

OneTrust

PRIVACY, SECURITY & GOVERNANCE

4 Steps to:

Data Intelligence

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WHITE PAPER

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Introduction

Today's data ecosystem provides several unique challenges for organizations. The ever-growing list of privacy and security laws and regulations make navigating global compliance a complex task. There is also an increased need for the democratization of data and greater access to data across the different stakeholders within an organization. Data intelligence is a balancing act between these compliance obligations as well as promoting access to data.

There are four key steps that organizations can take on the path towards achieving data intelligence. In this whitepaper we will delve into knowing your data, governing your data, using your data, and improving it. We will also highlight how OneTrust data intelligence solutions can set your organization on the path towards data intelligence.



01

KNOW YOUR DATA

Discover & Classify Data, Apply Business & Regulatory Context, Ensure Data Quality, Centralize in a Catalog



02

GOVERN YOUR DATA

Define Data Policies such as Access, Retention & Residency, Data Minimization Data Protection, Demonstrate Compliance



03

USE YOUR DATA

Enable the Business to Browse and Find the Data They Need, Automate Policy Driven Access Requests



04

IMPROVE YOUR DATA

Feedback and Trust Scoring, Policy Review & Updates, Progress Reporting, KPI & Metrics, ROI of Program

Step 1: Know Your Data

To truly know your data, you must be able to find it and then apply the correct classification to it. Metadata discovery alone will not scan deep enough to paint a true picture of your organization's data and companies must be able to scan structured, semi-structured, and unstructured data sources down to the individual file and data element level. This deep-level scanning will give privacy, security and governance teams the ability to accurately classify the data and apply the correct controls to make sure it is handled compliantly and in line with applicable laws and regulations.

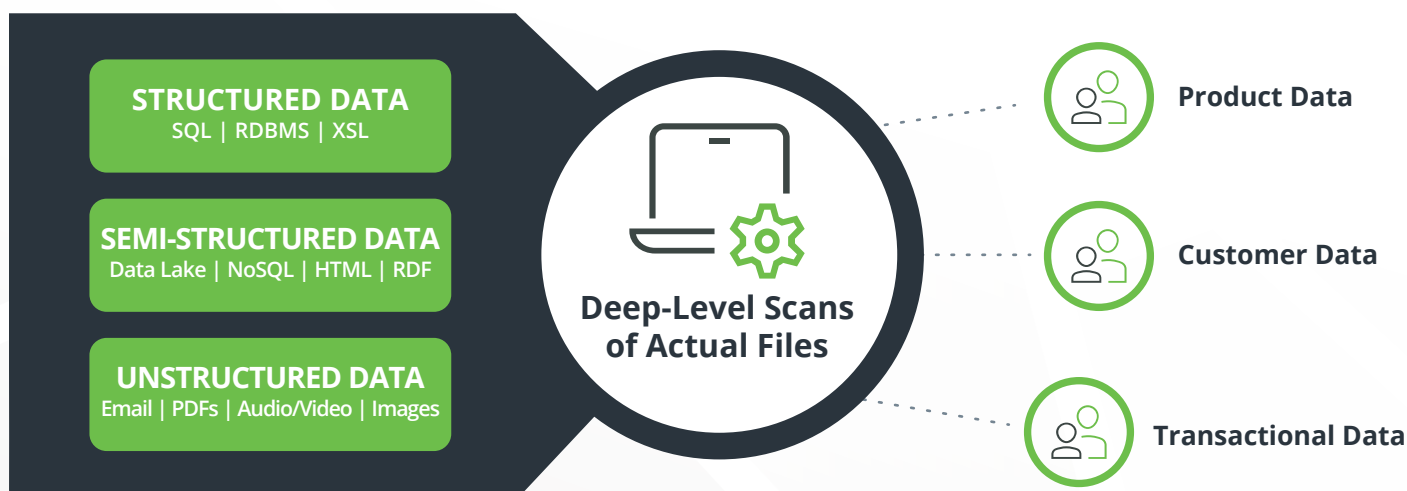
Having found and classified your data, it is important to add business and regulatory context to it to fully understand that data. A data dictionary and business glossary can help to unify a common language that can link business and regulatory terminology and allow the appropriate data stewards to have a consistent interpretation of data across the organization.

When trying to establish what quality data looks like there are several factors to consider:

- Completeness - Do I have all fields necessary for my intended purpose?
- Consistency - Are there discrepancies when comparing two or more aspects of the data?
- Timeliness - When was the data collected? Is the information available when you need it?
- Uniqueness - Is this the only instance in which this information appears in the database? And,
- Validity - Is the data relevant to the field it was collected for?

