SECURITI.ai

Build trust and
engage customers

SECURITI.ai Data Subject Rights (DSR) Robotic Automation
brings advanced AI-intelligence to automate the complete data
subject access request lifecycle, enabling companies to stay
compliant in a streamlined and cost-effective manner.

DSR Robotic Automation

CCPA, GDPR and other privacy regulations mandate that business organizations must produce — on request — all personal data collected on individual customers. As a result, privacy reporting has become an expensive, fast-growing cost center for regulated organizations.

SECURITI.ai DSR Robotic Automation is a comprehensive solution to these challenges. It enables you to quickly deploy a consumer-facing portal for receiving DSR requests, and automates the end-to-end fulfillment process leveraging a secure collaboration workspace. By adopting it, you will delight your customers with an online service that demonstrates your commitment to privacy rights.

Easily & Safely Collect DSRs

A DSR form builder lets you quickly design and customize dynamic request forms, and embed them into your websites to begin collecting and processing DSR requests.

People Data Graphs

Automatically locate an individual's data within systems and speed up DSR response times.

Automate Request Workflows

Robotic AI intelligence orchestrates response tasking for timely and efficient fulfillment of DSR requests.

Maintain Audit Trails

Keep an audit trail of all steps taken to prove compliance in case of legal issues.

Protect Against Fraud & PI Theft

Auto-verify the identity of individuals submitting DSR requests and protect against identity fraud and PI theft.

Collaborate Securely

Bring collaboration to PI data, rather than sending PI data over emails, messaging and cloud.

Deliver Reports Securely

A cybersecure portal with identity verification protections enables you to hand off DSR responses and reports to customers through encrypted files.

Boost Your Brand

Prompt responses to DSR requests builds your brand as a privacy champion.

Organizations using **SECURITI.ai DSR Robotic Automation** realize order-of-magnitude reductions in costs they'd otherwise incur using insecure, manual processes.

A Smarter Approach to DSR Fulfillment

As a recent article on DSRs explains, most requests today get submitted to organizations via "email, fax or letter." Manual fulfillment of DSRs is laborious, inefficient, and prone to costly errors.

New Regulations Require New Tools

Manual surveys, data-mapping, and other discovery techniques of conventional privacy management are no match for the compliance mandates imposed by CCPA and GDPR—especially given the time constraints these laws impose.

MANUAL DSR FULFILLMENT

- Slow
- Expensive
- Insecure

$

$
$2,000   **$20,000**

The High Cost of One Manual DSR Fulfillment

Because the process of manual DSR fulfillment has been so resource-and labor-intensive, the costs associated with DSRs have been estimated to run from approximately $2,000 to as high as $20,000 per request.

With GDPR and CCPA decisively altering the privacy rights landscape, the time has come for a new approach to processing DSR requests, one based on artificial intelligence and automation.

Automation Driving Value

DSR CHALLENGES

Organizational Complexity
The personal data of subjects is spread across many systems managed by different stakeholders within the organization.

Systems Chaos
The use of SaaS, IaaS and PaaS services results in a multi-vendor problem, where visibility can be poor, and the coordination and volatility of the data is problematic.

Collection Risks
Accepting requests through phone, email or letter creates multiple points of failure, where requests can get lost and security risks can arise.

Personal Data Sprawl
Organizations using email, messaging platforms or unsecured data stores to manage DSRs run the real risk of duplicating personal data across additional channels.

DSR ROBOTIC AUTOMATION

AI-Powered Data Intelligence
Quickly uncover personal information within multi-gigabyte data stores, in on-premises or cloud environments.

Relationship Mapping
Documenting connections between data and its owners makes it possible to compile comprehensive People Data Graphs for individual customers in minutes.

Robotic Automation
Orchestrate the review process, automatically assigning follow-on tasks to individual data source owners and privacy team members for collaboration, review and approval.

Secure Workspace
Keep all personal data within a secure "digital war room" to prevent sprawl into non-secure channels and also support consistent logging of all tasks to meet compliance reporting needs.

