



SmartData Fabric® Use Case EU General Data Protection Regulation (GDPR) Hybrid Cloud 2.0 Demo

September 2019

GDPR Demo Challenges and Solution

Part of this demo

Customer Challenges

Incomplete understanding of locations of all data sources and data in the organization and associated risk of personal data for GDPR

Once discovered, need a means to secure personal data, but still allow it to be used for operations and marketing

Present customers with their personal data and how it is being used, on-demand and in a friendly format

Provide an interface that allows customers to “erase” either some specific personal data or all

Inform customers that their request for “erasure” is complete without their personal data available

SmartData Fabric® Solution

Use semi-automated advanced data discovery, profiling and classification

Use dynamic data masking, tokenization and encryption

Adapt a highly interactive, customer-centric graph interface that virtually integrates customer personal data from multiple data sources

Present controls to the customer to selectively or completely “erase” their personal data

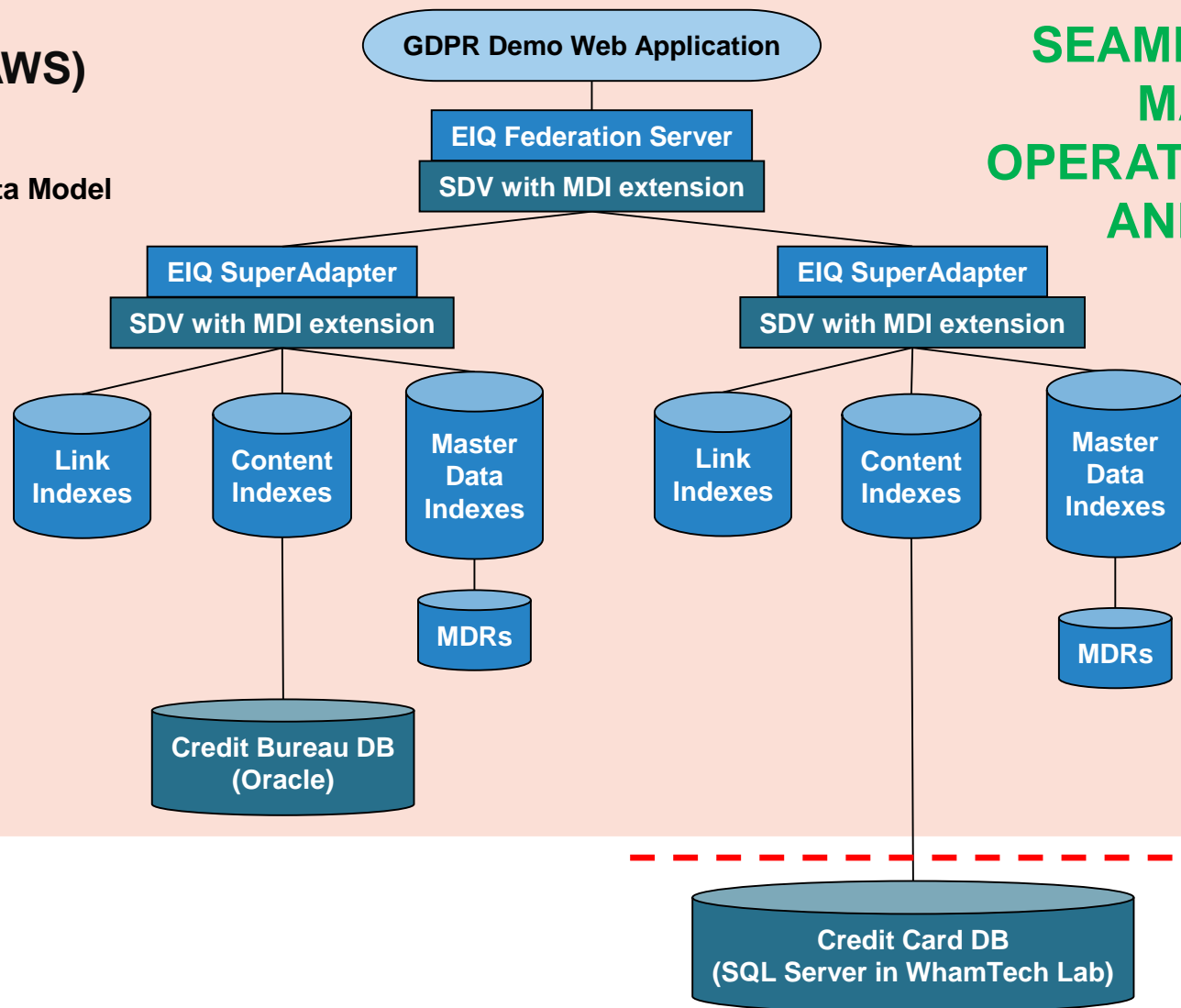
Provide the customer with a unique tracking number to view the status of their erasure request

Hybrid Cloud 2.0 GDPR solution demo

Cloud (AWS)

SDV = Standard Data View
aka Standard/Common Data Model
MDI = Master Data Indexes
MDRs = Master Data Records

SEAMLESS INTEGRATION OF
MASTER DATA WITH
OPERATIONAL/TRANSACTIONAL
AND ANY OTHER DATA



Customer enters identifying information

GDPR Virtual Master Customer Index by  SmartData Fabric®

Master Customer Index

First Name	James
Last Name	Spade
SSN	890-25-4318
Phone	(262)748-8067
DOB	1981-07-01

