

A man and a woman in business attire are looking at a whiteboard in an office setting. The man, wearing glasses and a dark suit, is pointing at the whiteboard with his right hand. The woman, wearing a grey blazer, is holding a tablet and looking at the whiteboard. The background shows a bright office environment with windows.

GDPR compliance: Making the grade

shaping tomorrow with you

FUJITSU

**The arrival of
GDPR (General Data
Protection Regulation)
is an opportunity for
enterprises in all sectors
to achieve the data clarity
that's increasingly vital
to their organizations.**

But, of course, it is necessary to ensure that you are compliant with all the demands of the regulation. To do that you have to understand where you are now in terms of compliance, and where you need to be to ensure that you can proceed with confidence.

We are working with our customers to ensure that they go one or two steps further than that. If GDPR is truly an opportunity to boost your organization's reputation for trust and transparency, and put in place the people, processes and technology that can enable you to make the most of your data, then we can help you take those extra steps. You need to make the grade.

In three sections, this paper shows how you can make the most of the opportunity to become exemplary and reap huge benefits in terms of both reputation and trust.

How data mature are you?



Make the grade and keep evolving



How do you evolve toward exemplary?





How data mature are you?

The exponential rise in data volumes means that every organization should be proactive in managing the flow of data. If they aren't, then they are not only in danger of falling foul of regulations like GDPR, but also missing out on the opportunity to innovate, reduce costs, be operationally efficient, and extract value from data in legitimate ways.

It's all about your data maturity. No two organizations are alike. That's why we believe that each needs to be assessed individually. At Fujitsu, we've created a maturity scale that runs from 0 to 5. Not surprisingly, 0 means you're not doing anything at all, or very little. Your data policies are inefficient, the data is neither readily accessible for business purposes nor is it handled in a compliant manner. Few organizations are this immature; but they do exist.

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Grade 1 areas of organizations have minimal measures in place, their data governance is poor, and, the potential for operational and commercial benefits is lacking. These businesses are at risk of being deemed noncompliant and are probably susceptible to data breaches.

Grade 2 means you're doing the basic things necessary to protect personal data, but there's still more you can do.

Grade 3 is starting to look much better. Functions can probably achieve compliance and operate with confidence.

Many companies fall into this middle range. It's OK. It's satisfactory. You can probably tick the right boxes – but there's something missing. When we assess customers' readiness for GDPR, we find that policies and processes are documented, and they're communicated across the organization. For instance, there are measures in place to protect personal and sensitive data, and there are manual systems (and some automation) that help deal with compliance. But, the opportunity to make the most of new ways of processing, storing, managing and analyzing data to gain further value are being missed.

**We urge customers to go further.
To put in place the measures that
make the grade.**

Additionally, the costs of managing data subject access requests and breaches are potentially quite high if there are no automated processes in place to handle such new requests. And we believe there will be many new requests and breaches in the future due to the exponential rise in data volumes and the introduction of the GDPR.

That's why we urge customers to go further. To put in place the measures that will take them up a grade. Grade 4 offers sophisticated means to leverage the power of data as well as protect it, as well making the most of technologies. And Grade 5 is exemplary, you're doing all you must do, and much more.

Fig.1 Summarizes the maturity scale



Fig.1



Make the grade and keep evolving

**Making the grade isn't a one-off exercise. It's a process. A journey.
The data landscape will continue to change.**

More sources and varieties of data will arise with unerring regularity. As will new regulatory demands. We believe that you need to become a proactive data enterprise. An organization that understands what data it holds, needs and processes, as well as how to leverage its power internally and externally.

The more sophisticated and exemplary your data policies, processes and technology becomes, the better able you will be to deal with new regulations, and new opportunities that arise from emerging sources of data, as well as new ways of working with the data. In the end, it's about using the opportunity to gain efficiencies and innovation and to optimize customer and stakeholder engagements.

So, how do you go beyond Grade 3? Automation is one of the answers. The more you can automate data processing and discovery, the more you can use that data to fuel innovation, oil the wheels of your operations, and deliver brilliant new ideas. But, if your people are laboring to process huge amounts of data – much of it unstructured – then they can't focus on gaining competitive advantage in dynamic and fast-moving marketplaces.

Automation and analytics (including eDiscovery) enable you to discover and protect your data faster and more accurately. It helps you achieve maximum visibility. And visibility is vital. If you can't see where your data is, then you could be vulnerable. If you don't know what data you hold, you can't use it to benefit your business.

Exemplary – Grade 5 on our scale – organizations are starting to use the power of Artificial Intelligence (AI) and machine learning to pre-empt problems, identify data, and find patterns on a more creative level. AI can supplement human intelligence. It offers more granular insights faster, but also helps populate the bigger picture with more clarity. Importantly, AI can handle much more information at the same time and encode patterns and parameters to verify such information extremely quickly and therefore be able to tell you when something is likely to go wrong before it does, which can help you to react and mitigate potential failures to comply with GDPR as well.

How do you evolve toward exemplary?

Grade 5 is the ultimate target. It takes investment in people, process and technologies to get there.

Investment in best practice data management and governance not only helps you to comply with GDPR, it helps you to get ahead of the curve in terms of future demand and regulation. If there's one thing that is certain, it's that all current standards and regulations will continue to be enhanced or added to. That's because data generation will continue to change and grow, especially with the emergence of the Internet of Things and the interaction of numerous networked devices. So, why not be prepared? Exemplary levels of data governance across people, processes and technologies can give you an advantage in a changing data landscape.

And, as we stressed, it also makes your organization more efficient, creative and competitive. You have exemplary levels of protection, the right retention policies, visibility of your data, you only store what you need to, which means that the possibility of someone accessing, manipulating or moving sensitive data without you knowing can be significantly reduced.



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Exemplary levels of communication and awareness of policies across your organization helps you align your stakeholders to your business goals and objectives, as well as giving them the sense that you are a trusted, ethical, and progressive organization. And the use of automation, machine learning and AI, will benefit all areas of your business, not just compliance with GDPR.

Exemplary data management and governance drives competitive advantage. It's the foundation of mature, focused, dynamic businesses that can make the most of a new world of rich data.

Talk to us about how we can assess where your business is on our maturity scale and how we can help you make the grade.

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