MEASUREABLE VALUE

Reduce Costs
Realize order-of-magnitude reductions in the costs associated with processing DSR requests.

Avoid Penalties
Maintaining strict compliance with CCPA deadlines ensures you'll avoid non-compliance fines and breach penalties as high as $7,500/record.

Avoid Mass Breach Notifications
Comprehensive intelligence on impacted people in case of a breach enables surgical precision when issuing notifications, minimizes fall out.

Preserve Brand Equity
Maintaining your reputation for excellent service and strict compliance positively impacts brand and stock price.

Collect & Process DSRs

Customizable web forms let you quickly build DSR submission interfaces and embed them into your website to create CCPA-compliant request portals. The solution uses strong identity verification measures to protect incoming requests, prevent fraudulent requests and block malicious bot activity.

Build People Data Graphs

When a request is made, the system's AI-powered robotic assistant, Auti, automatically begins a scan of all data stores. Auti scans a vast array of data sources (on-prem, cloud, structured, unstructured), identifies any personal data, and then maps that data to the identity of its owner to create a People Data Graph.

The DSR Lifecycle

Centralizing the DSR process in a secure workspace prevents the data sprawl that would ensue if stakeholders had to use email or other unsecure messaging platforms to resolve issues.

Orchestrate Tasks for Review & Approval

As scan results come in, privacy team members and system owners will often need to follow up on unresolved issues. DSR Robotic Automation automates and orchestrates this process, sending notifications and assigning tasks to team members and system owners most appropriate to the request.

Deliver Responses Securely

Response reports are delivered to customers through a cybersecure portal that uses strong identity management to ensure only the customer has access. The response files are also encrypted; even if that file gets downloaded and lost or misplaced, only the customer holding the unique encryption key would be able to access it.

Collaborate Securely

For the privacy team members and task owners involved with managing, reviewing and approving requests, DSR Robotic Automation functions as a virtual war room where they can securely work together to discuss, coordinate and resolve issues as customer responses are compiled.

Collect & Process DSRs

With DSR Robotic Automation, you'll empower your customers to initiate data rights requests directly online or through their mobile phones. Customizable templates enable you to have a consumer portal up and running quickly. All aspects of the request process—from initial submission to response delivery —are automated and secure.

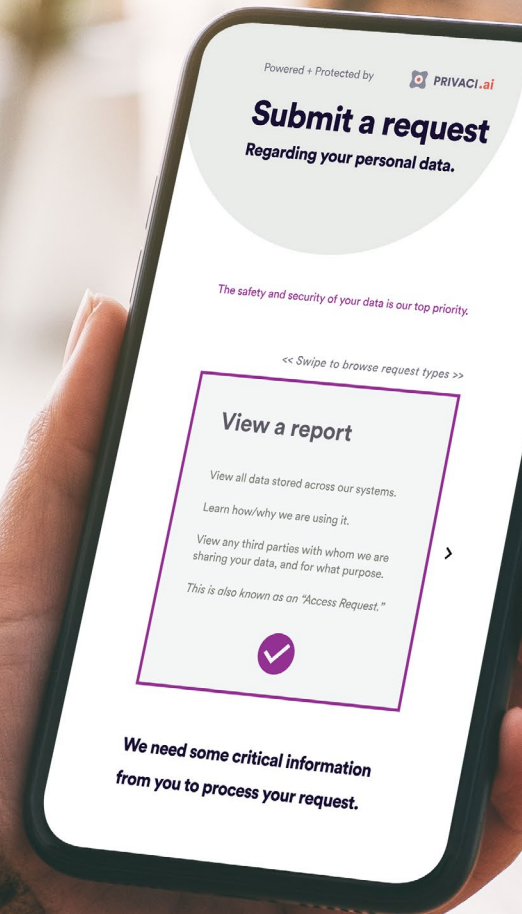## Customize Your Privacy Portal to Strike & Honor Your Brand

Editable web forms let you quickly build DSR submission interfaces and embed them into your website to create CCPA-compliant request portals.

DSR Form Builder

- Customize request forms with your company branding, logos, color palette and fonts.

