



Empower PrivacyOps Automation with People Data Grapher

The **SECURITI.ai People Data Grapher** fully automates the process of discovering personal information within all kinds of data stores and linking that data to personal identities. Far more advanced than manual data maps, People Data Graphs provide unprecedented insight into compliance risk factors, precisely identifying data within your organization's IT infrastructure to show relationships between individuals and any number of PI attributes.



Address

Ed

Passwords
12345678

Date of Birth

Bank Account No.

Marital Status

IP Address

Social Security No.

Medical History



Modern privacy regulations like CCPA, LGPD and GDPR mandate that business organizations provide broad rights to consumers over their personal data.

But manual surveys or conventional data discovery tools provide little help in cost-effectively and precisely identifying personal data as needed for these new privacy regulations.

The SECURITI.ai People Data Grapher (PDG) leverages AI to automatically discover personal data and link that data to the owner's identity, providing a powerful real-time inventory of PD across hundreds of data sources. This solution dramatically reduces the costs, increases the accuracy and improves the speed for privacy compliance, including DSR fulfillment, breach notifications, consent management, vendor assessments and more.

SECURITI.ai People Data Grapher is the AI-powered scanning and linking engine within the PrivacyOps platform.



Personal Information Discovery

Automatically scans any number of structured or unstructured systems organization-wide.



PI Linking & Mapping

Automatically maps personal information (PI) to the individuals it belongs to.



Secure Processing

Creates People Data Graphs without storing copies of PI data, preventing PI sprawl.



Natural Language Interface

Get immediate insight into any aspect of your privacy compliance through Auti, the robot virtual assistant.



PI Risk Understanding

Provides clear insight into compliance risk for PI data across systems & per individual.



DSR Request Management

Automates & streamlines responses to DSR requests, scaling the process while reducing costs.



Consent Management

Intelligently link consent to user identities and personal data categories collected from end points.



Breach Notification Enablement

Quickly pinpoints impacted data subjects requiring notification in case of breach.

The Power of People Data Graphs

SECURITI.ai People Data Graphs empower lower cost, faster, and more accurate privacy compliance practices.

Empowering Modern Privacy Compliance

The compliance challenges posed by CCPA, GDPR and other emerging privacy regulations can't be addressed by conventional privacy technologies.

For example, DLP classification, which is effective at preventing breaches, can't map data to individual people. eDiscovery can track down data in remote locations, but it requires you to copy data into a new system—resulting in harmful data sprawl. Trust and ticketing systems rely on manual data mapping, which is inefficient, costly, and prone to 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.

For instance, if a customer submits a DSR request, you have 45 days under CCPA to provide an accurate response. If you get written notice from a customer who believes their privacy rights have been violated, you get 30 days.

MANUAL DATA INVENTORY

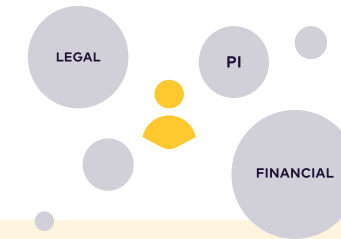


Inaccurate, incomplete and stale.

Can't cope with rapidly changing data.

Not easily enriched with human input.

DATA CLASSIFICATION AND DISCOVERY

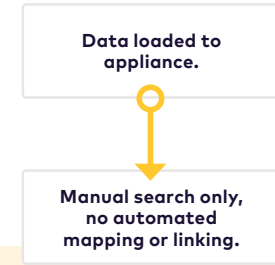


Sorted into categories, not mapped to individuals.

Categorized based on *business imperatives not regulatory mandates.*

Indexes compiled in clear text, which exacerbates PI sprawl.

E-DISCOVERY



eDiscovery is essentially a search, where data is ID'd and copied into an appliance.

Extremely labor intensive; requires humans to know exactly what they're looking for.

Creates new copy of data, again exacerbating PI sprawl.

The conventional data classification, discovery and inventory tools that IT teams have long used for governance and security management simply don't provide the performance or scalability required to act on these types of mandates.

Automation Driving Value

PERSONAL
DATA
CHALLENGES

Vast Ecosystems

The explosive growth of data creates scalability challenges that manual discovery and classification tools can't address.

