



# Personal Data Protection (PDP)

MANAGEMENT

EXPLORATION

ANONYMIZATION

ITMAGINATION offers a Personal Data Protection system for the central maintenance of:

- personal data in a dedicated repository
- records of all customer consents, requests, and objections
- the anonymization process for personal data

The system also performs fully-contextual searches of unstructured personal data and notifies a supervisory body of personal data breaches.

## PROBLEM

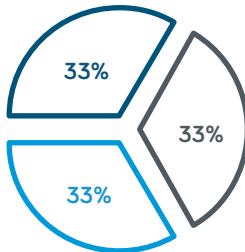
The GDPR regulation takes effect on May 25, 2018 and raises a variety of emotions – not only because of the risk of financial penalties (20 million euros or 4% of total revenue) but also because it requires the implementation of many changes in business processes and IT architecture.



## SOLUTION

A well-thought out proposal for actions that will guarantee compliance with the GDPR, minimize the time and financial expenditure associated with adaptation, and minimize the risk of financial sanctions.

## TARGET MARKET



Companies that:

- Process personal data in multiple IT systems
- Maintain a complicated IT landscape
- Cooperate in a B2C model with multiple customers

## COMPETITORS

## HOW IS OUR SOLUTION BETTER?

Data Governance Systems

Full implementation of solutions requires a lot of money and time. We tailored our solution specifically to the GDPR requirements.

Inventory Systems

Management of data at the personal record level is necessary to deliver complete and transparent information.

Master Data Systems

The 360° view is required, as is the management of data anonymization after due date processing.

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