Automating risk mitigation in privacy-protected data pipelines

Greater value and faster insights from sensitive data

The advent of the privacy era compounds the challenges that enterprises face when executing their data innovation strategy. There is growing competitive pressure to produce insights faster from broader sets of data. Plus, analytics and data organizations have a deep desire to realize the benefits from cloud-based systems. Unfortunately, global compliance regulations (privacy, financial, health, data protection) and the risk of misusing sensitive data have become increasingly difficult obstacles to navigate.

How can organizations programmatically achieve the trifecta of managing privacy risk for data use while generating better insights and reducing operational friction in the data pipeline? Today, data engineering and data science teams rely on data combined from multiple sources to fuel analytics programs, but often find it difficult to determine whether the data is appropriate for their use cases. Moreover, combining datasets increases the risks that individual data subjects are inadvertently identified or used in ways that are inconsistent with consent or other legal basis of processing and customer expectations. Plus, today most teams do not have the required level of expertise and tools to manage privacy risk appropriately, even as they look to move data to data lakes and cloud services for both cost and technology benefits.

Organizations and data owners must be able to reliably classify sensitive information contained in their datasets and ensure they can provision data safely, with the appropriate, policy-driven protections applied for the specific recipients and use case. They will get the greatest value from their sensitive data when seamless data discovery, programmatic classification of data in categories, automated provisioning of data and data privacy preservation enables them to deliver results safely and quickly from the broadest range of data.

Orchestrate data intelligence and privacy preservation for provisioning pipelines
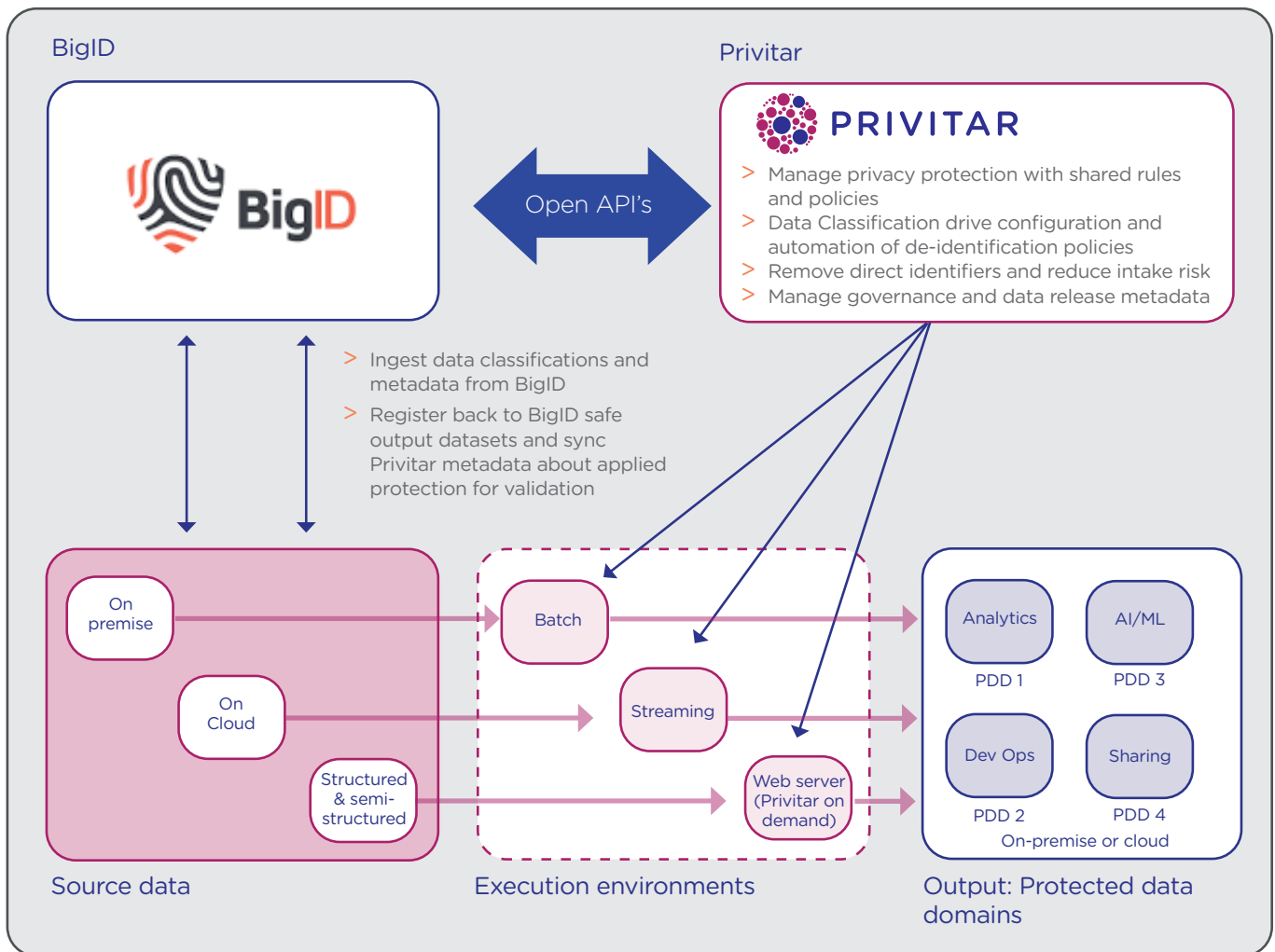
The integration of BigID's C4 (Discovery in depth based on a number of AI and machine learning techniques) platform drives discovery, classification and labelling, with the Privitar Data Privacy Platform's comprehensive de-identification and policy management helps data-driven organizations to streamline and balance data utility and privacy risk and gain greater insights. Automated integration of personal data discovery and policy-driven de-identification through metadata exchange enables fast, efficient and standardized data protection and provisioning at scale. Combining the BigID and Privitar technologies enables data engineers to rapidly build data pipelines that discover and classify what data needs what level of protection before it is accessed, to drive policy enforcement, and apply privacy protections directly to data from all sources and environments.