Data Diversity

Organizations need to examine a wide range of data sources across multiple silos, including structured, unstructured, on-premises and cloud.

Limited Tools and Approaches

Conventional privacy compliance tools like DLP, eDiscovery and manual surveys are ineffective for modern regulations.

PEOPLE DATA
GRAPHER
SOLUTIONS



Automated Scanning

Intelligently scans large volumes of data, up to and including enterprise-scale structured databases.



Comprehensive Coverage

Scans a wide range of data sources, business solutions, enterprise applications, CRMs, and structured databases.



Granular Insight

Pinpoints data by geolocal parameters, host system, file type, unique identifiers, demographic profile and other attributes.

MEASUREABLE
BUSINESS
VALUE



Reduce Costs

Realize order-of-magnitude reductions in the costs associated with privacy compliance.



Avoid Penalties

Improve compliance efficiency and speed and avoid regulatory penalties.



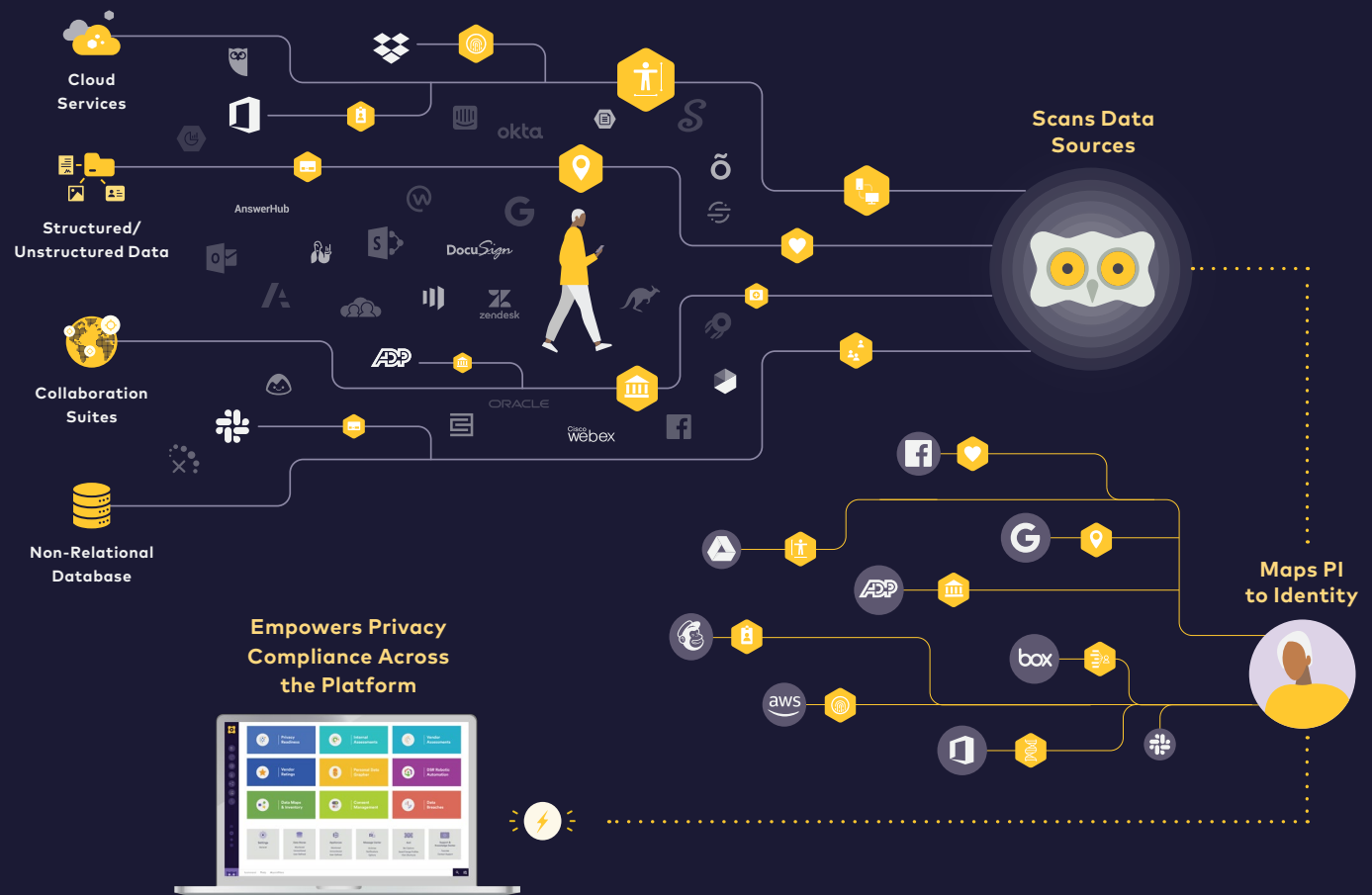
Eliminate PI Sprawl

Analyze data without copying or moving it, avoiding PI sprawl.

People Data Grapher

Functions & Capabilities

The People Data Grapher is rooted in a clear-eyed understanding of today's privacy rights environment and the complex nature of enterprise IT. By locating and mapping personal information (PI) to specific individual identities, it enables you to create vivid, accurate, richly detailed views of your customers and their data. The benefits of this innovative approach resonates through all aspects of your privacy compliance programs.