Search

Entity Properties

Visualization Controls

DOS

-

1

+

Query Results

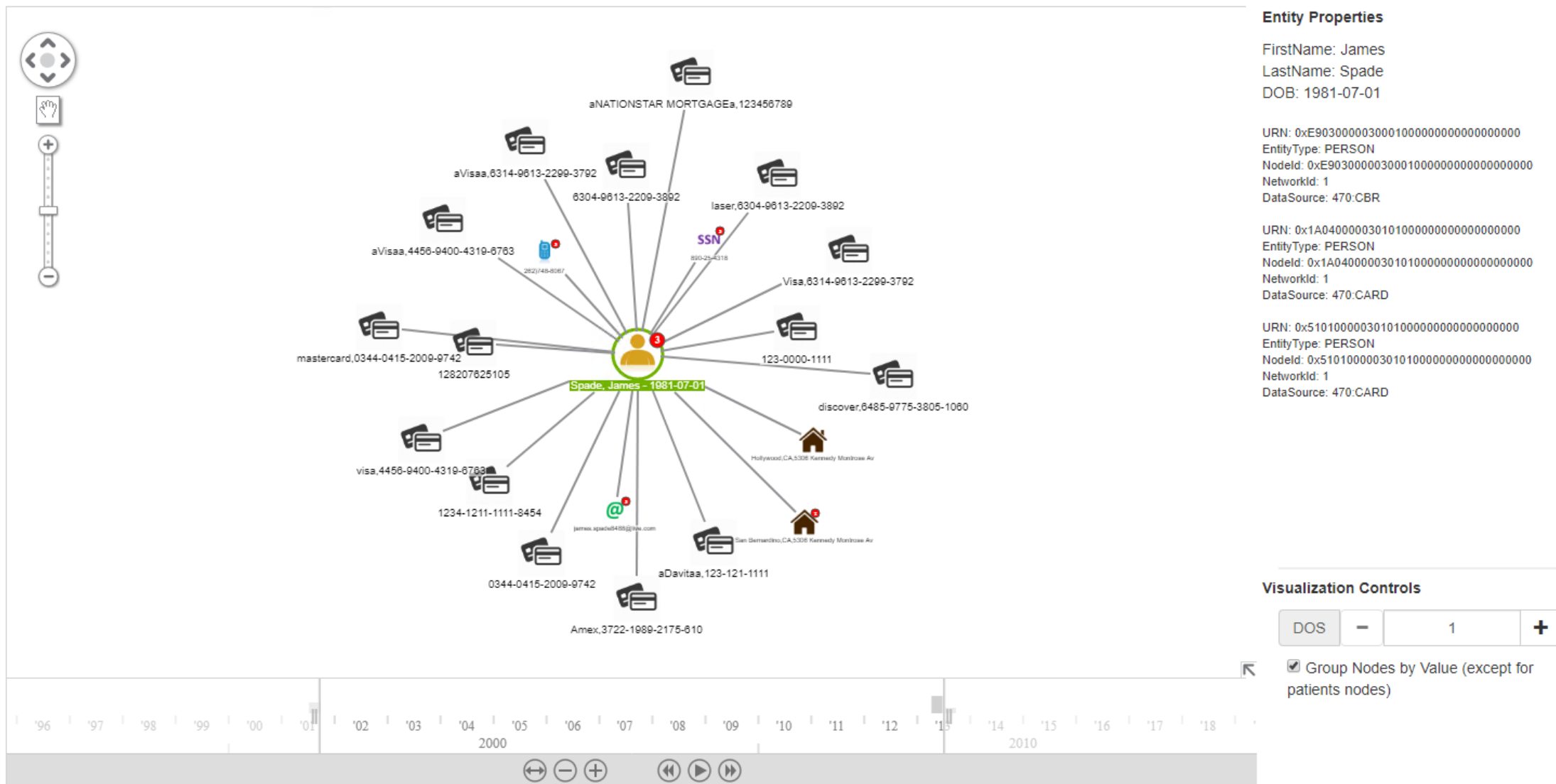
1 to 1 rows.

