# GDPR-ensuring the right to protect personal data

**Use Case**: How to ensure compliance with SynerScope
**Geography**: Europe

When the EU GDPR comes into effect it is an absolute must to know your enterprise data in detail. SynerScope will help you be compliant with GDPR without having to replace your critical existing automation, by analyzing and assessing your whole data lake of structured and unstructured data.

## What is GDPR?

EU GDPR intends to strengthen and unify data protection for individuals within the [European Union](#) (EU). It also addresses export of personal data outside the EU. The primary objectives of the GDPR are to give citizens back the control of their personal data and to simplify the regulatory environment for international business by unifying the regulation within the EU.

The European General Data Protection Regulation will be enforced as of May the 25th, 2018, and will have a global impact. The GDPR ensures that everyone has a right to protection of their personal data.

GDPR is far from a perfect Regulation but it creates a uniform set of rules across the entire EU, which will benefit EU multinationals streamlining their approach to privacy.

## Impact on your business

As a company you need to be able to

1. Answer questions from your client concerning their personal data
2. Comply with clients' request to be forgotten, partially or completely
3. Have clients' proper consent on the personal information you hold and be transparent about information
4. Understand the penalties & risks that are associated with GDPR

When the EU GDPR comes into effect, a single complaint could result in an audit and a fine for improperly handling personal data unless your data management and backup strategies are ready. Start modifying plans, policies, processes and technologies today!

## What you need to do

The GDPR brings many changes to current regulations. GDPR takes a 'Risk based' rules driven approach to safeguarding Privacy. These rules are the same in every geography, but there are different rules based on the level of risk that a given data activity presents for people's privacy.

This allows enterprises to apply different degrees of controls to managing data, depending on identified risk levels. It is an absolute must to know your enterprise data in detail in this new environment.

Critical actions to comply with GDPR requirements:
- Determine Your Role Under the GDPR
- Appoint Your Data Protection Officer
- Demonstrate Accountability in All Processing Activities
- Check Your Cross-Border Data Flows
- Prepare for Data Subjects Exercising Their Rights

## How SynerScope can help

SynerScope can assist with your implementation of GDPR by identifying, categorizing and classifying data, describing what data is stored and where, and assessing how sensitive it is.

Our solution combines all the advantages of latest big data technologies: We connect data lakes with high performance compute and our advanced algorithms.

- We do this extremely fast and economical
- We don't sample data because every individual record may count.
- We score each record for privacy sensitivity
- We bring enterprise wide search so you can find any and all records that your enterprise carries for any individual.
- We integrated our security approach to data lakes with the latest developments of GRC in the Hadoop landscape.

And on top of this: besides scanning for privacy sensitivity, a SynerScope scan of your data comes with built-in fine-grained access control.

## The SynerScope Solution

We provide a point solution for GDPR: the SynerScope platform. Most companies already have a lot of automation available to them. Unfortunately these technologies are not always making it easy to be compliant with the new GDPR regulations. The SynerScope platform will help you with compliance with GDPR without having to replace your critical existing automation, by analyzing and assessing your whole data lake of structured and unstructured data.

There are 2 different ways to achieve a GDPR compliant solution with SynerScope:

- SynerScope supplies a GDPR scan: you and/or your external audit party are responsible for the implementation of the outcome
- As compliance is a continuous process, SynerScope offers you a platform where these compliance rules are applied onto your data lake and the content of your data is continuously monitored.

## SynerScope Technology

Our partnership with Hortonworks enables us to integrate the latest access control and data provenance mechanisms / rules in our solution. Our solution is usable for all tooling software that is suitable for a Hadoop data lake.

## Key Benefits

SynerScope can make a complete and in-depth scan of all your data. We help you manage your data security with rules and access controls based on deep knowledge about your data. Our key benefits are:

- Speed
- Transparency
- Reducing complexity
- Fully auditable and compliant
- Low cost

1/2