



# PRIMEUR DATA PRIVACY®

## SOLUTION OVERVIEW

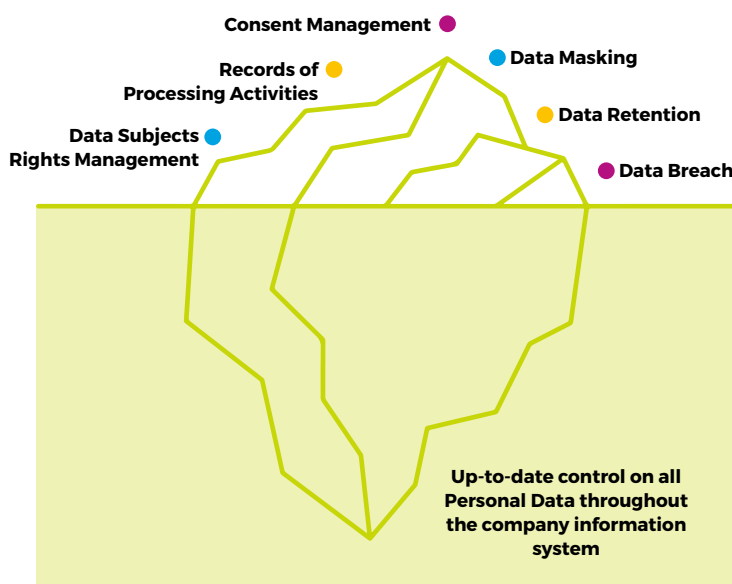


## What is PRIMEUR DATA PRIVACY®?

PRIMEUR DATA PRIVACY® is Primeur GDPR readiness and compliance solution, designed to fulfill the needs of Data Protection Officers, IT professionals, Security and Compliance leaders.

Built on over 30 years of Data Integration expertise, PRIMEUR DATA PRIVACY® is a modular, multi-language, multi-user software tool that guarantees control of Personal Data, allowing companies to be ready to respond to the stringent requirements of the GDPR regulation and its evolution.

Modular, open and versatile, PRIMEUR DATA PRIVACY® :

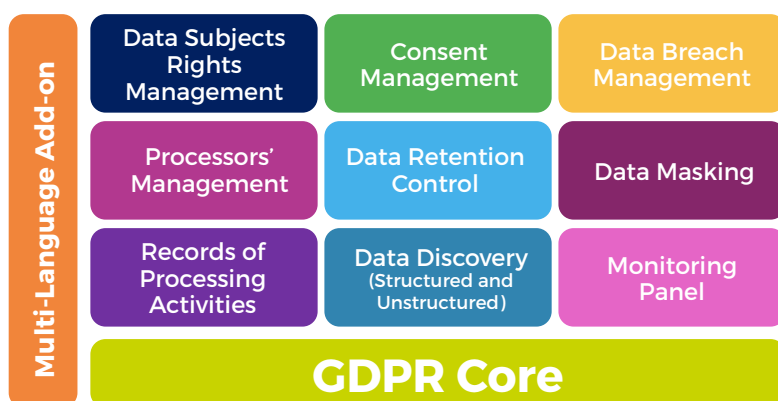


1. Guarantees all the Personal Data spread across an organization’s information system is **identified, monitored** and **under control** in a continuous manner.
2. Serves as **an operational tool** for Data Protection professionals and IT and Security leaders in their daily duties.

Thanks to its intuitive user experience, PRIMEUR DATA PRIVACY® is the ultimate tool for Data Protection professionals, allowing to deploy a correct and tailored GDPR-compliant strategy.

## How is PRIMEUR DATA PRIVACY® composed?

PRIMEUR DATA PRIVACY® is engineered and designed with a completely modular approach. It can be implemented incrementally following the requirements of the GDPR regulation and the real operational needs of the company. Just adding the required modules over time, it eliminates the risk of over-structure and allows key IT investments to be planned with flexibility.