Comprehensive Data Integration

Quickly scan any number of data sources, webhooks and connectors from a comprehensive range of enterprise applications, file shares, and databases—enabling discovery wherever customer data is most likely to live within your organization.

Smart Indexing

Mapping and linking is achieved through indexed, hashes of PI. Data is never copied, altered or moved, preventing PI sprawl.

Advanced Data Classification

Identify and locate PI as defined by specific privacy compliance standards, or on a range of regulatory factors (e.g., “locate all US Social Security Numbers”).

Intelligent Mapping

Map and link all regulated PI data back to customer identities through our proprietary AI-powered process leveraging statistical natural language processing.

The People Data Grapher Provides Rich Insights

Once a People Data Graph is populated, privacy and compliance team members can perform any number of follow-on queries using the Anti-bot/natural language user interface.



Identify specific elements of PI:

name, SSN, location data, IP address, geolocation, familial relations, etc.

Examples >>>

Name

Familial Relations

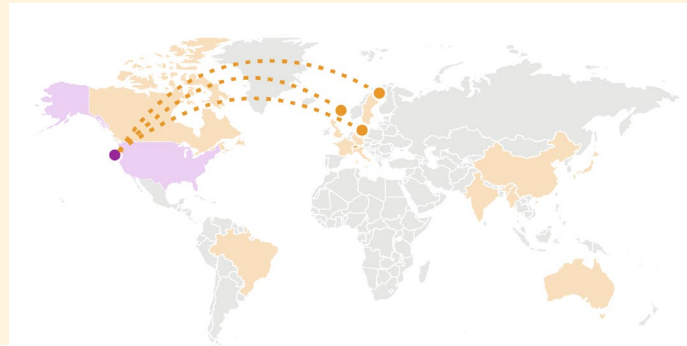
SSN

Geolocation

IP Address



Slice and dice PI according to source and location (e.g., “show me PI data by physical location in US, EMEA, APAC, etc.”)



Identify and gauge risk of non-compliance based on type of data and storage medium—i.e., “amount of PI found in an unstructured PDF file in cloud stores vs. PI within structured stores on-premises.