Bringing the BigID market leading capabilities for discovery, classification and data preparation together with Privitar's leading de-identification, data provenance, and sensitive data management delivers a streamlined solution to addressing privacy governance challenges.

www.privitar.com

BigID and Privitar – Automating risk mitigation in privacy-protected data pipelines

The accuracy provided by BigID's data discovery and classification features, indexing and tagging sensitive data provides Privitar users with rich contextual information. This information contributes to the definition of privacy policies and data access, allowing the automated provisioning of de-identified data and providing auditing on origin, lineage, and authorized users for each data set through data watermarking.

This combination provides a powerful and scalable approach to sensitive data access and management across the entire enterprise.

Our customers can draw on the combined reliability and performance at scale of BigID and Privitar technologies to make safe data available for a wide range of secondary use cases in a seamless, orchestrated process.

BigID

Open API's

PRIVITAR

> Manage privacy protection with shared rules and policies
> Data Classification drive configuration and automation of de-identification policies
> Remove direct identifiers and reduce intake risk
> Manage governance and data release metadata

> Ingest data classifications and metadata from BigID
> Register back to BigID safe output datasets and sync Privitar metadata about applied protection for validation

On premise

On Cloud

Structured & semi-structured

Batch

Streaming

Web server (Privitar on demand)

Analytics
PDD 1

AI/ML
PDD 3

Dev Ops
PDD 2

Sharing
PDD 4

On-premise or cloud

Source data

Execution environments

Output: Protected data domains

Achieve your mission

Timely delivery and minimized risk are critical factors for the success of analytics and data science initiatives. Using the API integration of BigID and Privitar provides high-quality, trustworthy, de-identified data to users in highly efficient timescales.

Our solution supports organizations determined to respect customer privacy while innovating safely at the speed of business. It allows data leaders to deliver timely insights so they can maintain and extend their competitive advantages while minimizing compliance and privacy risk.

Solution benefits at a glance

With BigID and Privitar, organizations can leverage even the most sensitive datasets in cloud-based and on-premise analytics, data lakes, machine learning and artificial intelligence initiatives to streamline and automate insights safely.

> Empower data scientists to quickly find and prepare data for their analytics and data science projects without having to code or script

> Understand what data to protect and automatically optimize privacy protections

> Consistently apply data protections while optimizing utility

> Simplify orchestration across the data pipeline

> Enable data teams to easily create highly-performant and scalable data pipelines for big data and quickly and safely ingest data from multiple data sources

> Accelerate safe data provisioning through automation to minimize slow, manual processes

> Improve visibility on applied data protection and increase accuracy of risk assessment

> Benefit from performance and reliability at scale

> Verify policy and procedure adherence through an automated solution

About BigID

BigID gives enterprises software to automate the security and management of structured and unstructured PI across data centers and cloud. Using BigID, enterprises can better steward their most vital assets; the customer, employee and client data. For more information email info@bigid.com or schedule a demo at bigid.com/demo.

About Privitar

Organizations worldwide rely on Privitar to protect their customers' sensitive data and to deliver comprehensive data privacy that frees them to extract the maximum value from the data they collect, manage and use. Founded in 2014, Privitar is headquartered in London with regional offices in the US, EMEA and Asia to service our customers. For more information, please visit www.privitar.com.

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