Previous

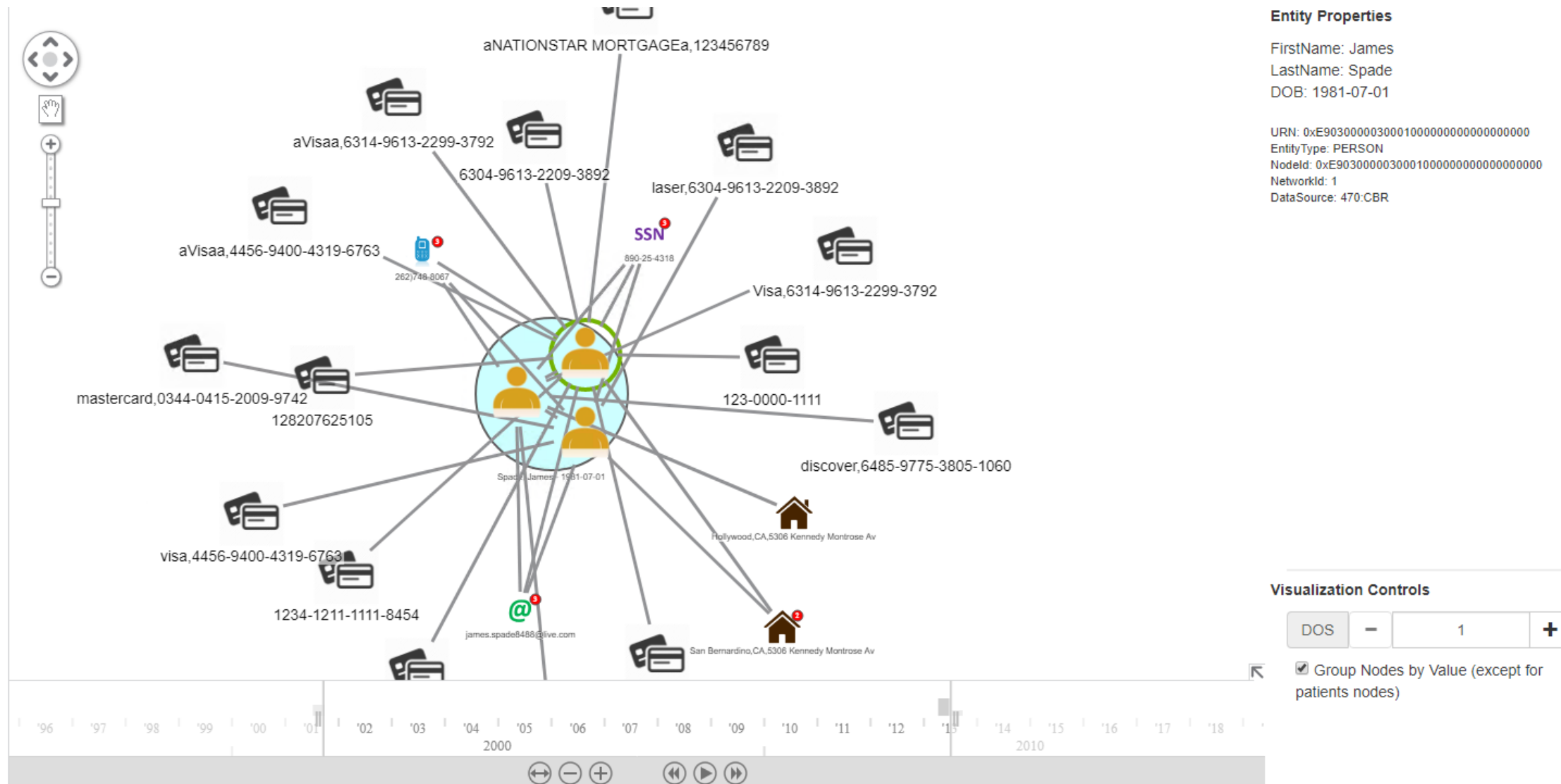
Next

MPI_MDM_ID	MPI_FIRSTNAME	MPI_LASTNAME	MPI_DOB	MPI_CITY	MPI_ZIP	MPI_STREET1	MPI_STATE	MPI_PHONENUMBER
470	JAMES	SPADE	1981-07-01 00:00:00.0	SAN BERNARDINO	92302	5306 KENNEDY MONTROSE AV	CA	(262)748-8067

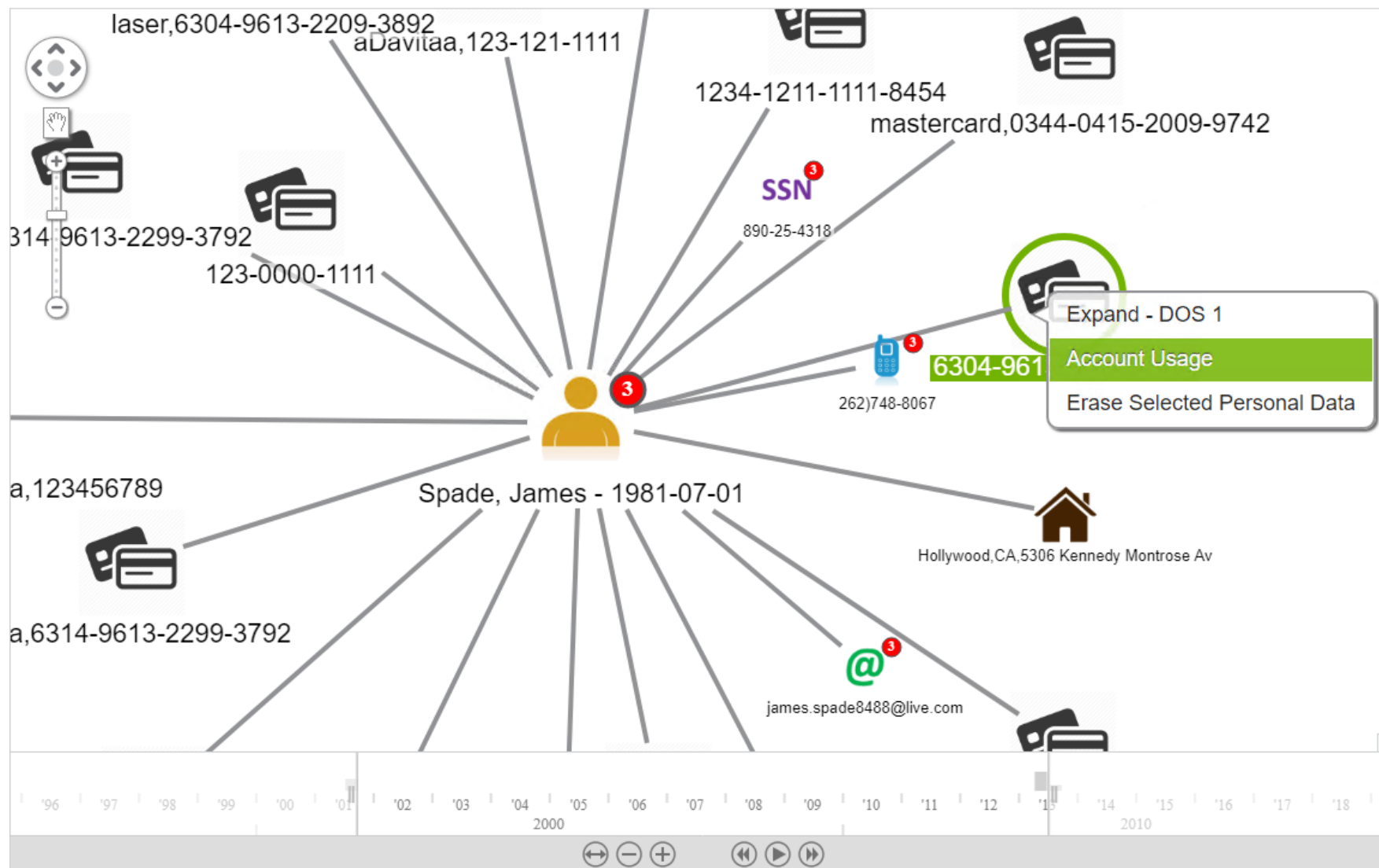
Logical view of customer personal data in multiple sources