8 Pieces of PI



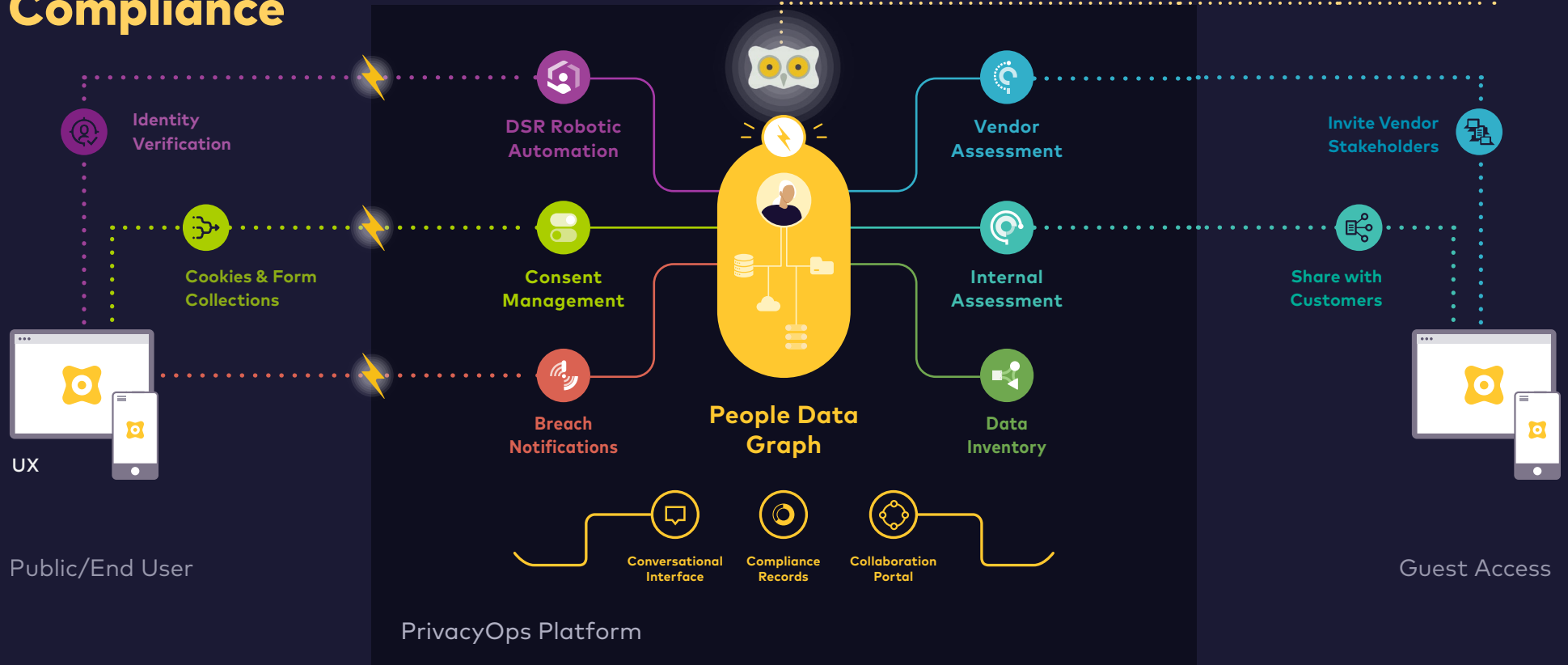
Unstructured Stores
Within Cloud Storage

76 Pieces of PI



Structured Stores
On-Prem

Automating Privacy Compliance



DSR Robotic Automation

People Data Graphs reduce cost and complexity for DSR fulfillment.



Consent Management

The People Data Grapher automatically links consent to customer identity and identifies any violation risks.



Breach Notifications

People Data Graphs makes it possible to quickly understand the scope of who is impacted in data breach incidents, thus narrowing down exactly which customers need to be notified, resulting in minimized liability.



Vendor Assessment

People Data Grapher provides real-time insights as to which vendors are holding critical personal data, enabling intelligent prioritization of third-party vendor assessments.



Internal Assessment

People Data Grapher provides automated insights into compliance assessments that are applicable to your organization, and documents your compliance for customers and third-parties.



Data Inventory

The People Data Grapher scans and automatically creates an inventory of PI and data processing activities across hundreds of different types of data systems.

