



Intelligent Data Discovery & Classification

why us, why now...



Prepare for your Clients exercising their rights!

From European Regulatory perspective your Clients although being called Data subjects have extended rights under the GDPR legislation. These include amongst others the right to be forgotten, to data portability and to be informed (e.g., in case of a data breach).

Yes, that is right, your clients may for example knock on your door and ask for a copy of all their data you hold. This is known as a subject access request and it needs to be completed within 40 days. I am sure you see the challenge here – what information? where is it? how do we professionally extract and deal with it? What happens if it becomes the new norm and thousands of clients demand this regularly. They could also ask that you remove their personal information; so called right-to-erase, again a business/technical nightmare with typically tens of differing systems, geographically spread and in most cases, pieces of it being outsourced.

The good news if you want to disrupt and **grow your market** is the opportunities it brings. The **new frontier for customer engagement**.



Why Us... we understand the a) desire for business to grow market, b) the technology hotch-potch at play and c) importantly the mechanics of data within. We have some answers and solutions to uncorked personal data and getting you on the journey.

Why Now... Data Subject Rights is reality; for your individual Customers it means:

- a) the right to be informed;
- b) the right of access;
- c) the right to rectification;
- d) the right to erasure;
- e) the right to restrict processing;
- f) the right to data portability;
- g) the right to object; and
- h) the right not to be subject to automated decision-making including profiling.

For us, the why now means that one can use amongst others regulatory pressures combined with other business desires e.g. Getting more Digital or Customer 360 to smartly drive effort to deal with the new frontier for Customer Engagement.

Check what information you hold?

Arguably the biggest [change](#) to the regulatory landscape of data privacy comes with the extended jurisdiction of the GDPR, as it applies to all companies processing the personal data of data subjects residing in the Union, regardless of the company's location.

Begs the question how you will check what information you hold, where it came from and who you share it with. Subsequently, how you then deal with data subject rights and ideally combined it with your growth strategy for new Customer Engagement.

Talk to us!

Your vision, your Customers. Give us a call to see what we are about and what we have done for others. We think we are really good at classifying data in a focused and structured way with innovative fuzzy logic and machine learning adaptations from our platform.

Regardless, get your free [copy](#) of our Discovery and Classification Template now. This should smart-start your classification endeavors should you decide you want to do it all yourself. In the event you want to explore further options where we turn-key do it on your behalf or together, feel free to shoot us an email.



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