- Size and arrange entry fields to align with customer needs, and data types prevalent in your industry vertical.

- Bullet lists, radio buttons & flexible content windows simplify the request process.

Publish Your DSR Forms to Accept Data Requests

Easily link or embed forms into your web pages. Publish multiple forms easily and start accepting people's data requests.

Powered + Protected by **PRIVACI.ai**

Submit a request
Regarding your personal data.

The safety and security of your data is our top priority.

<< Swipe to browse request types >>

View a report

View all data stored across our systems.

Learn how/why we are using it.

View any third parties with whom we are sharing your data, and for what purpose.

This is also known as an "Access Request."

✔

We need some critical information from you to process your request.

The New Privacy Era

Under CCPA and GDPR, your customers have rights over the data you collect about them— directly or indirectly and can request you take a number of actions.

- Produce a copy of their data
- Delete their data
- Stop selling their data
- Rectify errors or omissions

Secure the Request Entry Process With Strong Identity Authentication

Identity verification or proofing is provided by a number of methods:

Single sign-on integration offers the simplest method of verification when the requesting customer has an existing account with you, or chooses to sign on through an existing Google account, Facebook account or similar. Multi-factor authentication adds additional layers of security.

If the request is initiated via a unique identifier such as email, the solution verifies the ownership of the email before accepting the request.

Customers can also initiate identity proofing by verifying through a government-issued ID, such as a driver's license or passport, along with a selfie and liveness check. Upon customer choice, such checks can be augmented with fraud detection and knowledge-based verification to further check for abnormal activities before fulfilling requests.

Preventing Fraud

Early experience with DSR requests under GDPR revealed that bad actors—hackers or ID thieves—view the process as a vulnerable pathway for fraudulently accessing sensitive information, including social security numbers or even financial data. Incorporating strong identity and authentication protections through the entire DSR process protects your customers, their data, and your brand.

Build
People
Data
Graphs

The ability to identify all personal data associated with an individual is foundational to privacy compliance.

But basic discovery is not enough.

Data must be linked to personal identities, assessed for risk factors, and mapped within the organization's IT infrastructure, an increasingly complex endeavor as multi-cloud approaches can disperse data across geographic locations in unanticipated ways.

Structured & Unstructured Data Sources

In today's large enterprises, the personal information of customers and prospects can easily migrate or get duplicated across any number of CRM applications, core transactional systems, and even random spreadsheets and PDFs. SECURITI.ai's advanced discovery and linking capabilities—powered by our AI robot Auti—enables you to quickly build a relationship map between personal data and its owner, wherever that data resides.

A Global Personal Information View

These personal relationship maps—we call them People Data Graphs —provide clear insight into compliance risks for personal data across systems and per individual. It's the kind of comprehensive, foundational data snapshot you need to handle all kinds of privacy rights requests, and process them at scale.

By creating authoritative People Data Graphs, **SECURITI.ai DSR Robotic Automation** gives you clear insight into your customers' global data footprints, and enables you to quickly and confidently respond to DSR requests.

With its AI-powered discovery and linking technology, DSR Robotic Automation enables you to quickly scan any number of data sources. It provides virtually unlimited scalability, with connectors and webhooks to a comprehensive range of business solutions, enterprise applications, CRMs, structured databases, and productivity solutions where customer data is most likely to live within your organization. This comprehensive approach ensures production of People Data Graphs that are complete, accurate, and extremely useful in responding to DSR requests, and in other compliance processes as well.

Auti™ scans data sources and creates People Data Graphs for all your customers.

Meet Auti™

Your AI-Powered Bot

Conversational Natural-Language Interface

Easily get insights and answers to privacy compliance issues by conversing directly with Auti.

Provides fast updates on macro-level matters—for instance, status of in-progress privacy assessments or audits.

Also provides insights into granular details—for instance, whether PI for an individual customer occurs in PDF files stored outside of the U.S.

Auti is at the heart of automation and assistance across important DSR fulfillment functions.

