

# Informatica Intelligent Data Privacy

## Key Benefits

- AI-fueled, intelligent data discovery and classification
- Continuously access and remediate data privacy risk with predefined policies for intelligent data discovery, risk analysis, and orchestrated remediation
- Ensure effective business and IT collaboration with a unified view of policies, stakeholders, and in-scope data
- Precisely link all subject data to streamline the enablement and management of consent and rights
- Simulate automated data protection to ensure predictable results
- Prevent unauthorized data use and access violations

## Intelligent Data Privacy Readiness

The Informatica® Data Privacy solution helps organizations improve their privacy readiness by addressing the data-centric requirements of privacy and industry regulations to:

- Define regulated data and related policies and align these policies across people, processes, and systems.
- Locate, classify, and understand their personal and sensitive data.
- Link customer and employee identities to sensitive data.
- Analyze their privacy risks and determine remediation priorities.
- Protect personal data, centrally manage customer consents and rights to comply with privacy regulations or corporate standards.
- Demonstrate compliance with regulations and use policies through on-demand reports and visualizations and continuous risk analysis.

## Key Features

### Define and Manage Governance Policies

Informatica Axon™ Data Governance provides the capabilities to define, document, and measure both business and technology policies, responsibilities, processes, and data terms. With Axon governance task framework and visual workflows, organizations can identify critical business user stakeholders and align them with the data and processes they own.

### Discover, Classify and Understand Personal and Sensitive Data

Informatica Secure@Source® leverages The CLAIRE™ engine and Informatica AI capabilities to provide an enterprise view and analysis of personal data assets and metadata. This allows organizations to rapidly locate, classify, and understand their data environments comprised of multi-cloud, Hadoop, relational and file storage systems, and both unstructured and structured data.

### **Map Identities**

Informatica Secure@Source builds a data subject registry and links it to sensitive data, so organizations can quickly access what sensitive data belongs to which identity (customer, employee, etc.). This provides support for data subject access rights and integrates to consent management systems.

### **Analyze Data Risk, Establish Protection Plans**

Informatica Secure@Source analyzes personal data risk and provides customizable risk impact models, so organizations can prioritize remediation and effectively deploy resources and investments. Risk is continuously measured and recorded to provide Key Risk Indicators for privacy and protection programs.

### **Protect Data, Manage Subject Rights and Consent**

With Informatica Data Masking, anonymize and pseudonymize personal data to ensure that organizations control the access and viewing of customer and employee personal data. Informatica Master Data Management creates a 360-degree view of data subjects and consents by capturing and documenting lineage, history, and data retention periods, while providing the ability to execute data subjects' rights in a thorough and consistent manner.

### **Measure, Communicate, Audit Readiness**

Informatica Axon Data Governance, Secure@Source, and Master Data Management provide global visualizations to support decision-makers, detailed views for practitioners, and immediate detail on personal data to support audit requirements to manage and track privacy and protection programs.

## **Key Benefits**

### **Privacy Policies**

Leverage comprehensive and user-configurable privacy policies to rapidly discover privacy-regulated data across the enterprise. For example, using Boolean match conditions and acceptance thresholds, users can search any of the multiple data elements controlled by privacy policies (e.g., GDPR, BCBS 239, and HIPAA).

### **Complete View of Personal and Sensitive Data**

Quickly identify all the personal and sensitive data you hold about a data subject, regardless of location or system, to provide an immediate 360-degree view of regulated personal data.

### **Link and Manage Identities**

Discover what sensitive data is held for everyone, with intelligence on various personally identifiable information (e.g., address, phone number, credit card numbers, or date of birth).

## About Informatica

Digital transformation changes expectations: better service, faster delivery, with less cost. Businesses must transform to stay relevant and data holds the answers.

As the world's leader in Enterprise Cloud Data Management, we're prepared to help you intelligently lead—in any sector, category or niche. Informatica provides you with the foresight to become more agile, realize new growth opportunities or create new inventions. With 100% focus on everything data, we offer the versatility needed to succeed.

We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption.

## Consent Management

Utilize a collaborative environment to centrally manage data privacy preferences and consents, as well as enact data subject rights. Master data management is an optimal component of GDPR consent management, with native capabilities that include workflows, creation of a single view of the data subject, history of the records, audit, and data governance.

## Intelligence and Protection

Using machine learning and other AI techniques, the Informatica CLAIRE engine helps deliver actionable and integrated capabilities that have immediate impact. Governance and intelligence drive identification, discovery, and analysis of personal data to facilitate protection with de-identifying safeguards (e.g., data masking, encryption, archiving, and integration with third-party protection, such as Ranger and Sentry).

## Visualizations

Communicate and collaborate with multiple stakeholders, with views for data privacy, data management, data compliance, and data security. Dashboards, rich graphs, and drill-down capabilities support cross-functional business user needs.

## Alerts and Monitoring

As privacy regulation compliance progresses, organizations can continuously monitor risk scores, understand if data moves across a border, identify unusual user data access or behaviors, and automatically orchestrate remediation.

For more information, [please visit our website](#) to explore additional resources and connect directly with our team.



**Worldwide Headquarters** 2100 Seaport Blvd., Redwood City, CA 94063, USA Phone: 650.385.5000, Toll-free in the US: 1.800.653.3871

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