



GDPR - Manage the Consent Lifecycle

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GDPR, in it's core, is not an IT issue

Data Subject Rights

- The right to be informed
- The right of access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object
- Rights related to automated decision making and profiling

Organisations need to demonstrate

- Processed personal data is safe and secured
- Methods of management and control are appropriate
- Data is used transparently, compliantly and appropriately
- Error minimization and correction methods are used
- In case of data breach there are action steps defined



poslovna
inteligencija
Poslovna means Business



Why Consent Lifecycle Manager?



**Legal
provision**

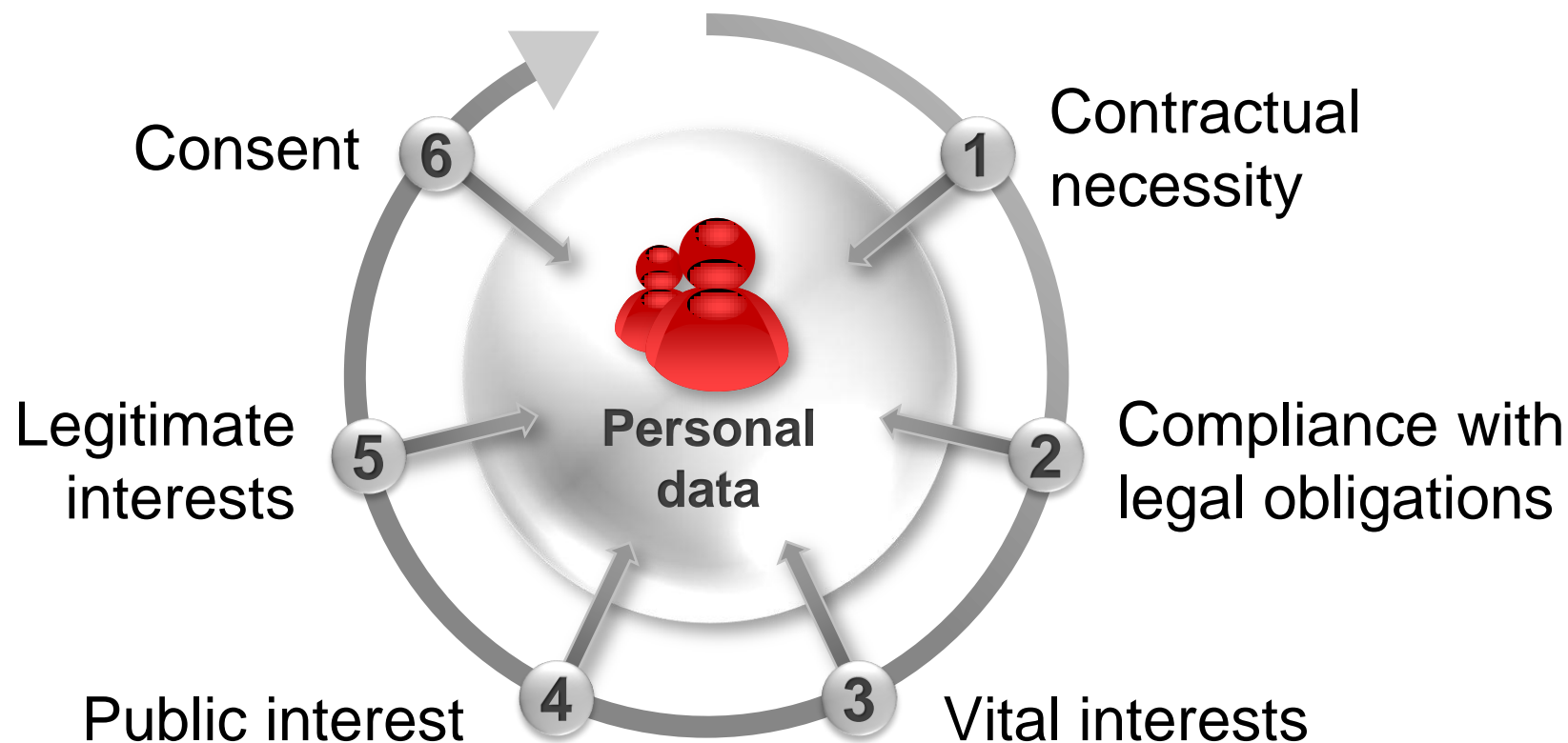


**Time
saving**



**Avoiding
unnecessary
expenses**

Solution supports all of the lawful basis for the collection of users' personal data