Meet Auti™

Your AI-Powered Bot



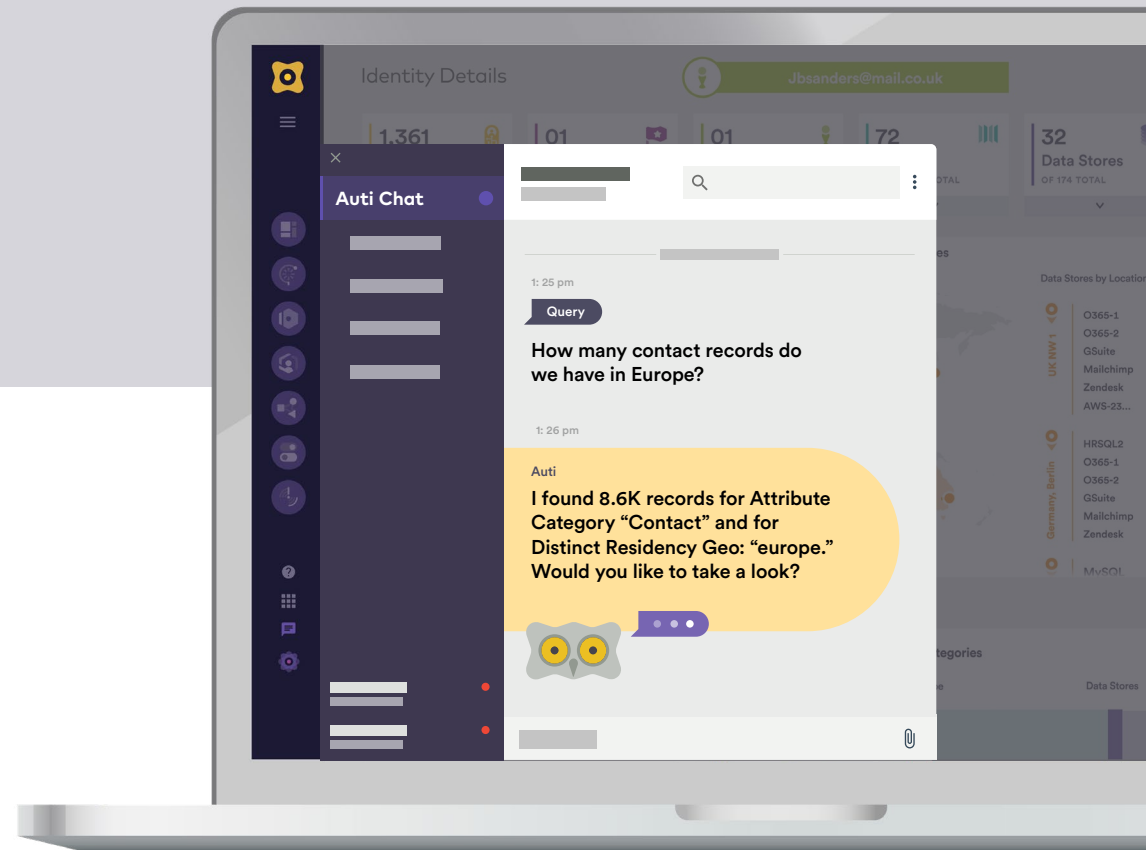
Auti is the game-changing bot at the heart of the People Data Grapher. With its natural-language interface, Auti enables privacy and compliance team members to quickly execute compliance tasks through simple conversations.

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.



Once a People Data Graph has been compiled, the options for slicing and dicing information through Auti are endless.



Because you can ask Auti questions about discovered data and identities in People Data Graphs, you'll have immediate insights that make privacy compliance easier overall.

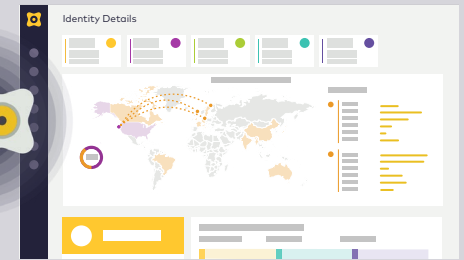


Query

What amount of GDPR -regulated PI are you finding in unstructured data stores in Europe?

Auti

I found 8.6K PD Records for Attribute Category 'Contact' and for Distinct Residency GEO 'europe'. Would you like to take a look?



Query

Our Google Drive was compromised, which individuals were impacted?

Auti

A total of 175 individuals were impacted. Do you want to see a report?

A screenshot of a "Breach Report" table. The table has multiple columns and rows, with some cells containing red exclamation mark icons. The table appears to be a list of affected individuals or data points.

Auti Accelerates & Improves Compliance Processes

Empower Your Team

Ease of use and quicker adoption build privacy awareness companywide.

Eliminate Guesswork

Authoritative, accessible, single source of truth speeds decision-making.

Increase Agility

Fast, accurate responses to DSRs and consent changes boost customer satisfaction.