DSR Analytics Dashboard

Auti Chat

1: 25 pm

Query

Hi Auti, which internal tasks are pending for Cindy Peters' data request?

1: 26 pm

Auti

There are 3 out of 62 internal tasks remaining.
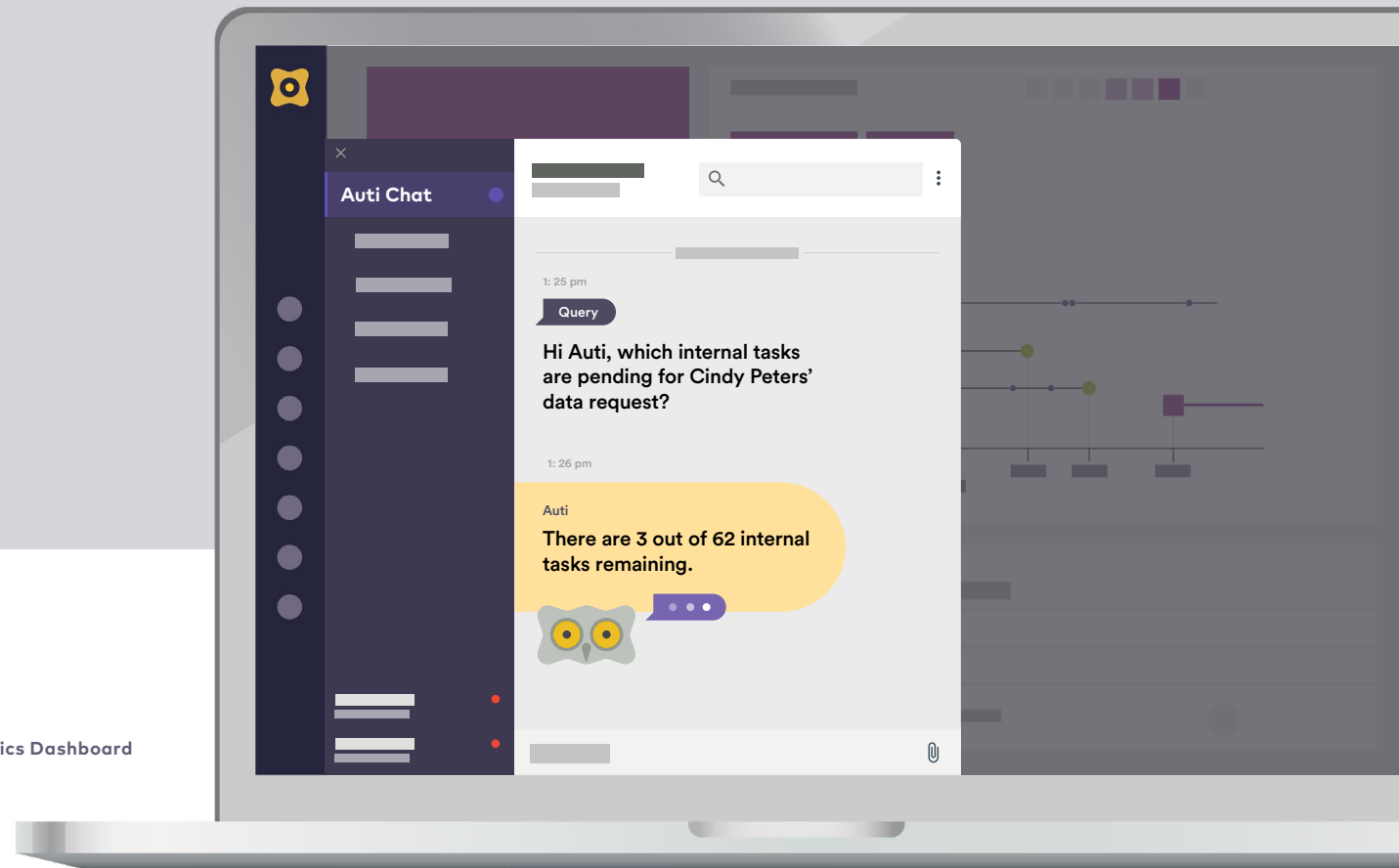
Ask Auti™

Because you can ask Auti questions about discovered data and identities, DSR progress and tasks, you'll have immediate insights that make privacy compliance easier overall.