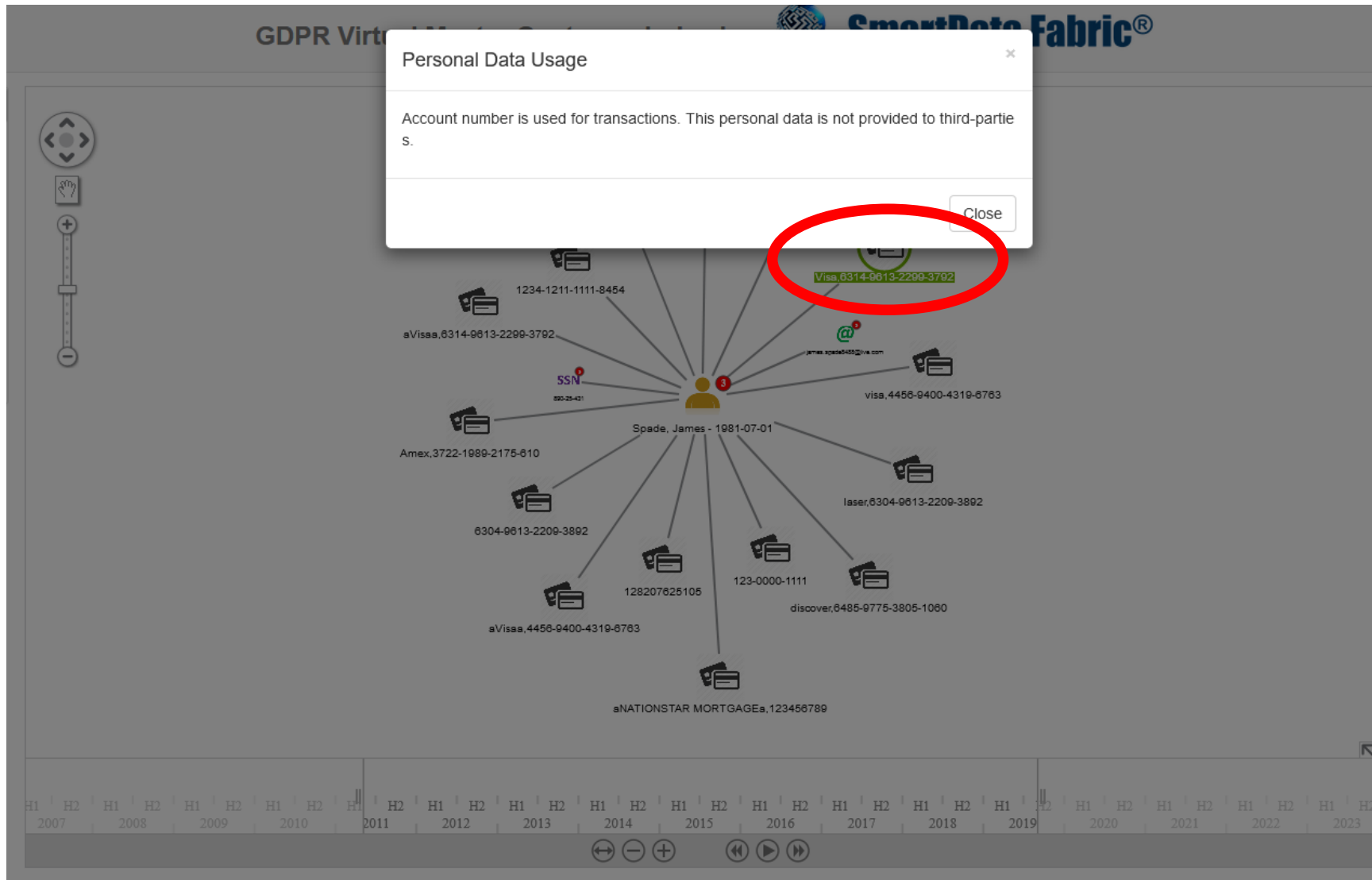
Physical view of customer entity data in multiple sources