Accountability principle

When lawful basis for personal data processing is Consent the Organization needs to demonstrate:

- Who opted-in and opted-out?
- For which purpose?
- When and through which channel?
- Which personal data processing activities are in the back-end?
- Which personal data are being processed?

Consent as a lawful basis for processing

The idea behind new Consent regulation:

Consent as an organic, ongoing and actively managed choice, and not simply a one-off compliance box to tick and file away.

☒ Yes
☐ No



GDPR sets a high standard for consent

- You will need clear and more granular opt-in methods,
- Good records of consent,
- Simple easy-to-access ways for people to withdraw consent.



Consent Lifecycle Manager is a complete GDPR solution for any organizations



GDPR – main processes



- Master Customer Data
- Marketing/Sales contacts
- HR data

- Specific
- Related with purpose
- Simple opt-out



Consents Management

Data Subjects

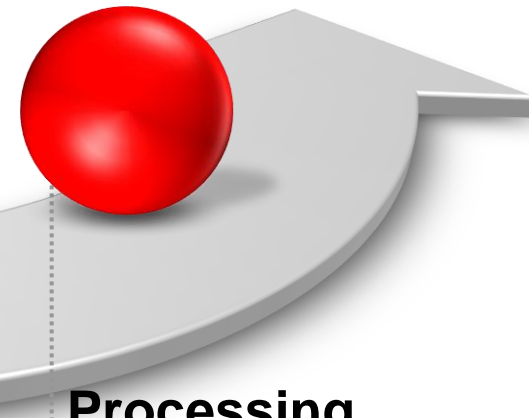


Consent Lifecycle Manager

- Related with processing activity
- Lawful basis



Purpose management



Processing Activities Records



- DPO
- PAO
- Data Types

Transparent tracking of changes

- Change actions traceability module
 - Who?
 - When?
 - Which entity?
 - Which change?

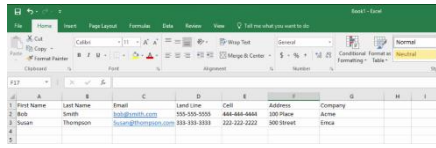


GDPR is built-in within the application!

- Article 4 – Definitions
- Article 6 – Lawfulness of processing
- Article 7 – Conditions for consent
- Article 12 – Transparent information, communication and modalities for the exercise of the rights of the data subject
- Article 30 – Records of processing activities
- Article 44 – General principle for transfers



Integration



	A	B	C	D	E	F	G	H	I
1	First Name	Last Name	Email	Land line	Cell	Address	Company		
2	Bob	Smith	bob@smith.com	555-555-5555	444-444-4444	100 Place	Acme		
3	Susan	Thompson	susan@thompson.com	555-555-5555	222-222-2222	300 Street	Stine		
4									

Excel contacts
Manually acquired consents



Customer web portal
Mobile apps



Integration layer (ETL + ESB)



Other systems



Three steps implementation to GDPR compliance

GDPR – GAP analysis and Detail Plan & Programme Development include current condition snapshot, data flow and processes analysis. These two steps are solving 70% of GDPR issues.

Implementation of technical measures consider building a consent management system and implementation of technical solutions for data protection and data management.



One size fits all

- On-premise – Microsoft Azure Cloud
- SQL Server, DB2, Oracle
- IBM, Informatica, Microsoft...
- Unlimited number of consents, purposes, data subjects...



GDPR References

net tv. plus

 SBERBANK

total TV

iskon.


UNITED
GROUP

telemach

 nova

vip 

 HEP

SBB