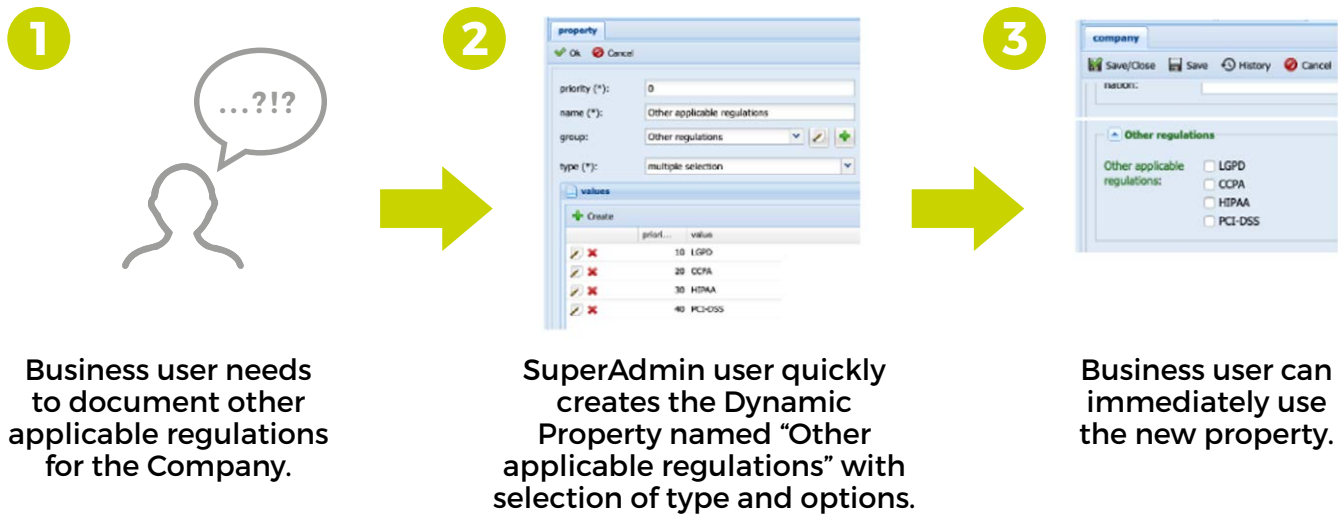


Clients start with the modules they need and add new modules only when they are ready to move to the next step. All modules are fully integrated and offer a uniform and intuitive user experience.

