

Controlling Personal Data Wherever It Moves

Personal data is routinely moved about the organization and shared to third parties. It has become increasingly difficult to locate and control personal data in part due to the wide range of possible destinations and transfer mediums.

Sales

Scenario: Planning a Customer Event

Sales pulls personal data to create an invite list and sends it to regional marketing, who will manage the expected attendee list, and ensure success of event.



(Movement of Customer Records)
Central Data Storage



Customer Records



Email



Regional Marketing

Marketing

Scenario: Promoting a New Offer

Existing customers are notified about a complimentary expansion of services. A partner will distribute the offer on behalf of the company. Marketing teams pull customer information from an opt-in database, including personal data, and share it securely via Google Drive with the partner.



(Movement of Customer Records)
Central Data Storage



Customer Records



Google Drive



Partner

Customer Service

Scenario: Product Recall

Customer list is divided amongst three partners to complete a product repair or reinstall. Customer lists are managed dynamically in a cloud application to maintain an ongoing record of customers that receive the repair.



(Movement of Customer Records)
Central Data Storage



Customer Records



Dropbox



Partners

Data must be controlled as it flows from centralized controlled storage to throughout your enterprise and other third parties. **How will you ensure proper management and control of personal data throughout your organization and beyond, required by GDPR?**

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