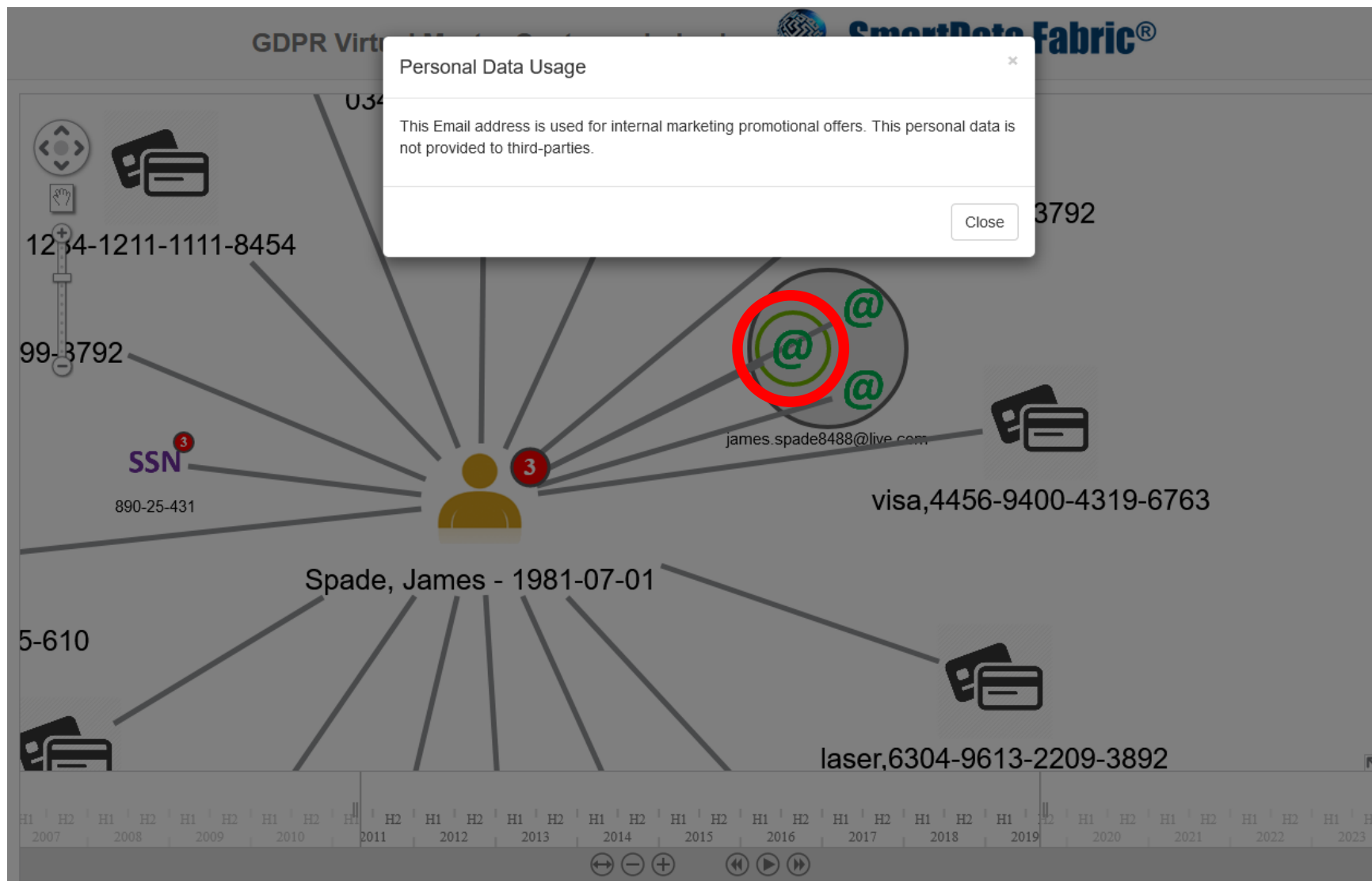
Customer options available



Credit card account usage information

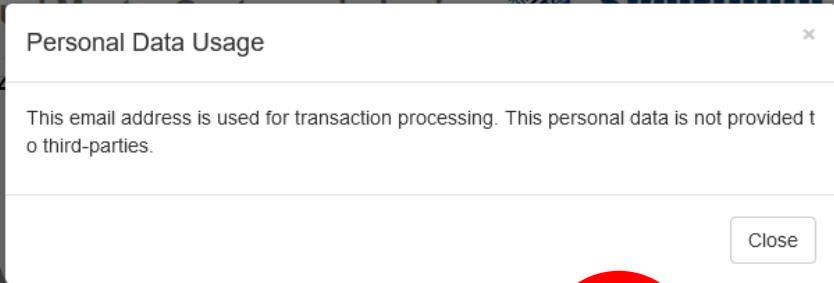


