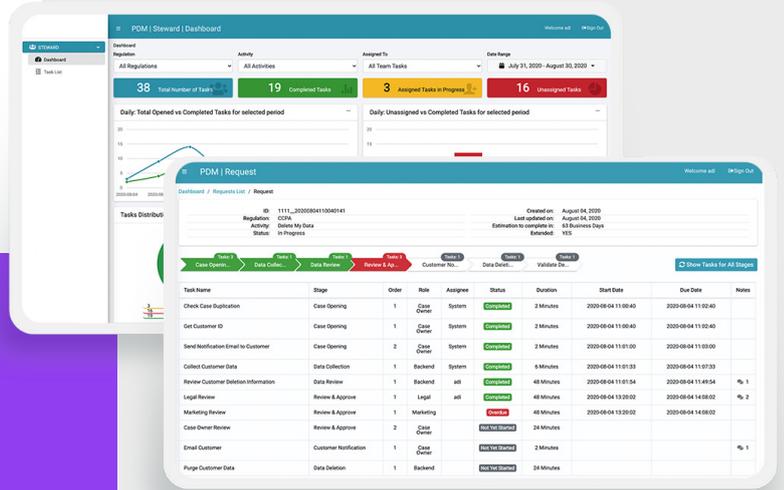




# Data Privacy Management.

PRODUCT BRIEF

## K2View Data Privacy Management (DPM)



### Overview

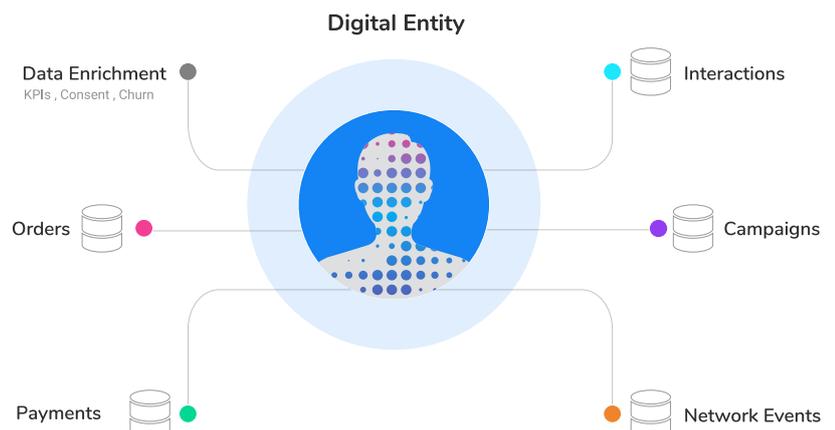
For today's enterprise, data privacy regulations such as GDPR, CCPA, and LGPD have ushered in a new era in the world of information technology and data security. And these are just three prominent early examples of an avalanche of such laws that aim to protect the rights of individuals with regard to privacy and control of their personal information.

Lack of compliance can not only incur massive fines but can result in loss of customer trust and revenue. In today's IT environments, however, customer data is fragmented and scattered across hundreds of siloed enterprise systems and databases. Integrating, securing, encrypting, and synchronizing data to and from all these systems while still complying with these new regulations is proving an enterprise data management nightmare.

You need a simple way to comply with not one, but every applicable data privacy regulation, today and tomorrow. You need an end-to-end solution that manages and streamlines DSARs from intake to fulfillment, while completely automating the "heavy lifting" of customer data.

### Highlights

- Intuitive, graphical user interface to define users, roles, workflows, steps, and actions required to handle DSARs across multiple departments
- Single source / access point for every customer's data
- Individually encrypted micro-databases for each customer eliminates risk of mass data breaches
- Archive and purge capabilities to orchestrate and automate the complete removal and archival of any customer PII data within scope
- Auto-discovery of customer data and automated data lineage analysis



## See the K2View

K2View DPM enables you to define users, roles, workflows, and actions required to handle DSARs across multiple departments using an intuitive, graphical user interface. You then use K2View's auto-discovery to define the customer digital entity, a logical data schema with all the relevant data attributes across all your systems, including personally identifiable information (PII). You can also define the synchronization schedule of data updates between each source and the customer digital entity.

K2View DPM delivers advanced data integration, real-time synchronization, and encryption, down to each customer's individual data elements. K2View DPM uses patented micro-databases to consolidate and organize each customer's data into digital entities, providing an individually controlled and encrypted database for every individual customer. Then, when a DSAR arrives, it automatically applies the appropriate workflows, using the associated customer's digital entity to quickly access the data necessary to fulfill the request. Not only can K2View DPM provide a single point of consent and data access, it can orchestrate and automate archive, purge and export requests to ensure each customer's privacy and portability. The result is a robust compliance and data privacy solution that delivers the performance, scalability and flexibility to meet today's and tomorrow's data privacy challenges.

## About K2View

K2View provides an operational data fabric dedicated to making every customer experience personalized and profitable.

The K2View platform continually ingests all customer data from all systems, enriches it with real-time insights, and transforms it into a patented Micro-Database™ - one for every customer. To maximize performance, scale, and security, every micro-DB is compressed and individually encrypted. It is then delivered in milliseconds to fuel quick, effective, and pleasing customer interactions.

Global 2000 companies – including AT&T, Vodafone, Sky, and Hertz – deploy K2View in weeks to deliver outstanding multi-channel customer service, minimize churn, achieve hyper-segmentation, and assure data compliance.

## Why K2View Data Privacy Management?

### Single point for consent

K2View DPM provides a single source and access point for customer data, which means you can collect consent, house and restrict by function which applications/persons can access customer data. K2View DPM also makes it easy to incorporate existing consent partners, sources, and processes.

### Secure right to access

All the data a company has on a customer can be held within K2View DPM's digital entities, which also maintains a source list of where all customer data originated, the functions and services using it, and a history of all of the changes. K2View DPM provides access to this information via secure web services for display or reporting.

### Data portability

Forget having your customer data locked in a vendor's proprietary format. K2View DPM provides a web services layer that allows for export and transfer of customer data between applications via a variety of open file formats including CSV, XML, and others.

### Right to be forgotten

Regulations increasingly allow customers more control over how long third parties can store and use their data. K2View DPM provides capabilities for purging and archiving. And it can orchestrate and automate the complete removal of any data within its scope.

### Secure by design

K2View DPM organizes and stores customer data at an individual customer level, with a single, encrypted microdatabase per customer. This patented approach to customer data management eliminates the risk of mass breaches of customer data.

Learn more at [www.k2view.com](http://www.k2view.com) and follow us at @k2view.