Once you have ensured the quality of your data, capture the results in a centralized data inventory. Using separate tools for privacy, security, and data governance causes multiple business processes, duplicate data entry and maintenance, and lack of visibility. But, by utilizing a centralized tool data can be discovered and populated just once and then used for different purposes - streamlining different views and actions for different stakeholders.

How OneTrust Helps - Find, classify, and understand your data with OneTrust DataDiscovery. Automated data discovery scans structured, semi-structured, and unstructured data as well as business and technical metadata across your entire IT infrastructure, leveraging advanced ML-based classification to label and tag that data with both out-of-the-box and custom classifiers.



Step 2: Govern Your Data

A strong data governance program will have clearly defined ownership over data sets. Not only does this help to improve accountability but it promotes the use of data for extracting additional business value and a greater understanding of functional compliance objectives. Assigning ownership of data across the relevant functions of the business can also help to improve the quality of the data and the accessibility of the relevant data to the stakeholders that require access.

Clearly defined policies are an effective data governance solution, helping to limit user access to the necessary teams as well as helping to highlight potential policy violations such as minimum and maximum retention periods. Organizations should consider data governance tools that automatically flag violations and suggest remedial action to help ensure compliance with global privacy and security requirements.

By taking privacy, security, and governance functions out of a silo and into a centralized inventory such as a data catalog, organizations can take a holistic view of their compliance obligations and create the applicable policies to help achieve compliance objectives. Using a data dictionary and business glossary, organizations can set a unified vocabulary across functions to help create a clear understanding of compliance objectives throughout the organization.

How OneTrust Helps – OneTrust Data Catalog enables users to have a clear, centralized view of their organization’s data and allows for defined policies to help drive the intelligent use of data in decision making and streamlines data-driven business practices. OneTrust Data Catalog leverages Data Discovery functionality to automate the capture of technical metadata as well as its hierarchical relationships to other data while the Business Glossary serves as a company-wide source of relevant business terminology to create a common understanding of data.

Data Policies Drive Data Governance



Access & Usage



Data Protection



Retention



Data Quality



Encryption



Data Processing



Data Lifecycle



Data Vision



Data Standards & Guidelines

Step 3: Use Your Data

Having taken steps one and two on the path to data intelligence, you have built the foundations for using your data effectively and compliantly. Your data catalog will help you find the data you need and provide you with regulatory information and any additional context you need to help understand the compliance obligations attached to it. This will allow teams to have more autonomy over applicable data sets, develop greater efficiency when using your data, and enhance the effectiveness of data usage.

The concept of open access allows business and technical users easy access to the data and the specific data sets that they require through integrating the relevant access controls directly with data sources based on role requirements, data classification and compliance obligations. Open access can help stakeholders view, analyze, and use data more efficiently by eliminating the need to document and review each access request.

Business and technical users who require specific data sets can browse and locate the data they need and request access to it. By managing access requests, organizations can send the request through the correct authorization workflow and ensure that users have the required training to use the data as well as clarity on the agreed usage of the data. Access request management can promote data democratization while being able to set conditions for the appropriate and legally compliant use of the data.

How OneTrust Helps – OneTrust Data Policy Management enables organizations to maintain and enforce rule-based data policies in the context of applicable regulatory guidelines. Data Policy Management is integrated directly into the data catalog, allowing business users and other relevant stakeholders to search, explore and understand data across all systems in a self-service fashion.

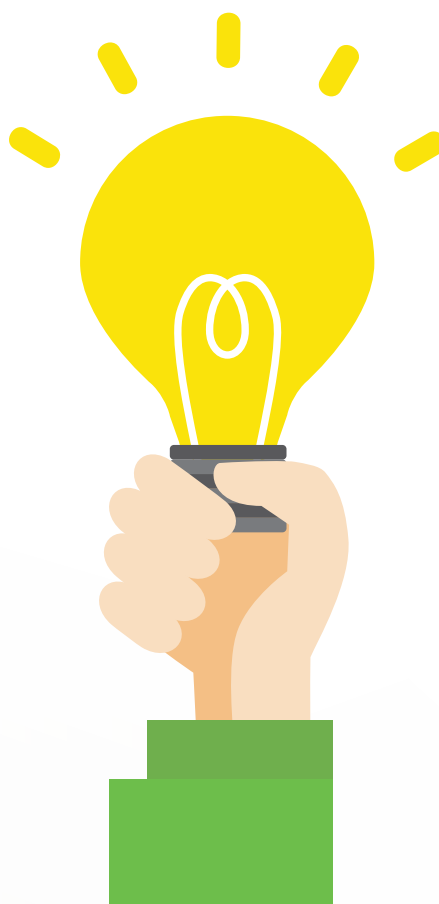
How to Make a Data Catalog User Friendly

**Flexible Searching
Functionality**

**Provide Suggestions
and Guidance**

**Easy to Navigate
& Consume**

**Data sets Linked to a
Business Glossary**



Step 4: Improve

Data intelligence requires organizations to constantly evolve and improve, ensuring that current initiatives, processes and data usages are bringing real change and positive improvements.