Identity Details

Q Query

Hey Auti, what PII data do we have for Cindy Peters?

Auti

Here's everything I found on Cindy Peters.

User Consent
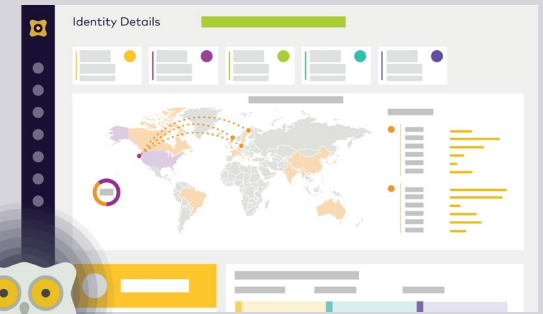
Q Query

And what consents do we have for Cindy?

Auti

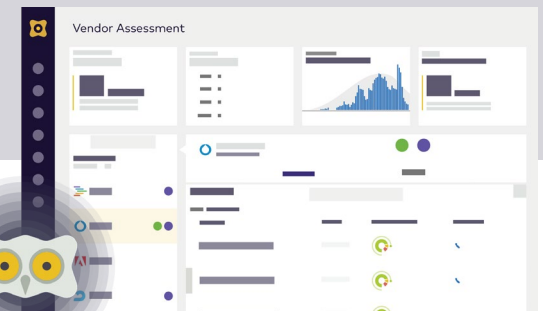Cindy P. has granted consent 37 times since 2018. Here's the dashboard view.

Vendor Assessment

Q Query

How is the privacy assessment going for our vendor Acme?

Auti

Acme has 6 team members currently active and have completed 58% of the assessment.

Orchestrate Tasks for Review & Approval

Powered by Auti, **SECURITI.ai DSR Robotic Automation** eliminates the need for human intervention from nearly all aspects of the DSR process. With Auti, the system eliminates guesswork around who owns which data, and who needs to be consulted to resolve issues by orchestrating DSR workflow and centralizing interaction in a secure workspace.

Once a customer's People Data Graph is complete, the remaining steps in the DSR request process quickly play out, all guided by Auti.

