

Identify, govern and protect personal data to reduce risk, improve compliance and avoid fines



Business Impact

Millions of records are exposed each year due to thousands of data breaches that occur around the world. To make it worse, noncompliance with regulations can be costly. For example, noncompliance with the EU GDPR can result in hefty [financial penalties](#) ranging up to €20 million or 4 percent of the worldwide annual revenue of the prior financial year, whichever is greater.

Challenges

- **Cost of complying with new data protection regulations.** Whether it's the GDPR in the European Union or similar regulations elsewhere, penalties for noncompliance will be high.
- **Inability to locate or identify PII.** Organizations may not know where all of their sensitive data is located, have a way to identify it as sensitive, or have an accurate depiction of companywide sources, reports and other data assets.
- **Poor protection.** Without well-defined processes, many organizations fall short when it comes to protecting and reporting on personal data.
- **Tracking down security breaches.** If documentation and audit trails are unclear, it's hard to find the cause of security breaches - and hard to prevent them in the future.

The Issue

One of the greatest risks organizations face today relates to the security of personal data about their customers or employees (also known as personally identifiable information, or PII). National identification numbers, Social Security numbers, email addresses and date of birth are just a few examples of PII. The explosion of big data - both in the amount and variety of sources, along with the rise of mobile, cloud and social networks - has played a role in making PII more vulnerable to unauthorized access. At the same time, personal data has become more valuable to criminals.

There's a huge cost involved in not managing data as a strategic asset and not having a plan in place to secure your data. In addition to financial losses, exposing sensitive data may damage business reputation and increase customer attrition. Consumers more than ever want to do business with organizations that place top priority on privacy and personal data protection. A Columbia University [study](#) shows that more than 75 percent of people are more willing to share [personal data](#) with a brand they trust.

Our Approach

You can't protect your organization's sensitive data if you're not sure exactly what or where it is. We provide software and services for all five phases of the data protection life cycle:

- **Access.** With SAS®, you can assess, access and blend data from many different file types, relational data sources like Oracle and emerging big data technologies like Apache Hadoop.
- **Identify.** No matter where PII resides, data filters, sampling techniques and sophisticated algorithms can identify and extract personal data from structured and unstructured data sources.
- **Govern.** Data governance software helps you enforce governance policies, monitor data quality and manage business terms across the organization. You can also assign owners to terms and link them to policies or technical assets like reports or data sources.
- **Protect.** Role-based data masking and encryption techniques secure sensitive information, and dynamically blend data without moving it to help minimize exposure of sensitive data.
- **Audit.** To help proactively avoid penalties and breaches, you can give key authorities interactive reports to identify the users, files, data sources and types of PII detected. Plus you can show them who has accessed PII data, and how it's being protected across the business.

Best practices and proven technology for protecting PII

SAS offers trusted data access, identification, governance and protection along with best practices that tie together all the essential areas of PII monitoring. With SAS, you get:

- **Embedded data governance.** We provide a business glossary, lineage repository and data quality monitoring to keep everyone at your organization on the same page. Store business terms and owners as well as their relationships to technical data assets like reports, data sets or files.
- **Superior detection capabilities.** Search your data assets to locate PII in varying file formats and in traditional relational databases as well as emerging data sources like Hadoop.
- **Centralized and flexible reporting, visualization and monitoring capabilities.** Identify relevant issues quickly and send appropriate contacts notification of noncompliance.
- **Dynamic data masking.** Help ensure security by masking data at the point of entry from any data source - including SAS data sets, flat files, relational databases and big data technologies like Hadoop.

SAS solutions help you identify, manage and monitor sensitive, personal data throughout your business - so you can meet internal audit requirements related to data privacy and be prepared to comply with external regulations.

A North American media firm

Situation

To avoid fines, the company needed to identify, govern and minimize the risk of exposure for all the personally identifiable information it had collected. But there were inconsistent views of data, with no governance around queries - and there was no master view of revenue drivers across disparate systems.

Solution

SAS® for Personal Data Protection.

Expected Results

- A common, secure entry point for data access and auditing.
- Role-based data masking and monitoring to meet compliance and regulatory requirements.
- Improved identification and governance of PII to avoid regulatory fines.
- A cleansed, single view of the customer to drive increased revenue through targeted marketing efforts.

Identify your data assets

What if you could identify PII that resides in various files and sources throughout your organization, then track the lineage and business concepts that are related to those technical data assets?

Give the right people access to the right data

What if you could set role-based permissions to anonymize, encrypt or hash data so that it won't fall into the wrong hands?

Trust your data

What if you could use built-in rules to monitor your level of data quality, engage the right users to remediate issues and actively enforce governance policies?

Generate visualizations to speed reporting and avoid penalties

What if you could generate interactive reports to help you achieve compliance and reduce penalties and fines?

SAS FACTS

- SAS is a recognized leader in data integration, data quality and analytics.
- 92 of the top 100 companies on the 2018 Fortune Global 500® are SAS customers.
- SAS has customers in 146 countries and our software is installed at more than 83,000 business, government and university sites.

Learn more about personal data protection from SAS: sas.com/personal-data

To contact your local SAS office, please visit: sas.com/offices