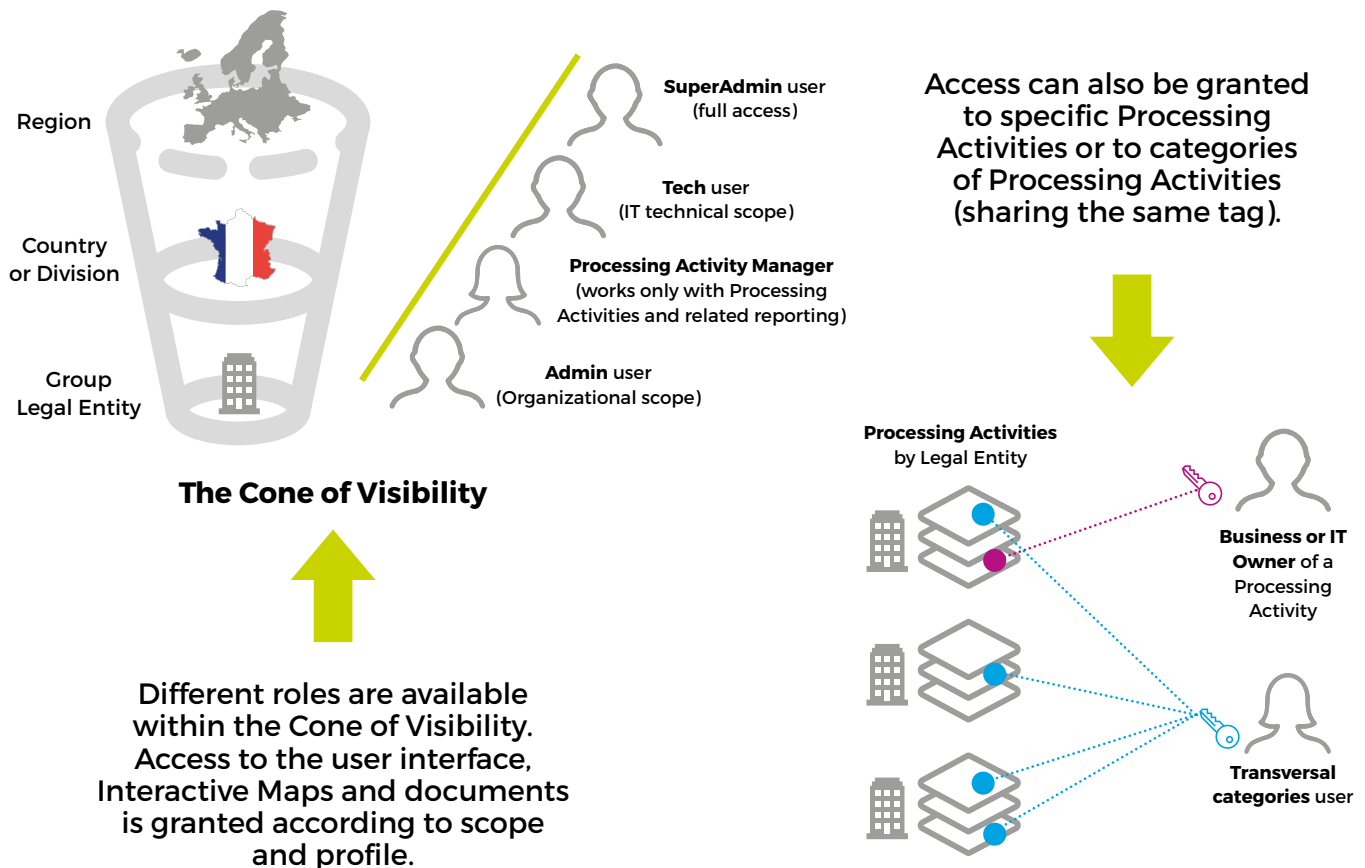
## Key features

### Versatility

Administrators can quickly create custom menus and lists of options to perfectly match the specific requirements of their organization. The new custom attributes can be of any type (single or multiple selection, text field, date, time, etc.).

