

ENHANCED DATA MAPPING

Increase Cyber Resiliency, Comply with Privacy Regulations and Reduce eDiscovery Spend

Most organizations don't know where their critical and sensitive data is located. This fact drastically increases the risk of cybersecurity breaches and the subsequent non-compliance fines and penalties. Additional downstream effects include increased time and cost to respond to Data Subject Access Requests (DSARs), eDiscovery requests and internal investigations. Understanding your data landscape helps eliminate inefficiencies, reduce costs and increase business resiliency.

Innovative Driven Enhanced Data Mapping exposes digital blind spots and eliminates ROT (redundant, obsolete or trivial). Unlike traditional, single-point data maps, we take a holistic approach that includes detailed data mapping, remediation and efficiency opportunities, policy and procedure recommendations and ongoing training and monitoring. Having this foundational understanding of your information will allow us to help you develop the appropriate policies. Ongoing, scheduled assessments will ensure that your data map stays up to date as your business, regulations, and policies change.



46%
of companies don't know where their sensitive data is stored.*



80%
of corporate data is ROT (redundant, obsolete or trivial).**



\$.80
of every dollar spent on cyber security is to protect information with no business, legal, or regulatory value.*

*<https://www.gemalto.com/press/pages/businesses-collect-more-data-than-they-can-handle-reveals-gemalto.aspx>

** LexisNexis

Continuous Monitoring & Process Improvement

Scoping & Assessment

- Legal/cyber/compliance goals
- Prioritize efforts
- Determine desired policies and related actions

Discover & Remediate

- Rapidly identify structured & unstructured data
- Identify cleanup opportunities (ROT)
- Analyze & report
- Determine right size solution

Organize, Comply & Report

- Visual depiction of data assets & processing
- Data disposition
- Consumer rights compliance
- Classify & manage records
- Litigation Readiness

Train & Monitor

- Audit policies & actions
- Ongoing training
- Monitor evolving compliance regulations
- Business change management
- Evaluate new requirements

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No matter what your desired data mapping outcome may be, Innovative Driven can help you achieve it. Our team of data experts will tailor a plan to meet your business goals and timelines to achieve success. We know that getting started is sometimes the hardest part, so we recommend a crawl, walk, run approach to most projects. Our goal is to build a plan that delivers value at every stage, so you see results immediately and regularly.

Innovative Driven realizes that adding new processes, policies and procedures could strain internal resources that are already stretched thin. We offer managed services in all areas to help reduce the burden on your staff and ensure that these new actions are being executed.

Managed Services	Privacy-as-a Service Managed Privacy Review	Data minimization and access privilege audit	Data Collection, Processing & Hosting	Information Governance Program Management
Outcomes	<ul style="list-style-type: none"> Compliance with GDPR rights of the data subject Compliance with CCPA rights relating to access, deletion, and sharing of personal information collected by business 	<ul style="list-style-type: none"> Confirm principle of least privilege Audit & fine tune data loss prevention policies Reduce attack surface Focus cyber security spend on critical & sensitive data 	<ul style="list-style-type: none"> Efficiency and cost savings More predictable legal costs Strategic advantage having access to data faster Litigation readiness 	<ul style="list-style-type: none"> High Risk information asset tracking Data Disposition Records Retention Archiving
Goals	Comply with Privacy Regulations (GDPR, CCPA)	Data Enhanced Cyber Security	eDiscovery & Investigation Cost Containment	Information Governance
Foundation	Innovative Driven Enhanced Data Mapping			