Cindy Peters
Personal Data
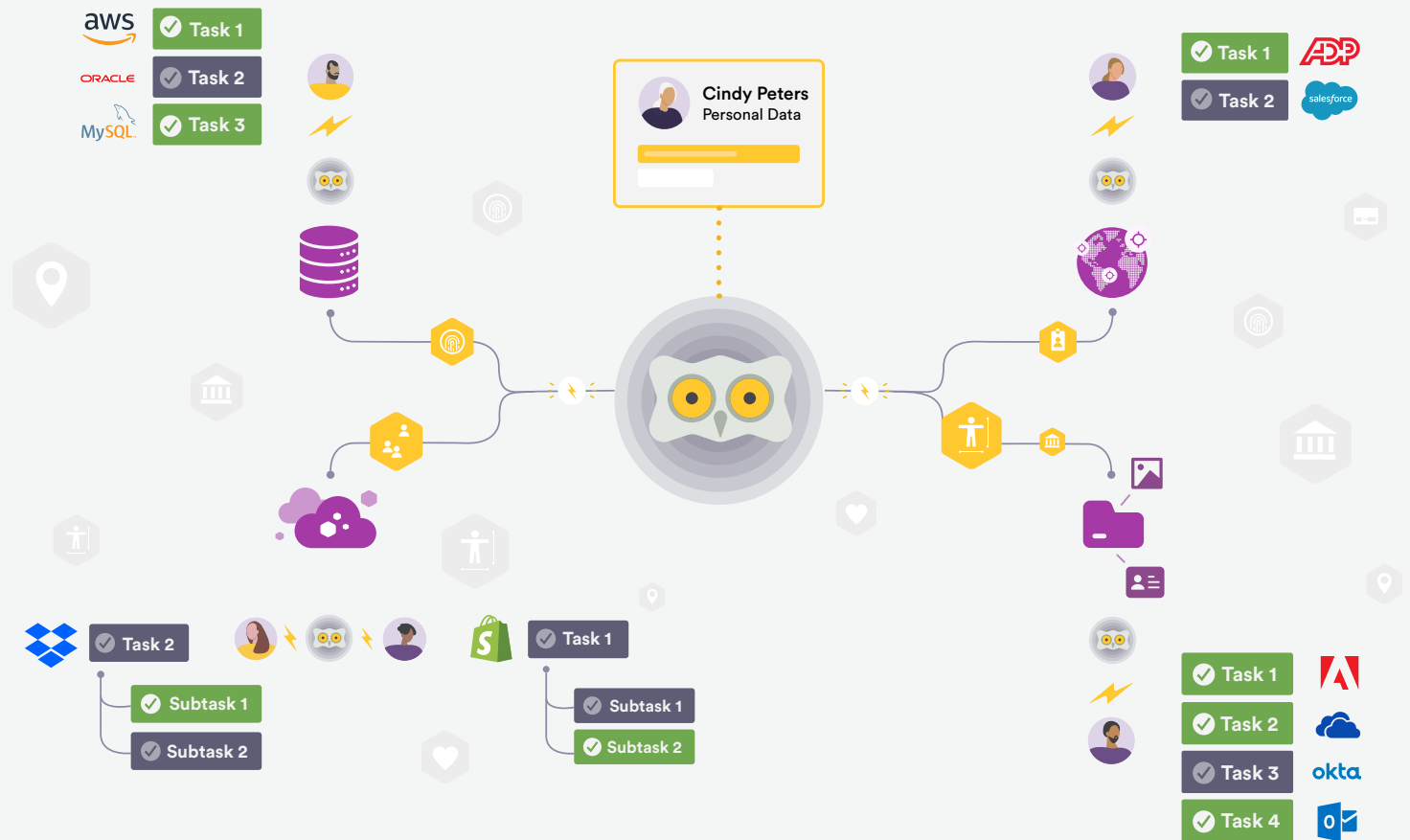
Auti automates all of the time-consuming, manual tasks that have made compliance with privacy regulations such an expensive proposition.

Auti Automatically:

Creates tasks tied to each system and sub-tasks for each object inside that system.

It invites all owners and stakeholders to collaborate securely within the secure workspace, centered around tasks and subtasks.

Sends invites to stakeholders to collaborate.

This helps to streamline remediation actions through task workflows and integrated messaging.

Enables collaboration, review and approvals around the subject's personal data.
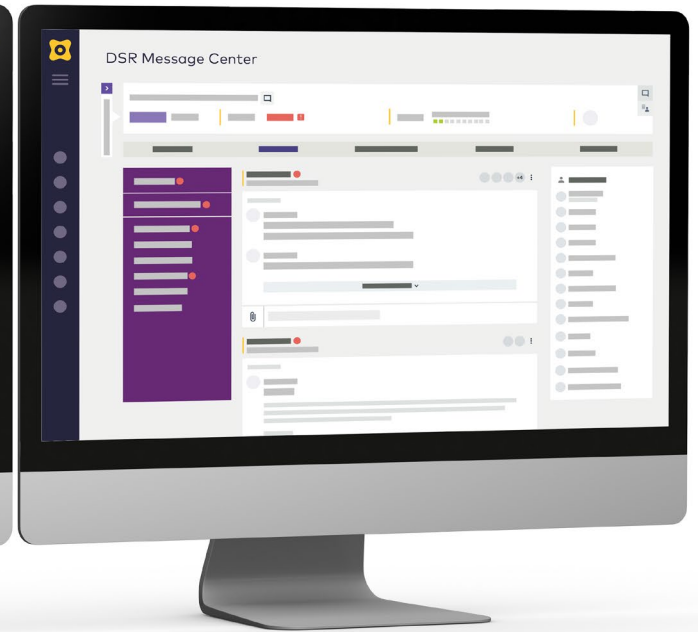
All communications occur within the secure workspace, rather than spreading personal data further in emails and other messaging systems.

