



# Powering BI and Analytics with Safe Data

Big Data and the associated analytics technologies change the way businesses operate by offering greater insight and enabling better decision making.

The analyses and models they power are capable of delivering incredible value, as long as they are provided data that has high analytical utility. Value of analytical strategies are realized in many ways, 60% of organizations that have implemented one realize improved process and costs efficiencies while 57% use it to drive corporate strategy and change. Maintaining data utility and preserving the analytical value has become increasingly difficult as regulations, like CCPA, GDPR, HIPAA and many more challenge how organizations handle and use data containing personal information.

## Fueling Analytics Engines with Safe Data

As companies realize the value they can derive from their data, they become driven to further broaden its use and impact. Data lakes and warehouses have become the foundation to provide insights for a range of areas, including customer experience, new product development, personalized marketing and operations. The underlying data these business imperatives rely on and the way it needs to be managed is rapidly evolving. As consumer privacy regulations abound, enterprises are being forced to reconsider how they will achieve regulatory and corporate compliance, maintain consumer trust, protect against a breach and continue to leverage data to derive better business insights.

At the crux of this problem is the data. And more specifically that traditional methods of transforming data to protect privacy also rapidly destroys its utility. This is where a change in thinking and shift in strategy around data management is required. It is possible to apply a combination of de-identification techniques in a way that protects underlying consumer privacy while retaining optimal analytical value. This application of data privacy protections allows organizations to broaden the access to data across analytical systems and teams because the data can be effectively protected while in use.

## Building Privacy into Your Analytics Pipeline

As enterprises move from contemplating how to manage data privacy more effectively to operationalizing it, they realize a platform approach that operates directly on the data is required. Only then can they infuse data with privacy while retaining its utility across a broad number of use cases and data volumes. They also realize that de-identifying sensitive data must be an integral part of the overall data provisioning process, ensuring that the data itself has been transformed before it can be served for analytical purposes. This process allows for end-to-end data protection. Traditional access controls and security are applied at the perimeter. Privacy protections are applied to the data to create Safe Data that can be managed and made available to your data analysts and models.

A critical component of success in any project where large volumes of data are leveraged is the ability of the system to scale. The Privitar Data Privacy Platform allows enterprises to build out data privacy rules and policies that are appropriate for each use case. The Privitar Policy Manager facilitates the management and application of these policies at scale across a variety of execution environments. This allows organizations to minimize risk across an even broader range of use cases and datasets than before, and increase the number of data users, because they are able to make the data safe. Ultimately, this access is provided inside a Protected Data Domain - a Privitar exclusive - that not only employs data minimization and creates controlled units of risk, it also watermarks the data to provide additional auditing and tracking controls should the data ever turn up somewhere it shouldn't.

## Leverage Existing Investments

BI systems, ML algorithms, data visualization tools... they all depend on well defined data schemas. This is cause for concern as organizations contemplate changes to their data pipeline. Fortunately, as you think through adopting or improving data privacy this concern need not become an obstacle. The Privitar Platform allows enterprises to maintain existing data structures, even after privacy transformations, by creating Protected Data Domains that can be immediately leveraged in place of the current raw or insufficiently protected data sources.

The substitution of a Protected Data Domain for each current data source provides your applications with immediate access to Safe Data. This allows you to continue to use existing technologies and integrations that are working for your business, increasing the amount of analysis that can be done on any given dataset through broadening of access and use case driven protections. So go ahead, keep your existing visualization, data lake or artificial intelligence platform. Just power it with Safe Data. This provides a fantastic way to keep business operations moving with minimal interruption, but what about doing more?

The expansion of use cases and democratization of data is truly where the power of a privacy platform becomes transformational. With the power to protect sensitive data companies will be able to extend access greatly, granting it to teams who have been starved of true analytical utility for years. The removal of this barrier allows organizations to extend data-driven best practices across all departments and teams, getting closer to achieving the goal of it becoming an organization wide competency.



## The Privitar Data Privacy Platform™: Maximize Business Intelligence With Safe Data

The Privitar Data Privacy Platform not only allows you to continue running your existing analytics in a compliant way, it also allows you to broaden data access across your organization and make previously untapped data available safely. This additional access will yield even more data-driven insights throughout your organization and make even better use of your big data investments while satisfying compliance.

- > **De-identification.** Implement privacy directly into the data itself by applying the appropriate de-identification techniques to the data that will be used.
- > **Automation.** Privitar's open design and RESTful APIs enable Privacy Policies to be applied systematically using metadata from Privitar and other data pipeline systems. This approach accelerates data provisioning - decreasing time-to-data and improving compliance with corporate policies and government regulations.
- > **Consistency and Flexibility.** Define a consistent set of privacy rules that are combined to create Privacy Policies based on use case, ensuring maximum data utility and privacy are achieved.
- > **Security and Scalability.** Because the Privitar Platform operates on data in place, it leverages your existing Big Data infrastructure to scale to petabytes of data and respects your existing security design across all environments.

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