Improve Compliance

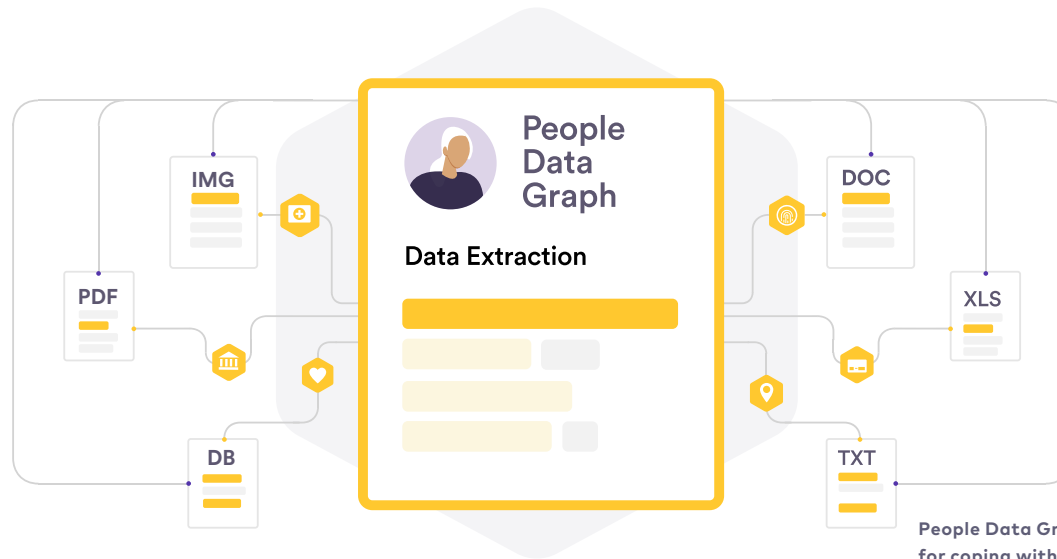
Automating manual processes helps to avoid errors and omissions that can lead to fines & penalties.

Data Inventory

To comply with DSR requests or customer consent changes, you must have exact knowledge of the PI within your organization's systems. When customer data is tightly organized within structured data warehouses and databases, that exact knowledge is pretty easy to come by. When customer PI has been copied to spreadsheets, Word documents or PDFs—an increasingly common practice, especially in sales and marketing organizations—getting a precise inventory of customer data becomes far more difficult.

Comprehensive Scanning & Mapping

The People Data Graph Builder scans and automatically creates an inventory of PI and data processing activities across hundreds of different types of data systems.



People Data Graphs are especially effective for coping with the challenges of Shadow IT—where customer data has been stored in unstructured cloud file shares, or in "off-the-books" SaaS applications, such as email marketing systems.

The Power of Insight

Auto-generated data inventories provide comprehensive, real-time insight into all PI within your organizations, and underpin People Data Graphs that are, by far, the most useful method for responding to DSR requests, notifying users impacted by a breach and detecting privacy violations. In addition, stakeholders can enrich the auto-created inventory with tags and additional info.



Scans and automatically creates an inventory of PI and data processing flows across structured and unstructured systems.



Supports hundreds of different types of data systems for creating a highly accurate data inventory.



Teams can ask Auti about their inventory in plain English to uncover regulatory risks, locate missing PI, and initiate compliance tasks.

Mapping Insights

Quickly View Number Of:

- ▶ PD Records
- ▶ Residencies
- ▶ Identities
- ▶ Objects
- ▶ Data Stores
- ▶ Data Locations