Collaborate Securely

SECURITI.ai DSR Robotic Automation provides a secure workspace where your privacy and compliance team can review and approve reports before they're released to the customer. Engaging with colleagues is simple, and because all interactions are contained within the secure workspace, the system prevents personal data sprawl.

**Mission Control for
DSR Management**

**Smart Messaging Platform Keeps
all Communication Secure**

Securely Review Response Data Internally

A Virtual Mission Control for the DSR Process

The secure workspace functions as a "war room" for data request management, centralizing all communications for each customer request. If you've used an instant messaging or collaboration platform, the SECURITI.ai DSR Robotic Automation user experience will be very familiar.

All Communications are Context-Specific

Each task and sub-task has its own messaging channel, so that only messages about a single task can be viewed by system owners. Additionally, all documentation is kept wrapped up neatly with each task.

Work Internally With Confidence

Conventional DSR fulfillment approaches often rely on email or unsecure messaging apps for team collaboration—which is not a best practice. It can expose sensitive data, or otherwise contribute to dangerous personal data sprawl.

Deliver Responses Securely

Customers who go to the trouble of submitting a DSR are serious about protecting their personal data. By providing a cybersecure portal through which to hand off their reports, via encrypted file, you're making a strong statement that your organization takes privacy seriously as well.

Accessing the Cybersecure Portal

Once a DSR request has gone through review and final approval, the response is delivered via the cybersecure portal. Customers access their response by logging in with the credentials they created at the outset.

Secure Access, Secure File

All DSR request responses are delivered as encrypted PDF files, with the customer having sole control over the encryption keys. Even were the file to become lost or stolen, it would remain encrypted, inaccessible and secure.
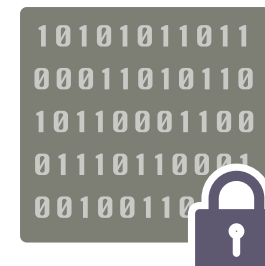
Automated Logging Across Each Step of the DSR Lifecycle