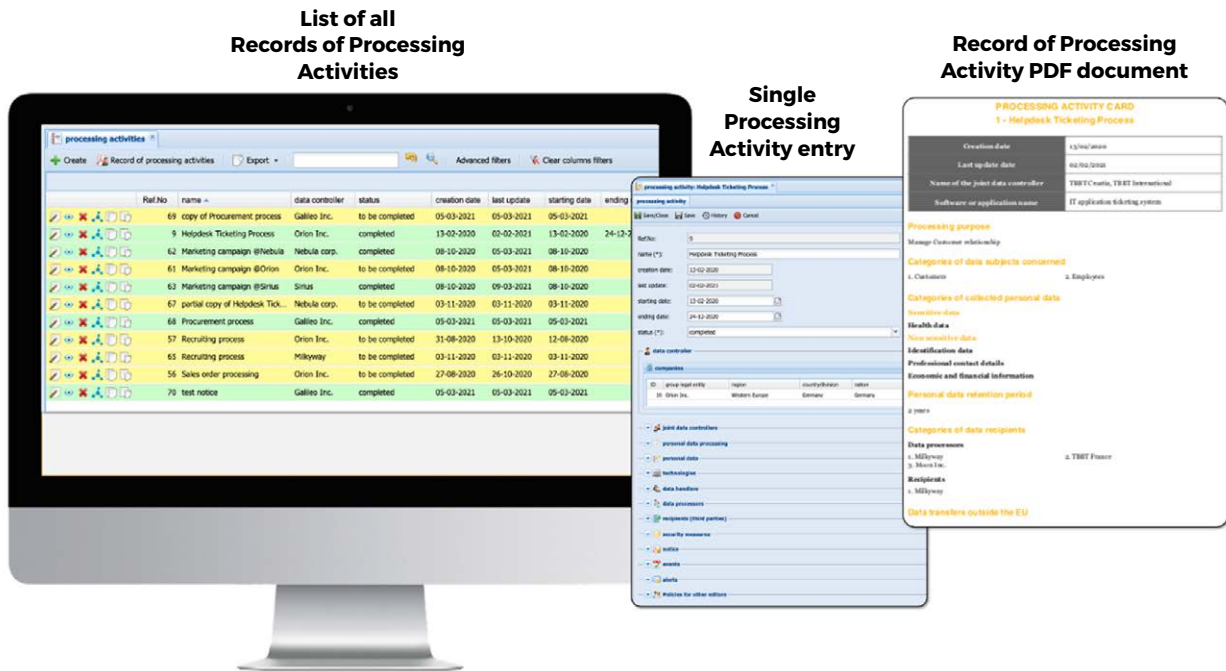


### Granular and flexible access control



## Records of Processing Activities with automated reporting

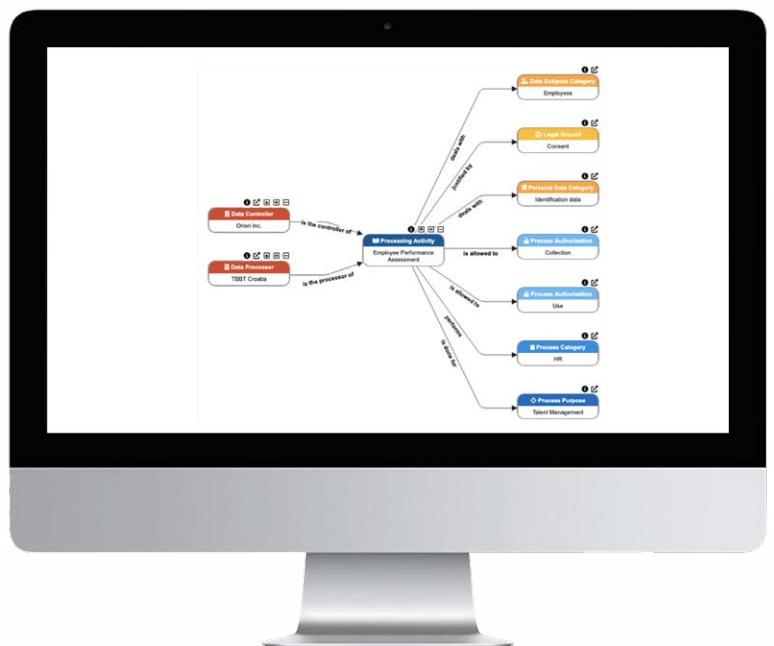
PRIMEUR DATA PRIVACY® allows to maintain always up-to-date Records of Processing Activities, automatically generates PDF records, Privacy Notices and Data Processing Agreements according to custom templates. It always ensures the information is accurate, consistent and has been approved by appropriate stakeholders.



## Unique Interactive Maps

Interactive Maps are available as soon as users start configuring the software. They offer at-a-glance views of the configuration and Personal Data management, also showing hidden dependencies and how items can impact each other.

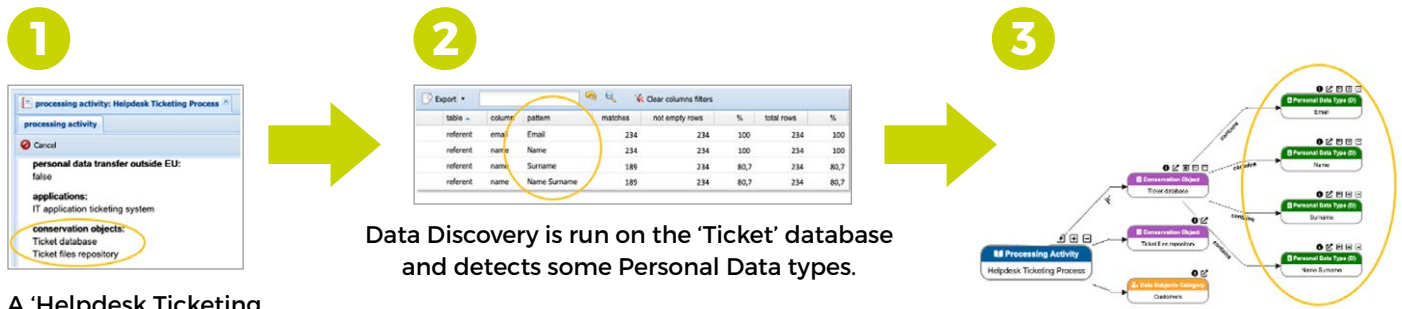
Interactive Maps are browsable in any direction or depth for maximum flexibility, accuracy and control.