Email usage information for Credit Card data source

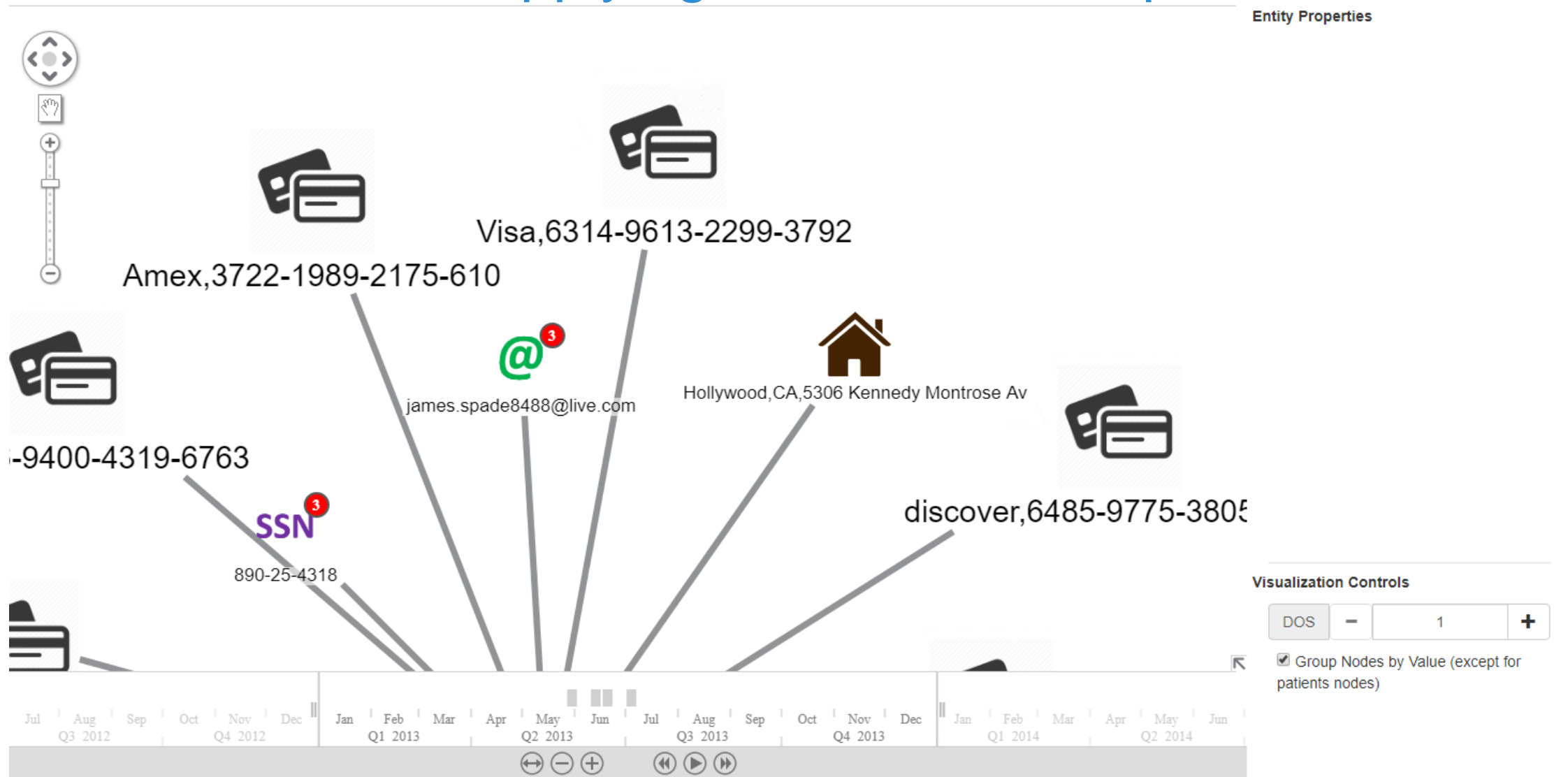




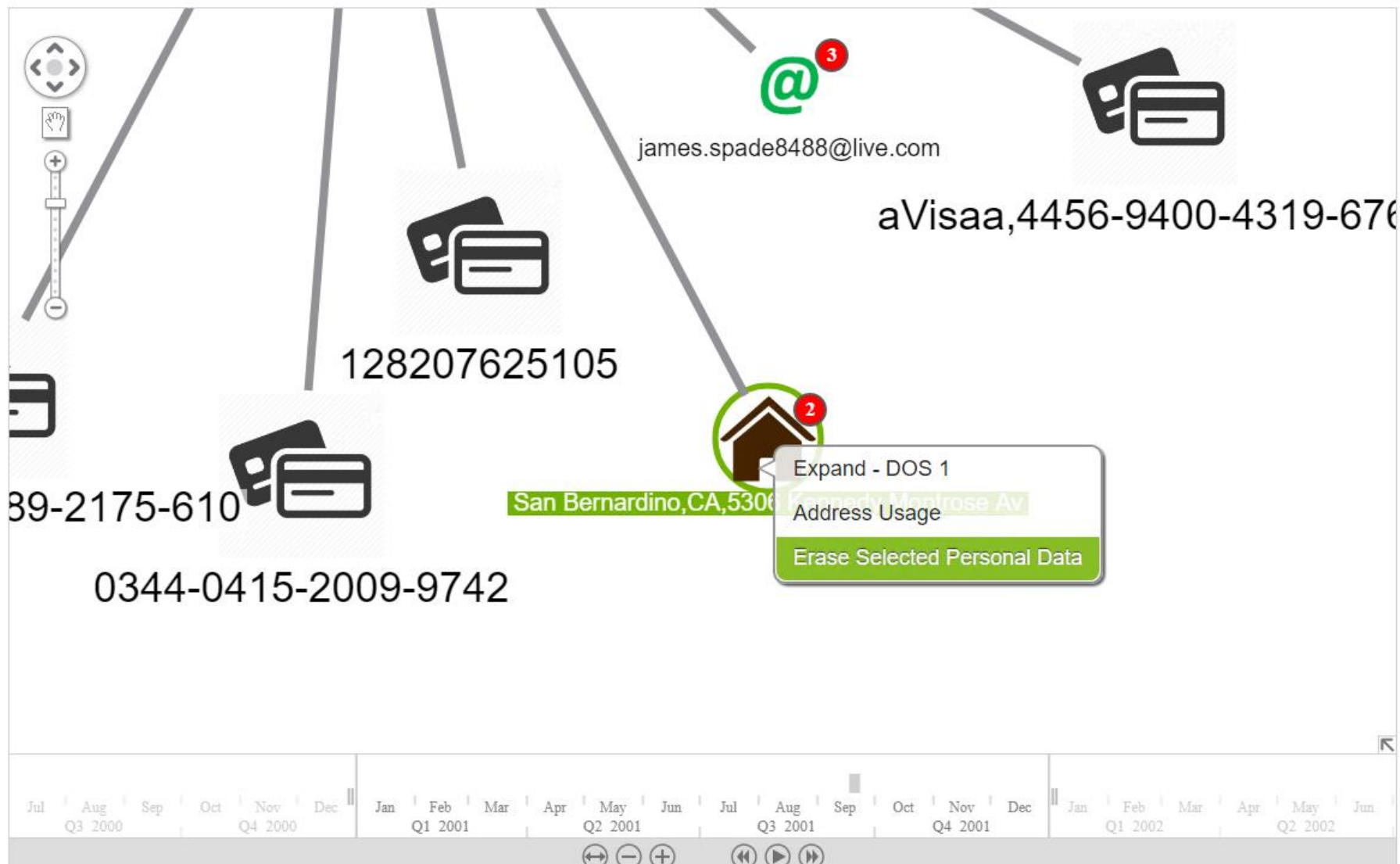
Email usage information for Credit Bureau data source



