Accelerating GDPR Compliance with Teradata
Teradata Customer Journey helps marketers comply with new requirements

Your Business Problem

Data is cited as an organization's most valuable asset, but managing and ensuring the privacy of your data is not easy. Going forward, it will be even more vital to protect your customer data with the implementation of the EU General Data Protection Regulation (GDPR) legislation, which went into effect May 25, 2018.

The objective of the legislation is to strengthen the security and privacy of an individuals' data across all EU Member States. It gives every EU resident the right to know and decide how their personal data is being used, stored, transferred, and deleted. Further, the regulations apply to all organizations that are either a data controller or processor of personal information.

The impact is not limited to EU companies, but includes any organization that manages or processes EU personal information—which effects most all departments in every large global company. That said, GDPR will probably have the most significant impact within marketing, as marketers are among the biggest users of Personal Identifiable Information (PII).

GDPR Compliance: New Customer Rights

With the rapid advancement of digital technology, organizations have become more sophisticated in how they market to customers and prospects. Gathering increasing volumes of data enables the identification of individuals through user IDs, IP addresses, loyalty cards, and even location data to create personalized messaging.

Unfortunately, the digital age has also created many challenges. Data breaches of increasing proportion are well documented, resulting in regulations like GDPR for data governance and protection of personal data. While most implications of the legislation are concerned with business practices, there are a few technology aspects around protecting individual customer rights. Some GDPR requirements that are more specific to marketing departments include:

Consent Management
Requests for consent must be simple to understand, clearly requested, and as easy to give as withdraw. Opt-in marketing will replace opt-out marketing in the post-GDPR era.

Right to be Secured
An organizations' data is under constant attack, internally and externally. To ensure individuals' data is protected, GDPR requires that all PII data be secured by pseudony-mization or encryption, whether at rest or in transit.

Data Minimization
The regulation specifies that personal data collected be "adequate, relevant, and kept no longer than necessary for which the personal data are processed". Outdated and irrelevant data must be eliminated.

Right to Portability
Customers have the right to export their PII data in an encrypted format, such that it can easily be imported into a different IT environment. This could have huge implications in big data ecosystems. For example, a customer could request to have their telematics data transferred from one insurance carrier to another.

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Right to be Informed

Data and analytics have become essential to any organization, and their impact is critical on marketing decision making. Marketers segment and target customers based on their multiple data attributes. In the post-GDPR world, customers will have the right to request and be shown how and why they were targeted for a specific marketing campaign.

Right to be Forgotten

Three fundamental aspects comprise the right to be forgotten. First, the customer has the right to "Opt Out" from receiving marketing communications. Second, customers have the right to have their PII marketing data anonymized. Last, in most instances, customers can refuse to be analyzed. That means, even if you lawfully collect the data, customers can still say no to profiling; e.g., having their data analyzed for preferences and buying behavior.

The full marketing implications and impact of GDPR are unlikely to be known for years; however, there is little doubt it will have an immediate effect on how organizations collect and use PII data.

The Teradata Approach

Connecting your systems, keeping them updated, and applying proper data governance are some of the critical success factors for GDPR compliance. Unfortunately, most legacy marketing architectures tend to be siloed and don't allow a full view of customer data. Imagine the consequences if a customer opts out of your marketing, yet a disparate solution sends that person an email. An organization could easily be in violation of GDPR—and be liable for fines.

The financial penalties for failing to comply with GDPR are clearly defined. However, the potential damage to your brand and reputation for noncompliance is far greater. This requires organizations to apply a more comprehensive approach to marketing and data management.

GDPR Compliance Program

Teradata provides support for legislation requirements with a complete GDPR compliance program. The program includes a comprehensive set of software and services to help your IT and data management departments meet their obligations as a data controller or a processor. Specific program components include:

Teradata Customer Journey

Teradata® Customer Journey can help marketing departments adhere to GDPR requirements in context of broader organizational goals. The solution enables marketers to meet individual customer rights requirements through:

- **Data Minimization**—Enable access, modification, erasure, and automated deletion of inactive profiles.

- **Right of Portability**—Teradata will ensure that all PII data can be exported in a structured, commonly used format.

- **Right to be Informed**—Provides transparency to satisfy regulators by selecting a campaign identifier and date range. Reporting outputs include all campaigns where customers are contacted, along with the segmentation criteria at date and time of contact.

- **Right to be Forgotten**—Manage customer consent permission and analytical suppression information within a central customer data hub.

- **Data Protection Impact Assessment (DPIA)**—Perform a GAP analysis to develop a data protection strategy and remediation plan to satisfy GDPR requirements.

- **Trusted Data Program**—Identify sensitive privacy data across all your systems through metadata and data profiling.

- **Consent Management**—Manage consent considerations with workflows to determine consent, retention, and expiration based on rules and other logic.

- **Customer 360**—Reconcile and harmonize disparate data into a "single version of the truth" using data quality and master data management (MDM).

- **Right of Access**—Anonymize or remove an individual's personal information from repositories and processes.

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- **Encryption/Tokenization**—Deployment of an encryption solution with robust security, access control, and key management to ensure data is protected from re-identification.
- **Security Control Processes**—Maintain confidentiality, integrity, and availability of data by continuously monitoring against vulnerabilities.

Companies need to anticipate regulatory changes to deal with them efficiently and proactively. Our extensive experience with regulated data means we understand the needs of large enterprises, and the solutions for meeting them.

Using GDPR Compliance to Drive Competitive Advantage

GDPR compliance is not a one-time task, but should be viewed as a foundation for success in today's digital environment. Taking an early and proactive stance toward GDPR compliance will enable organizations to improve their marketing and data management systems, and help them achieve competitive advantage by:

- Identifying new revenue opportunities with better quality data
- Protecting brand reputation via mitigation of data security risks
- Reducing data storage and IT costs

Industry regulations are often regarded as an unnecessary hindrance to the dynamism of economies, and the natural tendency to innovate and expand. However, organizations equipped with the systems and processes to help them adapt swiftly to change stand to realize significant competitive advantages.

Why Teradata

Through a comprehensive approach to information security, enabled by a combination of technology and best practice processes, Teradata helps companies protect data, ensure GDPR compliance, and achieve high-impact business outcomes.

The difference is in our approach. Teradata's experience includes:

- Deep expertise in GDPR rules, regulations, and compliance
- Proven leadership in data governance, security, and analytics
- Superior data detection and security remediation techniques
- Industry-leading domain expertise in data management and marketing
- Key partnerships with leaders in this market

No other company helps businesses get more value from data than Teradata. As your trusted advisor, our unique approach helps organizations tackle critical business problems—and gain deeper business insights—all enabled at scale.

For more information on how Teradata can help your organization accelerate GDPR compliance readiness, contact us at Teradata.com/contact-us.

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