

# re GDPR Compliance

**Rational Enterprise software allows an organization to identify, address, and even avoid GDPR compliance violations by applying automated AI-driven rules to a centralized index of content and metadata.**

Rational Governance (RG) provides visibility into and control over unstructured content throughout an organization – wherever it resides – from a central interface. Data with sensitive content, including Personal Data (PD), can be automatically flagged and secured.

Should a compliance issue arise, an RG administrator is immediately alerted to the implicated documents and can then act quickly to resolve the issue and mitigate potential risk. RG represents the most comprehensive solution for unstructured “data protection by default.”

## > TECHNOLOGY

Rational Governance makes visible in near real time the text and metadata of all unstructured content from a central user interface, effectively unifying your organization’s unstructured data stores, while simultaneously allowing data to remain in place. Content can be analyzed, data can be categorized, and automated policies can be enforced based on that categorization. Moreover, RG operates transparently to employees.



### MANAGED DATA SOURCES INCLUDE:

- Desktops/Laptops
- Email
- File Shares
- Document and Records Management Systems
- Cloud Stores

### ANALYTICAL TOOLS INCLUDE:

- Boolean Text and Metadata Search
- Pattern Matching
- Visualization
- Supervised Machine Learning
- Clustering

### DATA CAN BE:

- Flagged
- Preserved In Place
- Copied
- Moved
- Deleted
- Collected



## PERSONAL DATA RISK IDENTIFICATION

With RG installed across an organization’s unstructured data stores, the text and metadata of all content is made accessible for search and analysis. RG can quickly identify and categorize Personal Data through advanced analytics that include supervised machine learning and clustering. RG also features regular expression pattern matching, including pre-defined Personal Data patterns (e.g., credit card numbers, national identification numbers, etc.) and customizable pattern definitions. This assessment allows the organization to determine the extent of its GDPR-related risk, whether it is PD stored on low security devices, outside of established processes, or in (non-compliant) legacy data.



### **RISK MANAGEMENT & COMPLIANCE**

Not only does RG provide analytics for diagnosing risk and creating meaningful classifications, but it also features a robust policy engine to remediate data automatically based upon those classifications. For legacy data, live data, and on a go-forward basis, RG can dictate the proper lifespan and location of documents containing Personal Data. Furthermore, RG can defensibly destroy PD not needed for business or regulatory purposes.



### **DATA BREACH PREPAREDNESS & RESPONSE**

RG improves an organization's data privacy, data security, and loss prevention programs by: moving PD out of high-risk areas (e.g., desktops/laptops) and thereby reducing the risk of harmful data breaches (e.g., a lost or hacked laptop); notifying administrators regarding the creation and movement of Personal Data (e.g., in an unauthorized form, such as email or USB drive) so that non-compliant behavior can be ceased and immediately rectified; and reducing cyber-risk surface area by de-duplicating PD. Finally, RG enhances other security procedures and tools (e.g., DLP software), which can leverage its rich index of text, audit trail metadata, and data classifications for managed content. Moreover, following a data breach, RG can help an organization and regulators determine what data was lost or compromised.



### **AUDIT TRAIL REPORTING**

RG automatically tracks an organization's unstructured data and its data management processes. Using these audit trails of Personal Data, an organization can quickly and easily respond to Data Subject requests for access and erasure.



### **JURISDICTIONAL DATA STORAGE**

By controlling data in-place and thus allowing data to remain behind the enterprise firewall, RG allows the organization to maintain possession, custody, and control of its data within the appropriate jurisdictional boundaries. Alternatively, with an RG instance hosted in the AWS cloud, data can also be strictly maintained in EU member states.

**DON'T WAIT UNTIL IT'S TOO LATE!**

The deadline for GDPR Compliance will arrive sooner that you realize. Speak with Rational today!

**25 MAY 2018**