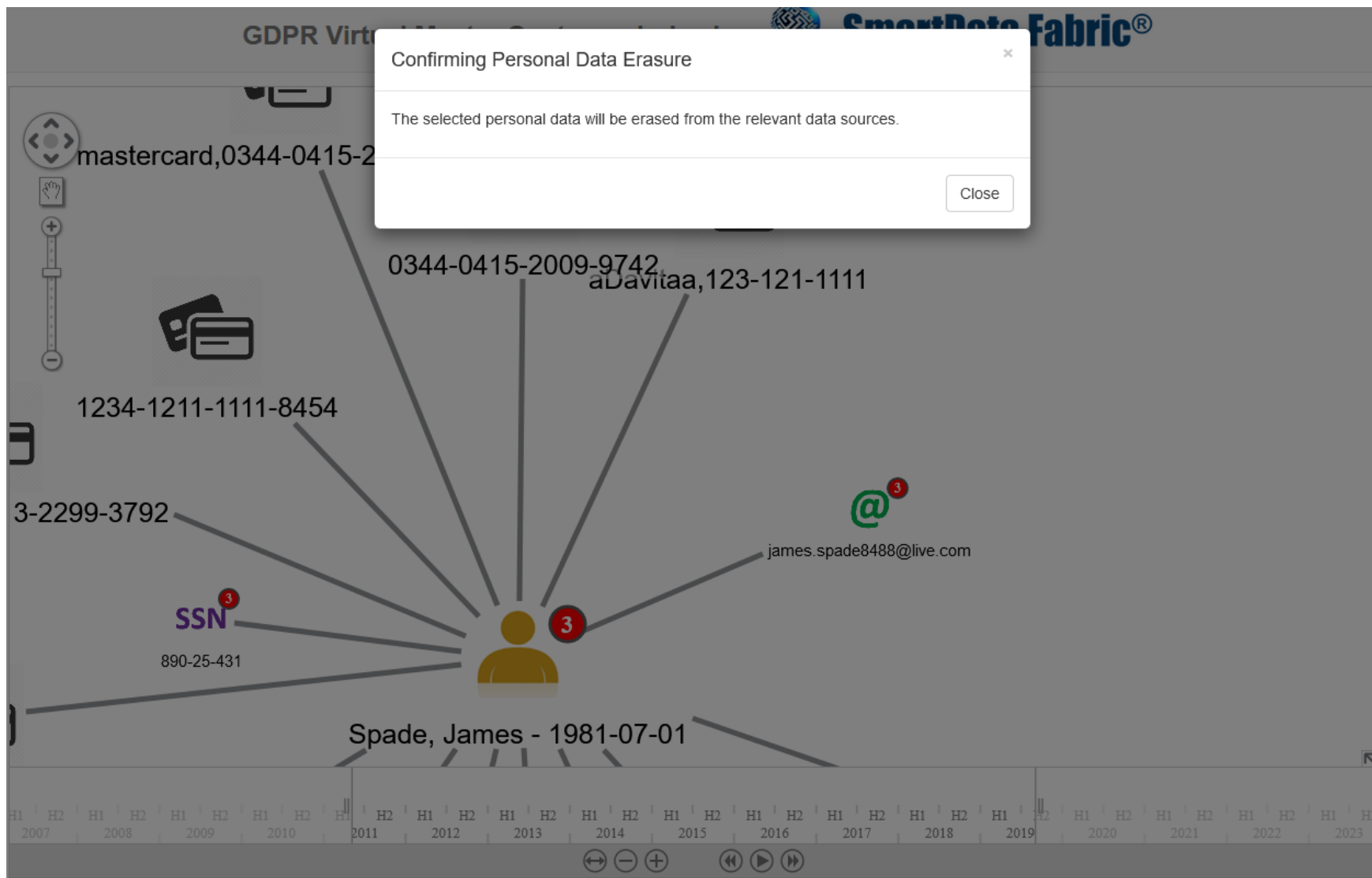
Customer applying timeline filter to personal data



