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GDPR – New age of data protection and privacy

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Primer on GDPR

General Data Protection Regulation

Target: Data that can be used to directly or indirectly identify an EU citizen

Impacts: Organizations involved in controlling or processing such data

Replaces: The Data Protection Directive

Effective: May 25, 2018

Roles



Data Subject

an identified or identifiable natural person



Data Controller

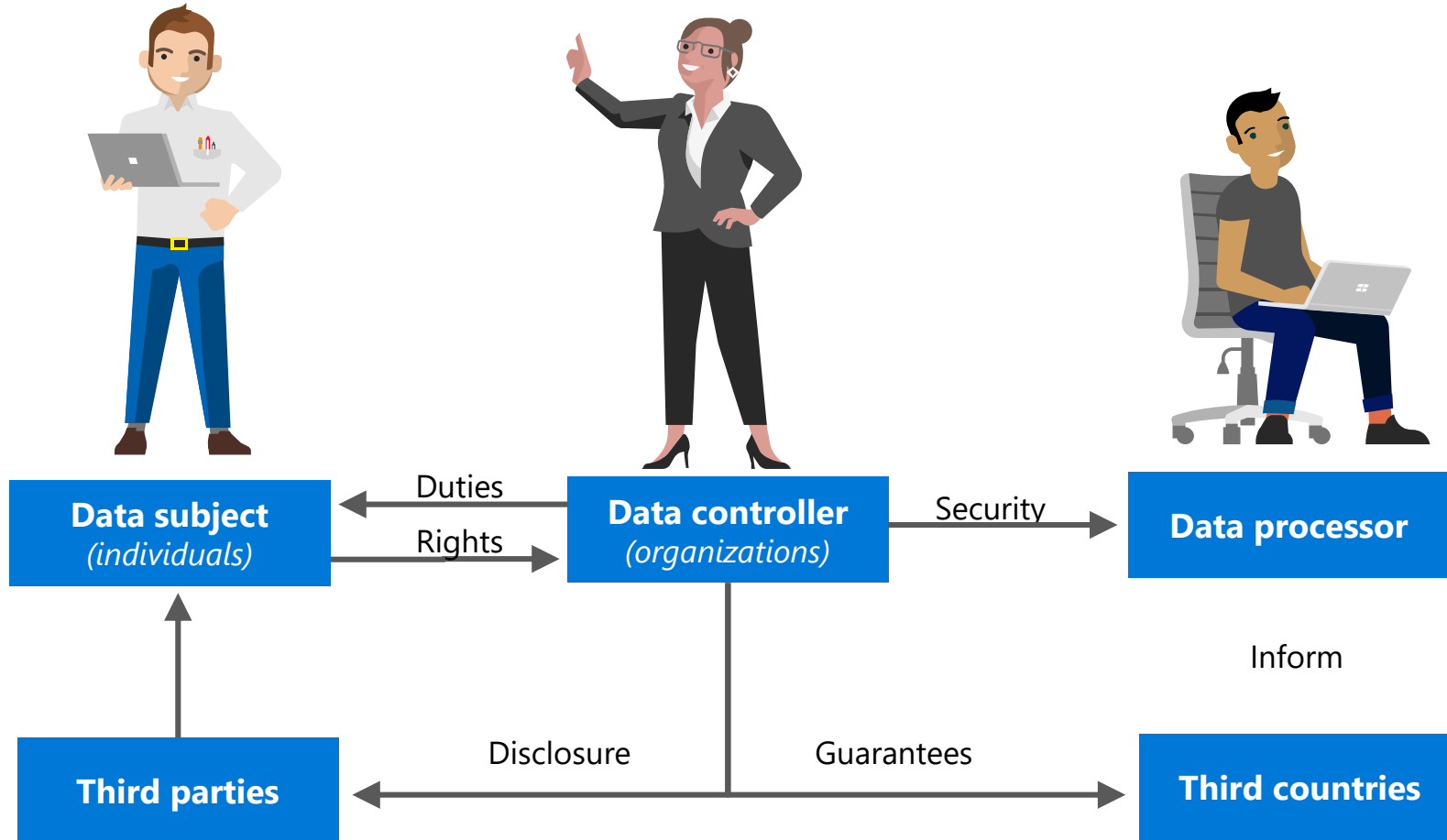
those that determine the purpose about personal data processing



Data Processor

those to whom controllers have outsourced processing activities

Responsibilities



Does it impact my organization?

EU based data controller and processor

EU residents personal data is processed

Behavior of individuals within EU is "monitored"

GDPR does not apply if

- Processing covered by Law Enforcement Agencies Directive
- For national security purposes
- Processing by individual purely for personal/household activities

Key concepts

Personal data / Sensitive data

Transparency and consent

Justifiable use of personal information & retention

Regulated data

Enhanced rights of individuals

- Data portability
- Right to be forgotten
- Right to object to automated decision making

Harsh Truth

Over 50% companies non-compliant

Data collection/hoarding seen as a rite of passage

"If we told them how we were using their data, they'd never give it to us in the first place"

Not just about GDPR

Data Breaches

- 2017: 1,293 reported breaches affecting 174M+ records
– 45% increase over 2016
- 2018
 - Dignity Health: 55k patient records
 - Ticketfly: 26M customers data
 - Altman Health Foundation: 42k patient records/SSN/DL
 - Lifebridge Health: 500k patient records

Consequences

Loss of customer trust

Brand dilution

High cost of recovery and fines

A survey by Forrester reveals that 74% of individuals are ready to switch to a competitor if their bank or insurer suffers a data breach





The First Steps

Data identification and lifecycle analysis

- Gain a deeper understanding of personal data / lineage and lifecycle
 - Includes data in dev / test environments
 - Backups / backup retention
 - Report snapshots
 - Data warehouse / OLAP cubes & Tabular models / Other data stores
 - Data sharing via files
- Strong business justification for personal data use/storage/retention
- Redefine privacy policies and consent

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Tools

SQL Information Protection (SQL IP) – Microsoft

- Discovering, classifying, labeling and protecting

Doc Xpress (SentryOne)

- Lineage Tracking/Analysis



Demo: SQL IP



Next Steps

Data Protection by design & by default

- Preventative Measures:
 - Limit personal data
 - Anonymize / Pseudonymize data
 - Strict control and audit on data access / data sharing
 - Data purging controls
 - Auditable processes for data removal “Right to be forgotten”
 - Implement strong server / security / application security / access control
- Implement process for data portability
- Early detection of potential data breach
- On-going monitoring / regular audits

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Key Considerations for compliance

Platform modernization

Cloud migrations

Data & platform security and access control implementation

Ongoing monitoring and threat detection

“It takes a village”

People-Processes-Technology

GDPR is merely the catalyst for stronger data protection and data security controls

Data protection is an investment in your company and brand reputation

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