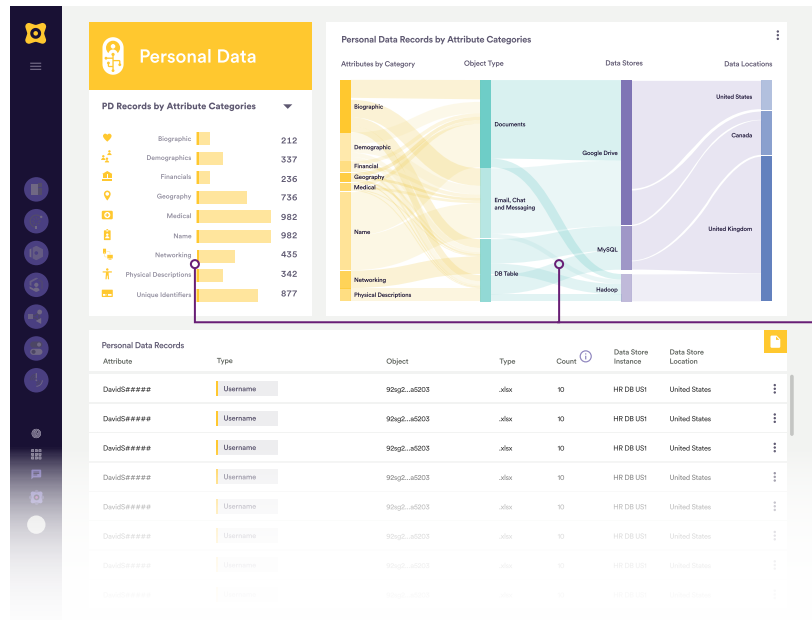
Discover what data lies outside the identity's resident country, and where.

Details data stores by location and how many records are contained within each.

Single Identity Dashboard

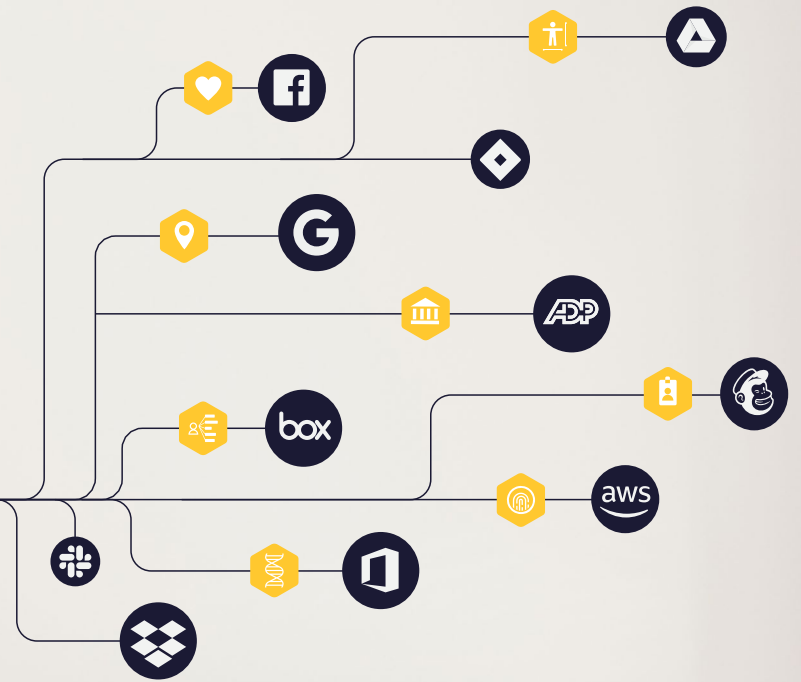


People Data Graph



Lists and maps number of PD records by Attribute Category, and details the data stores and data store locations.

Empowering a modern PrivacyOps framework with People Data Graphs.



**Privacy Compliance
is Smart Business.
Embrace It.**

People Data Graphs are a foundational technology enabling a modern PrivacyOps framework. They provide real-time intelligence of personal data held by an organization including how that data maps to the identity of the person.

In addition to providing valuable insights into personal information risks, PDGs also enhance DSR fulfillment, consent management, vendor assessment, internal assessment and breach notifications. Harnessing Personal Data Grapher, organizations can dramatically reduce costs, increase accuracy and improve speed for privacy compliance.



EXPERIENCE
People Data Grapher™

See how SECURITI.ai automates and accelerates compliance through our People Data Grapher demo.

scan the QR code | email us at sales@securiti.ai



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

Visit us online at [securiti.ai](https://www.securiti.ai) to learn more about how our AI-powered PrivacyOps platform can help you address all of your privacy compliance requirements and priorities.



SECURITI.ai

Innovators of AI-powered cybersecurity and data protection infrastructure.