Stakeholders should be empowered to use relevant data sets effectively and compliantly and governance leads should be continually monitoring the maturity of the governance program through several channels. These channels can include regular progress reporting, gathering feedback on data quality, and trust scoring

Monitoring your governance program can help with critical policy updates and improvements to data quality and set long term key performance indicators (KPIs). KPIs can help governance teams to measure the effectiveness of their data improvements over a longer period and improved data quality can better inform usage policies.

When setting KPIs governance teams should ask themselves;

- Is data being used more?
- How has the program improved existing data sets?
- How many additional data sets have been marked as trusted data?
- What is the ROI that the data has brought to the organization?
- Is there any evidence that data intelligence efforts have been successful?

By monitoring the maturity of your governance program and setting KPIs for long-term improvements, governance teams can make sure they're meeting business and regulatory requirements and using data correctly to drive further change and improvement. Having taken these four steps towards data intelligence, organizations should understand what data they have, how it's used, and the policies and compliance requirements that apply to it.

How OneTrust Helps – OneTrust Data Catalog allows users to collect feedback from data stewards and data users through trust scoring and gain an overview of your program to help demonstrate its effectiveness through dashboards, metrics, and maturity & benchmarking reports.

What is “Trusted Data”?



What does the quality of this data look like?



What do previous users of this data say about it?

