

Achieving GDPR Compliance with Actifio

The General Data Protection Regulation (GDPR) is a law enacted by the European Union (EU) that governs the privacy, protection and reporting of personal data. GDPR was approved by the EU parliament on April 14, 2016 with an enforcement date of May 25, 2018. The law [“applies to all companies processing and holding the personal data of data subjects residing in the European Union, regardless of the company’s location,”](#) and so it has a global impact.

The fines for violating the GDPR can be significant and the maximum penalty is the greater of 4% of annual turnover or €20 million.

Some Key Requirements of GDPR

Breach Notification

GDPR compliant organizations must notify end users of any data breaches within 72 hours of first coming aware of the situation.

Right to Access

Compliant companies must provide the personal information stored about each end user and information regarding how the data is being used and where it is stored on request by the data subject.

Right to Be Forgotten

This requirement entitles a data subject to have his/her personal data erased and have it no longer disseminated to third parties or exposed to third party processing.

Data Portability

This rule requires GDPR compliant companies to provide end user data in a commonly used and machine readable format” on-demand allowing users to take their data to another data user.

GDPR

BY THE NUMBERS

PENALTIES UP TO \$20M EUROS
for non-compliance



AT LEAST 75,000 DATA PROTECTION OFFICERS
worldwide to satisfy requirements



72 HOURS OR LESS TO NOTIFY AUTHORITIES
and affected citizens of data breaches



MAY 2018 ENFORCEMENT BEGINS

2018

83% OF US PRIVACY PROFESSIONALS
expect GDPR spending to be at least \$100,000.
Of those, 17% expect to incur costs over \$1 million
and affected citizens of data breaches



40% OF COMPANIES PLAN TO SPEND AT LEAST \$500,000
to become GDPR compliant



ONE IN FOUR COMPANIES WITH MORE THAN 5,000 EMPLOYEES EXPECT TO SPEND OVER \$1M ON GDPR COMPLIANCE



Privacy by Design

Privacy by Design requires the inclusion of data protection at the onset of system design versus being added later.

Data Protection Officers

DPOs are mandatory for those companies whose core activities include systematic monitoring of customer data on a large scale or hosting data relating to criminal convictions and offenses.

Actifio Can Streamline GDPR Compliance

In traditional environments, companies create copies of information for compliance, data protection, DevOps, disaster recovery or other similar purposes. Each copy creates GDPR compliance risk as they are typically stored, managed and controlled separately. As a result, it is difficult to maintain consistent security policies, access controls and compliance across all data.

Actifio simplifies GDPR compliance by centralizing data management thus allowing administrators to store, manage and control one immutable, incremental forever copy of data which can then be presented instantly on-demand as needed. The process ensures that data is captured consistently and reliably, and most importantly that all data is treated in a compliant manner. Actifio provides compelling benefits to GDPR compliant organizations including:

1. A consistent audit trail to ensure that all changes are tracked and attributed appropriately.
2. Data at rest encryption to ensure that stored information cannot be accessed outside of the secure Actifio environment.
3. Consistent access controls to enable data access only to those authorized.
4. Automated data integrity checks to ensure that data is captured consistently and reliably and is not unexpectedly modified.



5. A powerful SLA engine to ensure that data is retained and deleted based on corporate policies.
6. Creating an immutable copy of protected information to protect against unauthorized data access.
7. Protection from Cybercrime and Ransomware by providing an offline copy of protected information.
8. Automatic removal of personal information from data copies using database scripts.
9. The ability to instantly search and recover protected information regardless of whether it exists on-premises or in the cloud.
10. Advanced reporting to identify system trends and highlight potential system breaches.
11. Deep integration with both on-premises and cloud infrastructure to maximize flexibility and protection.

All of these benefits are further enhanced by Actifio's powerful workflow engine which enables approved administrators to automatically create data copies that reflect the appropriate security, modifications and auditing processes are maintained.

Visit the Actifio GDPR page (www.actifio.com/gdpr) to learn more.

About Actifio

Actifio virtualizes the data that's the lifeblood of businesses in more than 35 countries around the world. Its Virtual Data Pipeline™ technology enables businesses to manage, access, and protect their data faster, more efficiently, and more simply by decoupling data from physical storage, much the same way a hypervisor decouples compute from physical servers. For enterprise-class backup modernization, self-serve instant data access, or service provider business transformation, Actifio is the first and only enterprise class copy data virtualization platform.

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Radically Simple



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