Demonstrating compliance with modern privacy regulations is key, especially in cases where data subjects invoke their rights. Because SECURITI.ai DSR Robotic Automation logs all aspects of DSR processing —from the initial request to actions taken in the secure workspace to response handover in the cybersecure portal—you can easily generate reports to prove to authorities and auditors that your DSR operations are fully compliant.
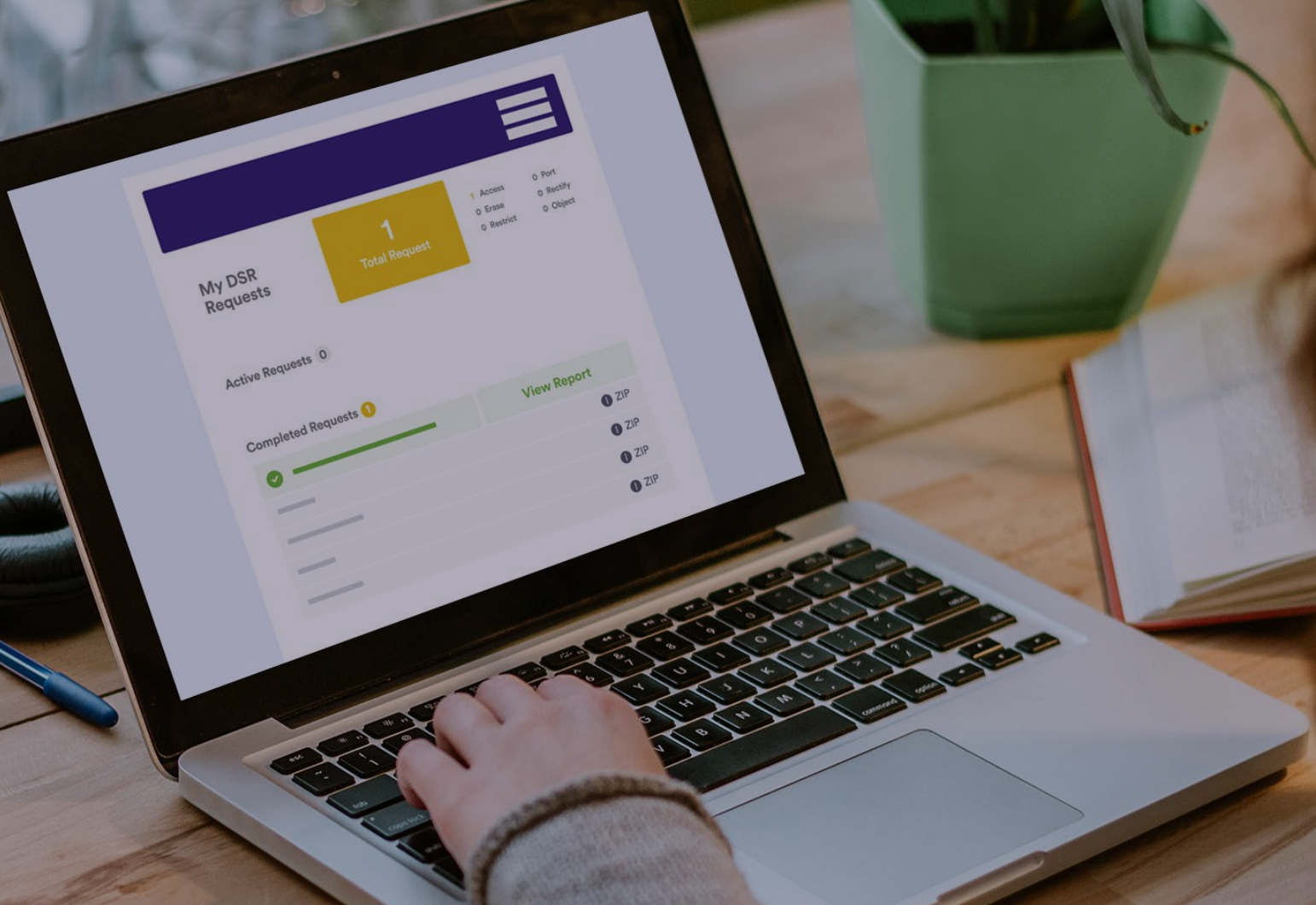
Delivering fast, secure responses to DSR requests is a valuable, brand-enhancing customer service in the new data privacy era.

Privacy is a Competitive Differentiator.

Embrace It.

We're living in a new Privacy Era. Driven by the EU's General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), Australia's Consumer Data Right (CDR), Brazil's Lei Geral de Protecao de Dados (LGPD), and others, the regulatory environment for protecting personally identifiable information has shifted dramatically.

Business organizations need to understand that they are now competing in a completely realigned marketplace. One where the ability to not simply comply with the new regulations, but to demonstrate and prove that they are reliable stewards of their customers' personal data, is a critical competitive differentiator.

The Complete PrivacyOps Platform

People Data Grapher
AI that discovers personal data and identifies its owner.

DSR Robotic Automation
Expert bots help you fulfill people's data requests and keep proof of compliance.

Vendor Assessment
System of record, engagement, automation and insight for third-party privacy risks.

Consent Management
Establish legal basis for data processing through consent management.

Assessment Automation
Audit once and comply with multiple regulations.

Data Mapping Automation
Enable complete journey of data mapping automation and DSR fulfillment.

SECURITI.ai is the world's first PrivacyOps platform that helps organizations automate all major privacy compliance functions. Anchored on granular, real-time intelligence, SECURITI.ai is designed for today's regulations: CCPA, GDPR, LGPD and others. The platform's AI-powered bot, Auti, assists with orchestrating and automating privacy compliance tasks in a secure collaborative workspace. Organizations adopting SECURITI.ai experience game-changing improvements in all aspects of their compliance operations, including drastic cost reductions, avoiding penalties or potential lawsuits, and building trust equity with customers.

Location

Ethnicity

Income

Credit History