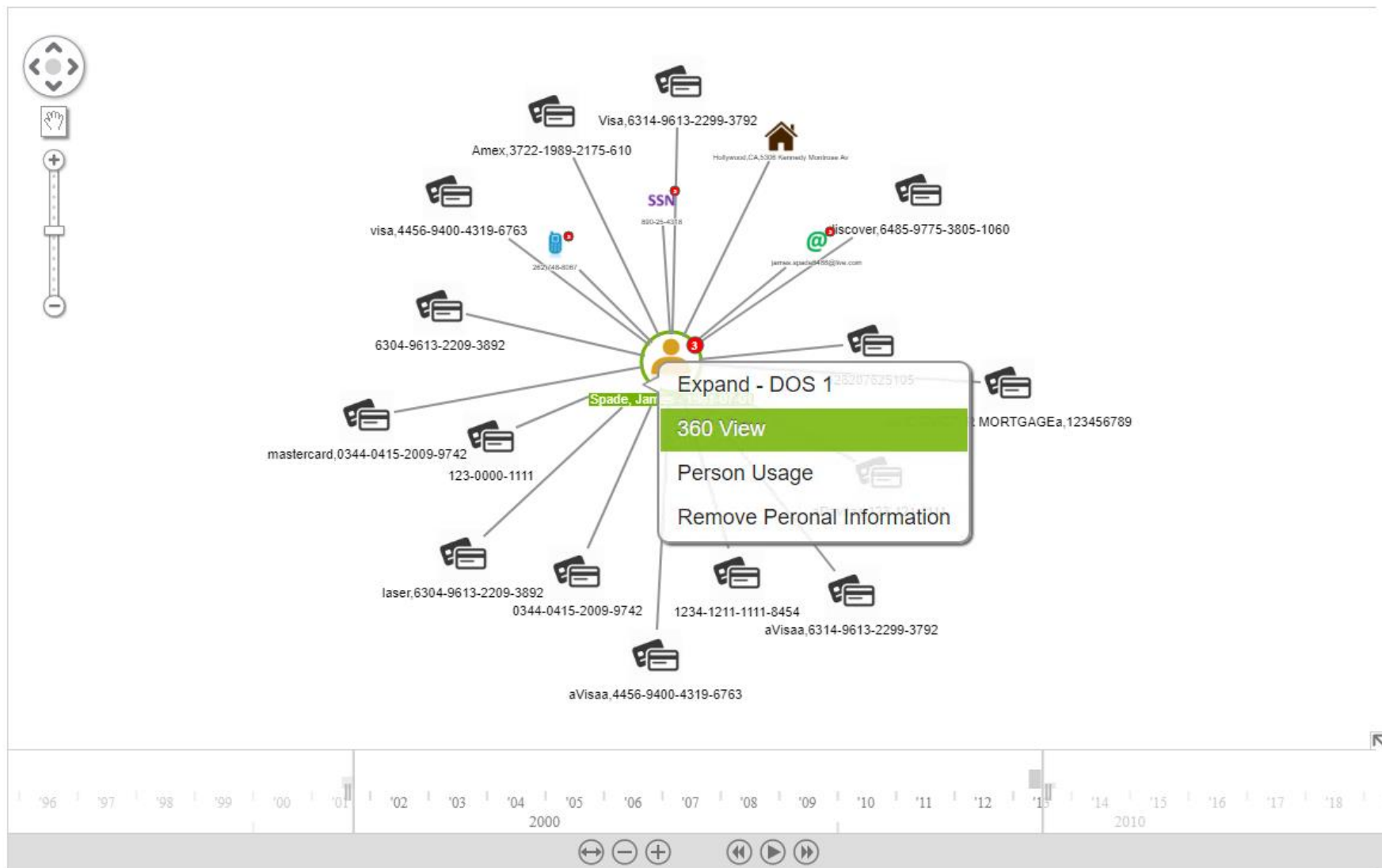
Customer erasing old address



Erasure Confirmation



Customer selects 360 View after personal data erasure





Customer 360 View dashboard

GDPR Virtual Master Customer Index by



SmartData Fabric®

Customer 360 View

SPADE, JAMES

Dashboard

Credit History

Credit Score

SPADE, JAMES

Male
1981-07-01 00:00:00.0
5306 KENNEDY MONTROSE AV SAN BERNARDINO CA 92302

Contact Information

JAMES.SPADE8488@LIVE.COM
(262)748-8067

CREDIT SCORE

SCORE
750

Debt

# of Account	Current Debt	Past Due	Credit Limit	Debt Ratio (%)	% Debt Past Due
9	38789.02	34988.06	494939.00	7.837131444481036	90.20093830676825

Name Alias

Other Names
James Spade

Other Phones

Phone Number
(262)748-8067

Other Address

Other Address
5306 Kennedy Montrose Av, San Bernardino, CA, 92302

Credit Profile

ACCOUNTNUMBER	Number Of Payments	Paid In Full	Partial	Missed Payment	Average Payment
0344-0415-2009-9742	14	1	10	3	103.55181818181818
123-0000-1111	46	46	0	0	295.0
123-121-1111	16	1	15	0	275.184375
1234-1211-1111-8454	46	33	13	0	675.0506521739131
123456789	24	18	6	0	1784.6133333333335
128207625105	53	2	51	0	72.58490566037736
4456-9400-4319-6763	7	0	4	2	65.3425
6304-9613-2209-3892	7	0	4	2	54.325
6314-9613-2299-3792	11	0	4	7	92.9825



The End