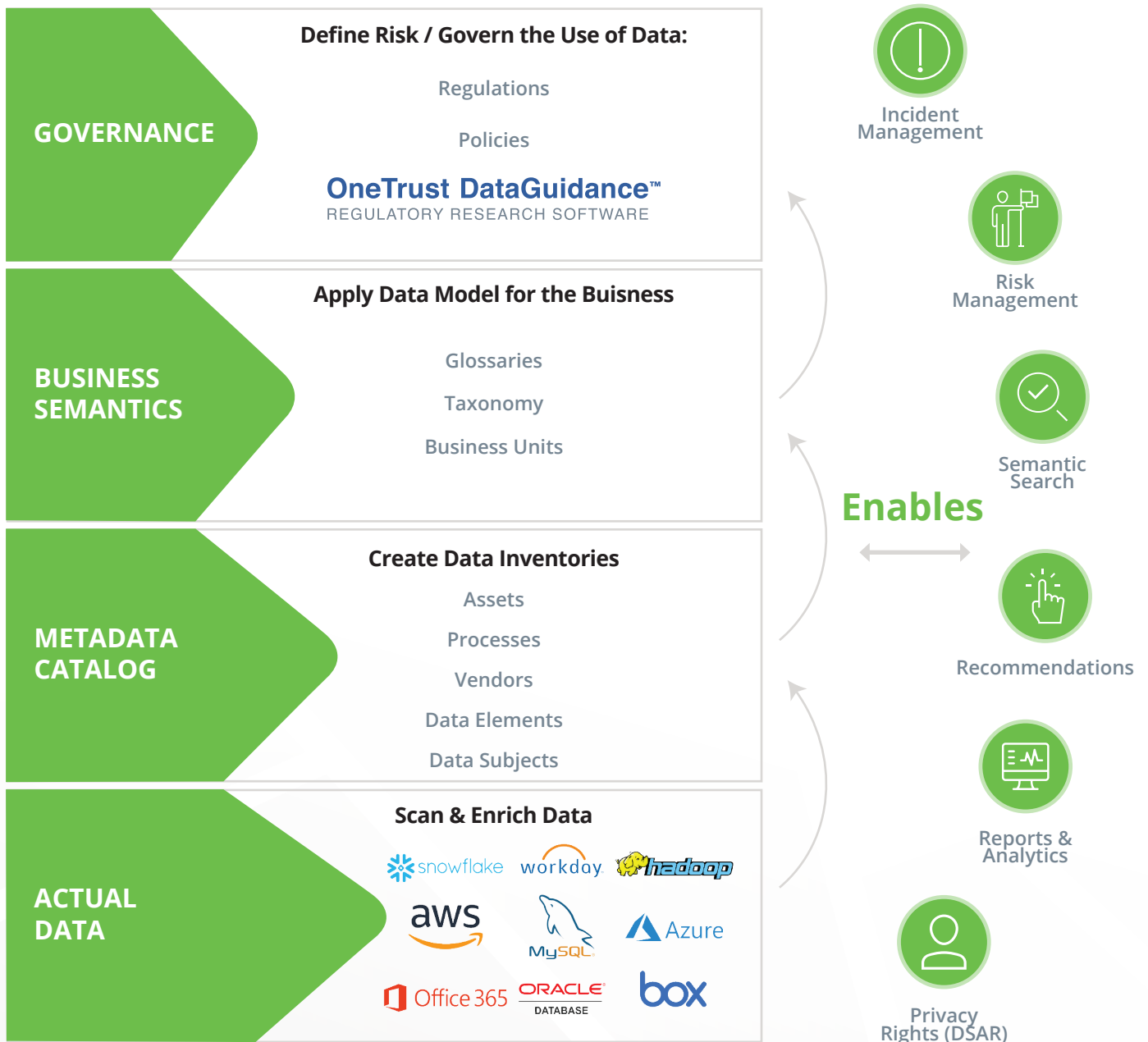


Are there any current policy or regulatory violations with this data set?

OneTrust Data Intelligence Platform

The foundation of the OneTrust data intelligence platform is its enhanced data discovery capabilities that scans both structured and unstructured data down to the individual file level. This then allows OneTrust's data intelligence solution to populate accurate metadata automatically into centralized and easily searchable data catalogues as well as applying business and regulatory context to the data, and helping to establish a shared business language. Organizations are also able to define data governance policies such as user access, data retention and residency, data minimization and data protection.

These processes have cross-functional benefits for multiple teams by helping to automate processes such as incident management, privacy rights requests, risk management, and detailed reporting and analytics.



Related Resources

OneTrust Solutions: [OneTrust DataGovernance](#)

OneTrust Blog: [The 4 Pillars of Data Intelligence](#)

OneTrust Blog: [Real Data Intelligence: A balance between seeking data value and mitigating risk](#)

OneTrust Blog: [Why Governance Teams Need Data Discovery](#)

OneTrust Video: [Top 5 Tips for an Effective Data Governance Strategy](#)

OneTrust Infographic: [The 4 Pillars of Data Intelligence](#)

OneTrust Webinar: [Knowing Your Data: The First Step Towards Data Intelligence](#)

OneTrust Webinar: [Governing Your Data: The Second Step Towards Data Intelligence](#)

OneTrust Webinar: [Using and Improving Your Data: The Final Steps Toward Data Intelligence](#)

Analyst Report: [OneTrust Named a Strong Performer in The Forrester Wave™: Data Governance Solutions, Q3 2021](#)

TDWI Checklist: [Using Data Intelligence to Drive Trust in Data](#)

OneTrust

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About OneTrust

OneTrust is the #1 fastest-growing company on Inc. 500 and the category-defining enterprise platform to operationalize trust. More than 10,000 customers, including half of the Fortune 500, use OneTrust to make trust a competitive differentiator, implementing central agile workflows across privacy, security, data governance, GRC, third-party risk, ethics and compliance, and ESG programs.

The OneTrust platform is backed by 150 patents and powered by the OneTrust Athena™ AI and robotic automation engine. Our offerings include OneTrust Privacy Management Software, OneTrust DataDiscovery™ AI-powered discovery and classification, OneTrust DataGovernance™ data intelligence software, OneTrust Vendorpedia™ third-party risk exchange, OneTrust GRC integrated risk management, OneTrust Ethics ethics and compliance software, OneTrust PreferenceChoice™ consent and preference management, OneTrust ESG environmental, social and governance software, and OneTrust DataGuidance™ regulatory research.

According to the IDC Worldwide Data Privacy Management Software Market Shares Report, 2020, "OneTrust is leading the market outright and showing no signs of slowing down or stopping."

OneTrust has raised a total of \$920 million in funding at a \$5.3 billion valuation from Insight Partners, Coatue, TCV, SoftBank Vision Fund 2, and Franklin Templeton.

OneTrust's fast-growing team of 2,000 employees is co-headquartered in Atlanta and London with additional offices in Bangalore, Melbourne, Denver, Seattle, San Francisco, New York, São Paulo, Munich, Paris, Hong Kong, and Bangkok.

To learn more, visit [OneTrust.com](https://www.onetrust.com) or connect on [LinkedIn](#), [Twitter](#), and [YouTube](#).