### Structured Data Discovery

PRIMEUR DATA PRIVACY® discovers Personal Data inside databases that can be accessed via JDBC or API. Multiple Personal Data patterns are available, some can be customized and new ones can be created from scratch. Available patterns include name, surname, e-mail, credit card number, phone number, IBAN number, etc.

Data Discovery findings automatically and instantly update Interactive Maps and GDPR documentation.

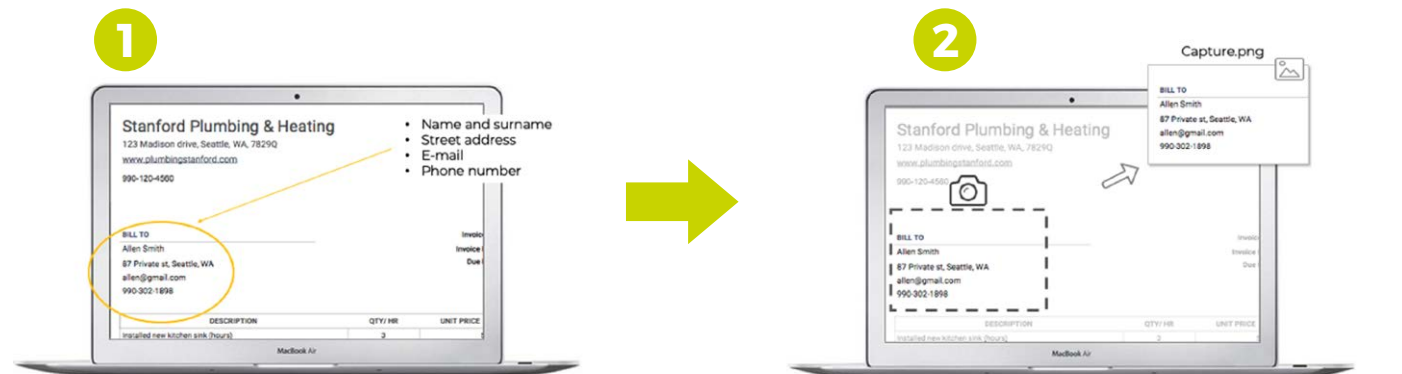


A 'Helpdesk Ticketing Process' Processing Activity is configured as using 'Ticket' database.

The Interactive Map centered on the Helpdesk Ticketing Process Processing Activity is **automatically** updated with Discovery results. Also the PDF Record of the Processing Activity and the Privacy Notice are **automatically** updated with Discovery results.

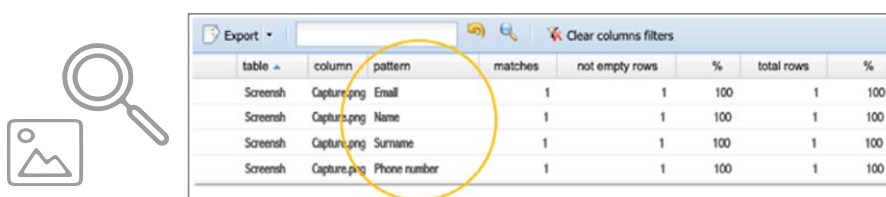
### Unstructured Data Discovery

The Unstructured Data Discovery module allows to find Personal Data in text, inside binary and text files, and in images and scanned documents where both printed and handwritten text are supported. The Unstructured Data Discovery module supports any file system that allows remote synchronism with open protocols (examples: SMB/Windows sharing, FTP, SFTP, NFS...).



A user is displaying an invoice file on the screen. The invoice contains Personal Data.

