context make it easy to differentiate between data that should be deleted (e.g. marketing data) and data that can legally be retained (e.g. contractual agreements).

Concentric is far more accurate and effective than keyword searches, making your compliance programs faster, more efficient and completely automated.

Features and Benefits

- **Meet Regulatory Requirements** – all the information you need to comply with right to know and right to be forgotten mandates.
- **Comprehensive Coverage** – each document gets an in-depth, ongoing review so you can respond to compliance requests with confidence and speed.
- **Efficient and Actionable** – requires no rules or document tags. Automatic categorization minimizes manual data reviews.

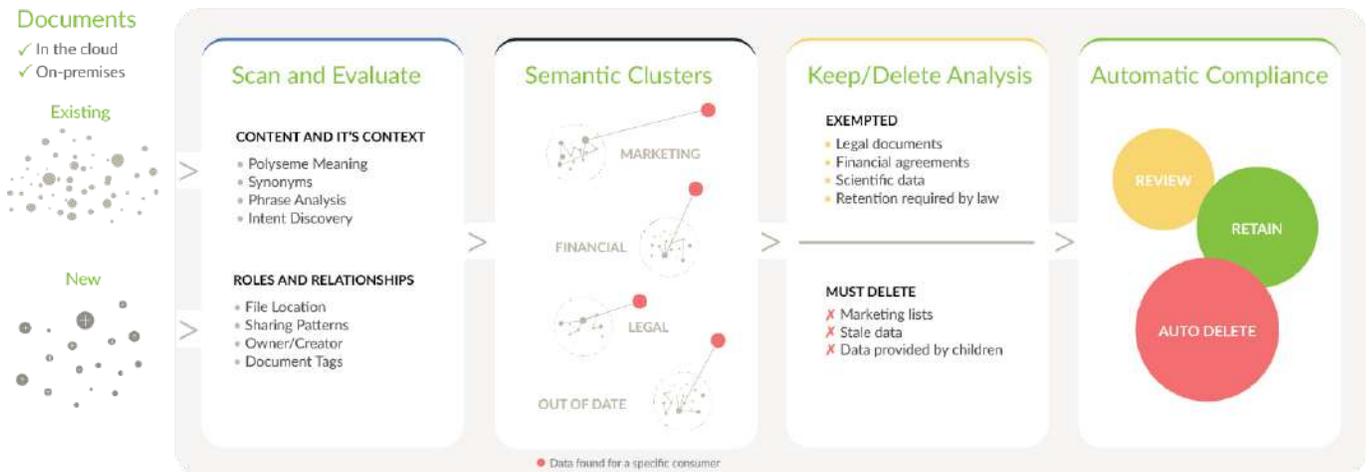


“GDPR review is top of mind for me. Your solution helps me with satisfying right to know and right to be forgotten mandates”

CISO
Large Technology Company



Concentric Semantic Intelligence Solution



Concentric Semantic Intelligence Solution

The above diagram illustrates how the Concentric Semantic Intelligence Solution supports compliance.

Unclassified and New Documents

Over 80% of a typical Enterprise's data is unstructured, meaning it's stored in a spreadsheet, report, presentation, or other document that's created and controlled by an end user. A typical Enterprise may have millions of these artifacts, stored locally and on web-based services. Concentric can monitor structured and unstructured data located at your facility, in Windows File Servers, in a Cloud store like Amazon S3, Box.net, Dropbox, or Microsoft Azure, or within cloud applications such as Office365 or G Suite. Even though this information is difficult to find and evaluate, it's

still subject to right to know and right to be forgotten mandates.

Scan and Evaluate

Deep learning algorithms from Concentric look at each document's content and its context to group it with similar documents and identify PII. Concentric dramatically improves your understanding of each document without requiring complex rules or end-user categorization. Scanning, evaluating, and clustering are completely automatic, hands-free steps

Semantic Clusters

Concentric semantic clusters offer actionable insights into how to treat each document found during a

compliance action. In the example illustrated in the diagram, Concentric found a specific consumer's PII in the marketing, legal, financial, and out-of-date clusters.

Keep or Delete Analysis

Privacy regulations exempt certain types of documents from right-to-be-forgotten requests. Contractual agreements, for example, are understandably exempt from deletion. Our semantic intelligence solution makes it simple and straightforward to automate privacy compliance without risking inadvertent data deletion. Without the rich set of contextual information from Concentric, compliance personnel face tedious manual file reviews (and possibly consultation with functional specialists) to understand whether it should be kept or deleted.

Automatic Compliance

Finally, Concentric provides tools that help you automatically complete your compliance obligation. Our native capabilities can automatically delete files that fall into non-exempted categories. Marketing documents and obsolete information, for example, are nearly always mandated for deletion. Of course, you control how (or if) automatic actions affect your data. Concentric's user interface makes it easy to drill into the details surrounding any targeted document.

Summary

Concentric's powerful deep learning technology gives you an unparalleled semantic understanding of each document. With Concentric, you'll be able to identify each document affected by a data privacy compliance request without writing complex rules or relying on unreliable user inputs. Your data speaks for itself. Concentric knows how to listen.

About Concentric

- Funded by top Silicon Valley VCs
- A secure SaaS solution, API driven
- Easily plugs into enterprise data stores; both on-premises and cloud data stores.

Next Steps

As a SaaS solution, Concentric is easy to demonstrate using your own data. Contact us today to learn more about our Semantic Intelligence solution and see how it can work for you.

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