The stakes are high for organizations struggling with two competing forces: the demand for uncompromising information access and protection and the exponential increase in data growth and sprawl. The expectation of today’s IT organization is triple 9’s in performance and resiliency while preventing information crisis or theft. So, how do you avoid a crisis when you don’t understand the nature of the data you’re protecting?

With constrained budget and resources, data managers are challenged to no longer continually store and protect information blindly. This challenge is only compounded by a world that is experiencing a digital transformation at an incredible velocity and entering an increasingly stringent regulatory paradigm. In order to adhere to regulatory requirements, organizations face daily questions about whether information is protected appropriately, whether data can or should be deleted and what subset of their data is likely at risk of non-compliance. But more importantly, organizations face uncompromising demands from their customers to keep their personal information safe. That focus and demand is becoming crystal clear in new privacy laws like the European Union’s (EU) upcoming General Data Protection Regulation (GDPR).

The GDPR represents a fundamental reshaping of how organizations need to manage, process and store the personal data of EU residents. It places appropriate controls around the use of collected personal data, dictates requirements for organizations to comply with those controls and define the substantial fines that will be levied in the event of breach of compliance. More so than ever before, the responsibility and associated risk of keeping personal data safe falls on the organization. From a data perspective these regulations demand that global organizations change the aforementioned dynamic so they are no longer blind to what data they own and can locate it on demand.

The GDPR requires three core capabilities related to locating your data:

- **Understand the scale and scope of your data immediately**: If you are like most organizations and have little idea of what kind of data you have, who owns it, or what it contains, then complying with GDPR Article 30 will be tough. Quickly understanding where, why and how you store and process personal data is necessary for proving compliance.

- **Identify the entire inventory of an individual’s data and its risk status**: Articles 15, 16, 17, 18 and 20 empower individuals to request their information from you and request its deletion. This is a daunting task to identify the entirety of a single person’s data profile.

- **Justify required retention and disposition actions**: Organizations will soon be required to justify data collection. Article 5 of the GDPR demands you keep only the personal data you need to conduct your business, delete the rest and then ensure that data is well protected from damage, loss or breach.

**LOCATE PERSONAL DATA, MAKE IT VISIBLE AND UNDERSTAND THE RISKS**

Locating the personal data you are currently holding is a critical first step towards complying with the upcoming GDPR regulation. Building a data map of where this information is stored, who has access to it, how long it is being retained and where it could be moved to is critical to understanding how the business is processing and managing personal data. Understanding the access, activity and exposure of this information provides the context to...
proactively recognize if personal data is at risk. Veritas solves the compliance challenges associated with privacy regulations like the GDPR through a solution-level approach that no point-product vendor can match. Combining simple technical integration with advanced technologies, organizations are able to rapidly see their environment in 24 hours, analyze for multiple levels of risk and automate the application of retention and disposition policies.

- **Rapidly assess your complete data inventory**: Only with clear line of sight into your environment and the nature of the data being stored can you accurately assess your complete data inventory, map personal data and expose hidden vulnerabilities and costs.
- **Analyze files and user behavior to assess risk**: Protecting personal data against loss and misuse is a vital component to compliance and requires deep analytics to locate risk areas.
- **Match policies accurately to the data they protect**: By understanding the context around a piece of personal data you can properly assign protection, retention and disposition policies.

**GAIN COMPLETE VISIBILITY WITHOUT ANY SCAN OR INDEX.**

One of the toughest challenges to getting consistent insight to an organization's unstructured data is the need to scan or index petabytes of data. Veritas is taking a fundamentally different approach using the Veritas products that are already touching, managing and storing this unstructured data. The Information Map is delivered as a cloud service, built in the Veritas™ cloud environment and architected on the Veritas information fabric technology. The information fabric technology collects and stores file system meta-data directly from Veritas NetBackup™.

Leveraging NetBackup as a proxy, information fabric can understand what is happening to information on a file server. As no scanning of the file systems is required, vast volumes of file system meta-data can be efficiently and quickly collected giving organizations rich insights into stored information. This deployment model uniquely offers:

- File type, ownership, age and location in as little as 24 hours.
- Immediate insights into potential risk areas like PSTs or databases that could contain personal data.
- Real-time picture of your environment and continuous monitoring.
- A centralized, granular view of data inventory regardless of platform or infrastructure diversity, including files stored within VM images and snapshots.
ASSESS THE RISKS ASSOCIATED WITH PERSONAL DATA

In order to identify when personal data is at risk, it requires a combination of the data's profile and the activity associated with the data. Veritas Data Insight offers extensive reporting capability to help organizations categorize data by age, type and owner and locate areas of risky activity or behavior. Additional context can be added to using a metadata framework to include organizational details such as department or business data owner. Classification enables organizations to immediately and accurately identify personally identifiable information.

By offering deep analytics and visual insights into their environment, organizations can audit the risk associated with the personal data they store and take steps to reduce privacy breach and non-compliance risks:

- Create a detailed audit trail of who accessed which data and when changes were made to help organizations document confidentiality and integrity of data access for compliance.
- Identify data owners, and understand permissions and detailed access history to enable an effective data protection process.
- Locate areas of unauthorized use and exposure, and report against what personal data is included.

MAKE CONFIDENT DECISIONS TO RETAIN OR DELETE PERSONAL DATA

With Veritas Data Insight, organizations can classify information base on ownership, age and access. Upon classification, you are able to analyze your file system characteristics and develop policies for eliminating the personal data you should not be keeping and reducing risk. The direct integration with archiving solutions Enterprise Vault and Enterprise Vault:cloud provide a good destination for the data that you determine should be kept. Once data is stored within EV it provides a solution for many of the other GDPR requirements such as Search, Minimize, Protect and Monitor.

By connecting data identification with an intelligent policy engine, users can associate protection policies with the appropriate data, and take steps to reduce risks such as:

- Cull unneeded personal files from discoverable sources and justify the retention of others.
- Automate the policy application process, and engage experts in facilitating those decisions with a self-service portal.
- Confidently plan cloud migration projects to ensure personal data only moves to appropriate regions.

GDPR COMPLIANCE STARTS WITH GLOBAL VISIBILITY

Organizations today need to manage their data as a critical asset, with solutions that reliably protect the right data, ensure resiliency and on-demand access from anywhere and reduce the risks and costs of storing their ever-increasing amounts of data throughout the globe.

360 Data Management for GDPR provides the framework for your organization to put data governance at the core of your digital transformation strategy. Veritas takes an integrated approach to solving the GDPR challenge. By combining many of its market leading information intelligence, protection and resiliency products and services, Veritas is uniquely positioned to help you tackle these steps in your journey to GDPR compliance.

ABOUT VERITAS TECHNOLOGIES LLC

Veritas Technologies LLC enables organizations to harness the power of their information, with solutions designed to serve the world's largest and most complex heterogeneous environments. Veritas works with 86 percent of Fortune 500 companies today, improving data availability and revealing insights to drive competitive advantage.

© 2017 Veritas Technologies LLC. All rights reserved. Veritas and the Veritas Logo are trademarks or registered trademarks of Veritas Technologies or its affiliates in the U.S. and other countries. Other names may be trademarks of their respective owners.