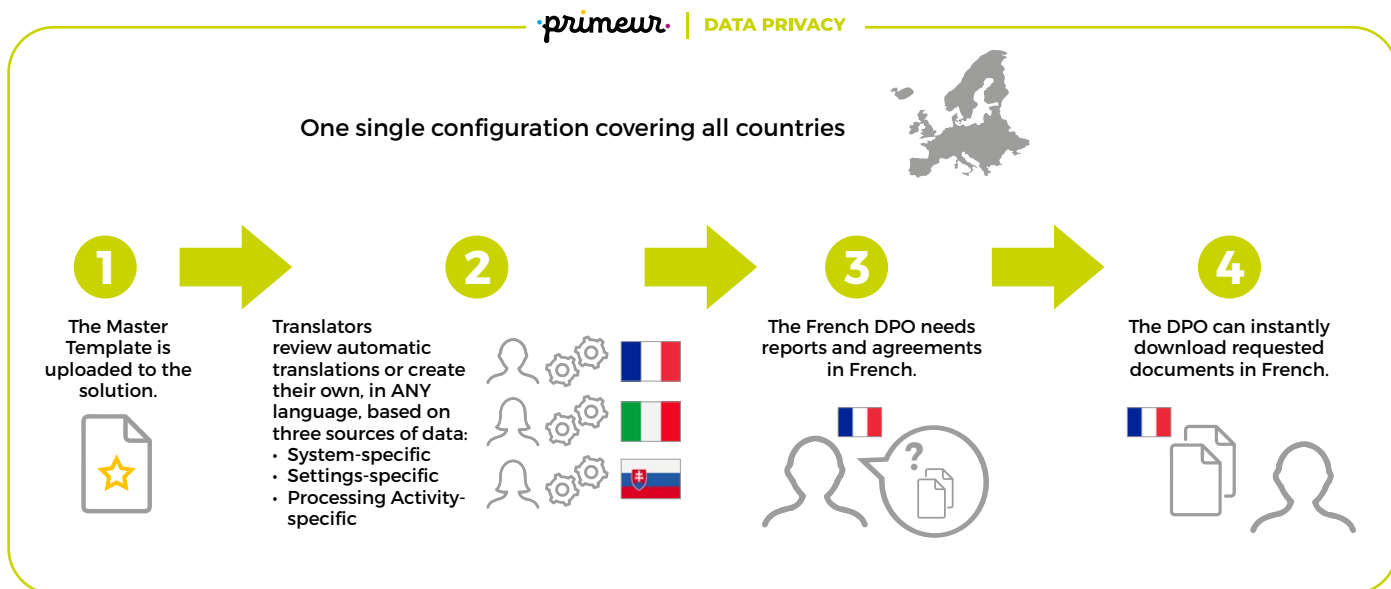
The user takes a partial screenshot containing Personal Data and saves the image file as 'Capture.png'.



Data Discovery is run on the captured screenshot and discovers the Personal Data patterns.

### Multi-Language Add-on

When activated, this add-on offers unique capabilities for multinational companies that need GDPR documentation in local languages. PRIMEUR DATA PRIVACY® allows to keep one single configuration and to enforce master templates across geographies while addressing any output language requirement.



### Flexible Data Masking

The Data Masking module offers users a toolset to create flexible Data Masking policies, perfectly matching business requirements while preserving data privacy. Data Masking is applied to structured and unstructured data sources and can be invoked through REST APIs from third-party solutions. The supported Data Masking techniques are summarized in the following table:

Data Masking Techniques	Data Redaction	Reversible Anonymization	Irreversible Anonymization	Coherent Anonymization	Anonymization with Aggregation
Examples	Credit card: 411 1111 1111 1111 ↓ Credit card: XXX XXXX XX...	John Doe ID 87406324 ↓ Users get masked data according to their encryption key	Table 1 Customer ID 6G\$e3!fg-X Table 2 Customer ID 6G\$e3!fg-X	08-12-2019 ↓ 26-08-2018 (same weekday) Munich ↓ Frankfurt (similar size)	ZIP codes ↓ ZIP codes with a similar geographical distribution
	Unwanted Personal Data is suppressed	Users get masked data according to their encryption key	Data is anonymized keeping relational information	Selected data characteristics are preserved	Data is anonymized keeping the desired statistical view

