ENACTING THE DATA SUBJECTS ACCESS RIGHTS FOR DATA PRIVACY AND GDPR

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LET ME SHARE SOME PERSONAL DATA

What I want to share

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Engaged citizen in a data driven world
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Want to know more?

BUT DON'T ASK MY DOCTOR, HE HAS TAKEN THE HIPPOCRATIC OATH
DATA IS THE NEW OIL...

Personalization can deliver **5x to 8x ROI** on marketing spend and lift sales by **10%***

*Mc Kinsey Research: Big Data, Analytics, and the Future of Marketing & Sales

BEWARE OF THE OIL SPILL

BREAKING NEWS

Major data breach exposes data for **143M consumers**

Last year’s privacy fines would be **79 times higher under GDPR**

Facebook just suffered its **worst day ever**
IT’S TIME TO BUILD THE SYSTEM OF TRUST...
DATA PRIVACY IS BECOMING BIG AND GLOBAL

- Stakes are getting bigger
- Jurisdictions are everywhere
- Rapidly changing regulations
- Multiple subject areas
- Data Privacy meets Big Data

**NORAM:** CASL (Canada), HIPAA, CCPA (USA)...

**EMEA:** GDPR (EU), PoPI (South Africa)...

**APAC:** APP (Australia), NZ-IPP (New Zealand), PDPA (Singapore), PIPA (South Korea)...
THE LAST MILE OF PRIVACY: DATA SUBJECT ACCESS RIGHTS

- The right to have data deleted & to be forgotten
- The right to object
- The right to rectify
- The right to access your data
- The right to know who is processing... and why
- The right of an explanation for an automated decision
- The right to move your data
TALEND GDPR COMPLIANCE BENCHMARK

103 Companies in the research

Worldwide study

Rights for Data Access & Portability

Regional breakdown

EUROPE; 70%

APAC; 11%

NORAM; 19%

Industry breakdown

Retail & FMCG; 24%

Travel, Transport, Hospitality; 24%

Media, Telco, Utilities; 28%

Financial services; 24%
MOST COMPANIES

98% HAVE UPDATED THEIR PRIVACY POLICIES FOR GDPR

Policies are **defined...**

70% FAILED TO PROVIDE THE DATA REQUESTED!

But are **not enforced...**

21 days AVG TIME IT TOOK COMPLIANT COMPANIES TO RESPOND

or **poorly delivered**
THE ROAD TO COMPLIANCE
THE ROAD TO COMPLIANCE: WHY DO COMPANIES FAIL?

- No established accountability
- Unautomated process
- A legal process, rather than a customer service engagement
- People as human data integrators
- No control over personal data
- Reluctance to share the data
FIVE STEPS TO DATA PRIVACY SUCCESS

1. Capture and track personal data
2. Foster accountability
3. Reconcile your data
4. Enforce compliance
5. Make personal data available for data subjects

Customers
Employees
Visitors
Users
Suppliers
CAPTURE AND TRACK PERSONAL DATA

The road to success (1/5)
FOSTER ACCOUNTABILITY

The road to success (2/5)

Data Management Discipline: Data Stewardship

ASKED FOR A DELAY EXTENSION
Data Management Discipline: Customer 360/MDM
ENFORCE COMPLIANCE

The road to success (4/5)

Data Management discipline: Data Masking
MAKE DATA AVAILABLE FOR DATA SUBJECTS

The road to success (5/5)

Data Management Discipline: Data Services

22% RESPONDED IN < 1 DAY
WRAP UP

1. Data Privacy is getting global
2. Move away from paper works, build the system of trust
3. A Step up in your Data Governance and Customer Intimacy Programs

Get the Guide at the Talend Booth #1321
LEARN MORE!

• Visit the GDPR solutions page on our website

• Follow me on Twitter:
  • @jmichel_franco
  • @Talend

• Visit the Talend Booth #1321 during #StrataData to get your data privacy guide.