

Squirro Risk Insights

Squirro GDPR application

There is more risk for businesses to manage in 2019 than there has ever been, and one of the major risks to address is compliance. This was already a complex and time-consuming challenge, and the arrival of the EU's General Data Protection Regulation (GDPR) is the most significant change to data privacy laws in decades, meaning that organizations have to change the way they store and manage customer data to ensure compliance.

Squirro GDPR application is an Augmented Intelligence-based solution that provides enhanced GDPR compliance and risk management, offering peace of mind to compliance teams concerned about a €20M fine for non-compliance. **Squirro GDPR** application automatically gathers any data relating to GDPR and notifies the user immediately along with a recommendation as to what action is required.

COMPLETE REASSURANCE OF GDPR COMPLIANCE

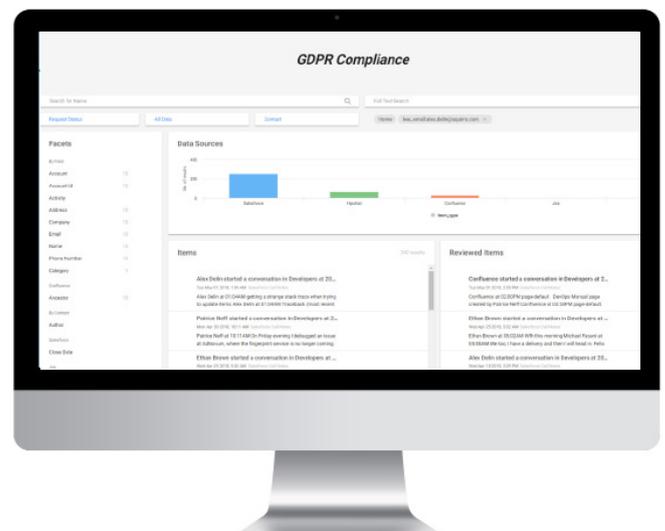
Organizations simply cannot afford to be found guilty of GDPR non-compliance, both for the huge penalty fines and also the long-term brand damage associated with a company that is non-compliant. Yet even locating all the data that needs to comply with GDPR is a challenge.

Squirro GDPR application provides complete reassurance that customer data is GDPR compliant. It uses Squirro's market-leading cognitive search functionality to find and gather data, and then presents that back to the user, classified according to their specific preference, and with a recommendation as to what needs to be done with this data to ensure compliance. Some of the specific ways Squirro GDPR application can help, include:

- **Automatic notifications of any GDPR requests** – an important element of GDPR requires companies to respond very quickly to any requests relating to an EU citizen's data, and to demonstrate that data is GDPR compliant. **Squirro GDPR** application automatically identifies any such requests, and notifies the user, along with a recommendation as to what needs to be done with the data to ensure compliance.
- **Cognitive search to find ALL GDPR data** – finding the data that needs to be GDPR compliant is a task that would take thousands of man hours if attempted manually. **Squirro GDPR** application deploys cognitive search functionality to find any data relating to GDPR, irrespective of the data type (structured or

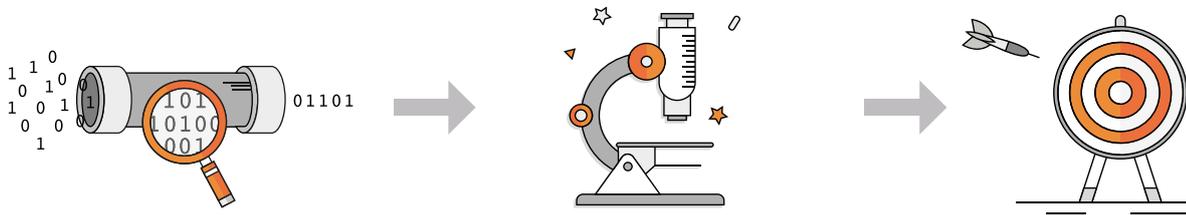
unstructured) or where it is stored. Results are then presented back to the user via email or the GDPR dashboard, all classified according to user preference (surname, email, address) and with the ability for the user to slice and dice the data however it's required.

- **Providing a real-time GDPR dashboard** – compliance and risk teams need to know immediately when a GDPR request comes in so it can be dealt with as a priority to ensure compliance. **Squirro GDPR** application comes with a GDPR dashboard that presents information precisely according to user preference, with notifications any time a request comes in, offering a 360-degree perspective on GDPR risk across a data set.



HOW IT WORKS

Because a modern enterprise holds so much data on its customers, even locating this for GDPR purposes can be a significant challenge. **Squirro GDPR** application comes with out-of-the-box sets of connectors to search for and collate data from all over an organization. This is then classified according to user preference and delivered back to the user via email or via an easy-to-read GDPR dashboard for review. This ensures that organizations know exactly what GDPR risks they currently face and have recommendations as to how to best address those risks.



DATA SOURCES

- CRM data
- Employee records
- ERP platforms
- Any and all other enterprise systems
- Customer correspondence

CATALYST DETECTION

- GDPR requests
- Risk changes

AI-DRIVEN RECOMMENDATIONS

- Best course of action following GDPR requests



CHALLENGES

- Customer data stored in numerous siloes across a business
- Unable to even locate data that needs to be GDPR compliant
- Exposure to the risk of a major fine of up to €20M



SOLUTIONS

- Automatic identification of GDPR requests, delivering via the dashboard and email
- Cognitive search functionality to locate even the most hard-to-find data that needs to be GDPR compliant
- GDPR dashboard presenting data classified according to user preference
- Recommended action as to the best course of action when reviewing data



BENEFITS

- Real-time understanding of what data requires what action
- Thousands of man hours potentially saved on manual data research
- Out-of-the-box ready, simple to use
- Peace of mind that organization won't be facing a €20M fine for non-compliance
- Enhanced GDPR compliance and risk management

ABOUT SQUIRRO

Squirro provides Augmented Intelligence solutions. Its unique technology marries Artificial Intelligence, Machine Learning and predictive analytics, empowering organizations to transform enterprise data into AI-driven insights. Organizations using Squirro take advantage of its ability to source leads and recommend the next best action in an automated way. Its real time 360 degree client cockpit provides a holistic and comprehensive understanding of the customer journey.