



Proactively Mitigate Privacy & Regulatory Risks

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The Pursuit of Privacy-Aware Governance

Today's increasingly complex data privacy regulations create new challenges for organizations. They must not only understand where personal and sensitive data lives within the organization and whose data it is, but also take action to ensure its collection and use is compliant. This is compounded by the influx of consumer privacy regulations and the explosive growth of records are challenging organizations to rethink how they find, classify and manage personal information - especially with customer information residing in unstructured format on network drives including Microsoft® SharePoint, Microsoft 365 and Microsoft Teams opening organizations up to significant risk.

“ By transforming governance strategies for content, enterprises can operationalize compliance. Doing so contends with privacy regulations and supports digital transformation. ”

Doug Johnson,
VP of Product Management
at ASG Technologies



Prioritize Privacy-Aware Governance

The pace of proposal for and adoption of modern privacy regulations is accelerating and raising the stakes for organizations looking to standardize a global policy when handling personal data. Organizations face increased financial risks without a proactive approach to governing information, including adhering to GDPR (General Data Protection Regulation), CCPA (California Consumer Privacy Act) and CPRA (California's Consumer Privacy Rights Act) compliance.

In addition to avoiding costly fines, a declining public reputation has also been an emerging driver to protect personal data. Highly publicized data breaches have also contributed to data security concerns among customers.

Empower Information Discovery, Classification and Activity

Organizations need to gain visibility and transparency into where sensitive and personal information resides within their documents, content and records. However, most currently lack the ability to identify where that information exists within content. Even if they could, most organizations are unable to associate personal information within records to a specific person – making it near impossible to adhere to consumer requests for deletion.



Organizations need an integrated solution that addresses both structured and unstructured content. One that can scan and discover where sensitive information resides, properly manage the access, storage and deletion of sensitive information, while automating legal holds, redaction and disposition policies based on classification insights.

By transforming their governance strategy for content and extending information governance and data privacy to shared drives, Microsoft® SharePoint and Microsoft 365, organizations can operationalize compliance. Doing so not only helps contend with privacy regulations, but also supports digital transformation.

Evolve Automation to Meet New Challenges

Many large, highly regulated organizations are turning to automation to improve their content management and compliance efforts. Across industries, companies are increasing investments in machine learning (ML), robotic process automation (RPA) and artificial intelligence (AI) to make data governance more agile and automated. Automation empowers organizations to respond to the growing needs for security and compliance, as well as process improvements that can enhance company performance and efficiency. Leveraging automation for governance does not just support compliance efforts, it also translates directly to the bottom line.

Common Challenges

- 1 Lack of governance of user-managed documents residing on desktops, Shared Drives and across the Microsoft® ecosystem
- 2 Missing insights into where privacy information resides within documents or records
- 3 Failure to associate privacy information within records to a specific customer
- 4 Absent audit record of who has accessed or viewed the privacy information
- 5 Inability to redact or data mask privacy information
- 6 Maintaining customer information for longer than required by law



Records management, process automation and compliance are all on the rise, and organizations must use a holistic approach to success. Looking for partners and providers with the right mix of expertise, capabilities and vision will allow organizations to maximize their efforts.

As the GDPR, CCPA, CPRA have shown, data privacy regulations will only keep coming — and they will be increasingly targeted, have international implications and are perhaps even stricter. The latest batch of data privacy regulations points out companies' greatest IT and operations weaknesses, especially a lack of a unified view into business and how end users interact with documents and content. By implementing a privacy-aware information management strategy, for both structured and unstructured data, organizations can understand their entire ecosystem. It is increasingly important to proactively seek out dark data, tackle compliance and prepare for current and future data privacy regulations.

Related Reading

BLOG

Tackling Dark Data on Shared Drives, Microsoft and Box with Automated Governance

INFOGRAPHIC

8 Things You Need to Know about Information Governance

TIP SHEET

Do You Know Where PII is in Your Content?

DATASHEET

Sustain Data Trust & Operationalize Privacy Compliance

WHITEPAPER

Privacy-Aware Governance: Empowering Trust, Transparency and Transformation





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