PRIMEUR DATA PRIVACY® implements a two-level approach to achieve effective data pseudonymization, in line with GDPR guidance:

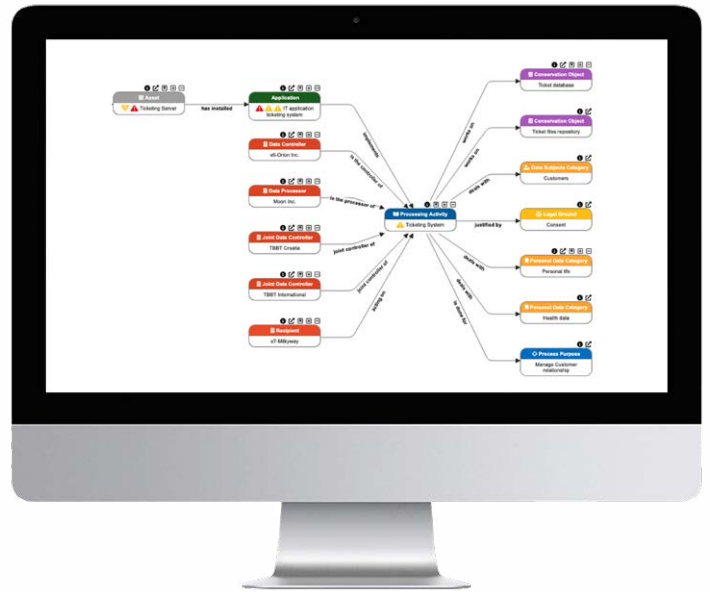
**1. LEVEL 1** - Remove all the occurrences that allow the **direct** identification of the person (name, surname, fiscal code, email...).

**2. LEVEL 2** - Remove the elements that could allow the **indirect** identification of the person (on a statistical basis).

## Data Breach Management

The Data Breach Management module allows to log data breaches and to track their lifecycle until they are fully 'Resolved'. Data breaches are immediately reflected on Interactive Maps.

Additionally, Primeur Data Privacy actively detects file transfer-related data breaches tracking dataflow compliance with predefined models and generating alerts in case of deviations from the model, which may indicate suspicious behaviors.



## Main benefits

- **Automatic generation of GDPR-related documentation** such as Records of Processing Activities, Processors' Agreements, Privacy Notices to data subjects and Processors' Records of Processing Activities.
- **Easy management of documents in multiple languages** maintaining one single configuration and applying master templates across all countries, whatever the target output language.
- **Information on Personal Data is consistent and always up to date:** Who is involved in Personal Data processing? With which authorization level? What Personal Data? Where is it stored? Why is it being collected? All these questions are answered.
- **Full visibility on all data sources and dataflows** related to Personal Data.
- **Accurate identification of Personal Data**, both in structured (database) and unstructured sources (email, Excel, scanned documents).
- **Increased efficiency of Personal Data management activities** through the minimization of manual data entries and automated data retrieval and document generation.
- **Enforced accountability** of all the people involved in Personal Data processing with traceability of all actions: who has done what, on which item and when?
- **Dynamic control over Personal Data** wherever it is across the Company's IT system thanks to Interactive Maps, fed by a routinely run Data Discovery.
- **Quick internal adoption** thanks to ease of use and versatility to match specific needs.
- **Acts as an operational tool** to assist Data Protection Officers (DPOs) and other Data Protection, IT and security professionals in their day-to-day duties.

## About Primeur

We are a Smart Data Integration Company, with an unconventional philosophy. For more than 30 years we have been serving some of the most important Fortune 500 companies with our unconventional approach, our problem-solving attitude and our software solutions.

**We make Data Integration simple, accessible, secure and sustainable over time.**

Our goal is to help Companies to manage and control the data they generate, use and analyze without interfering with the existing IT systems and applications.

We help Companies to work better and smoother, preserving their existing systems and IT investments.

The results are better operations, driven by better and faster decisions, delivering a better service with a lower investment.