

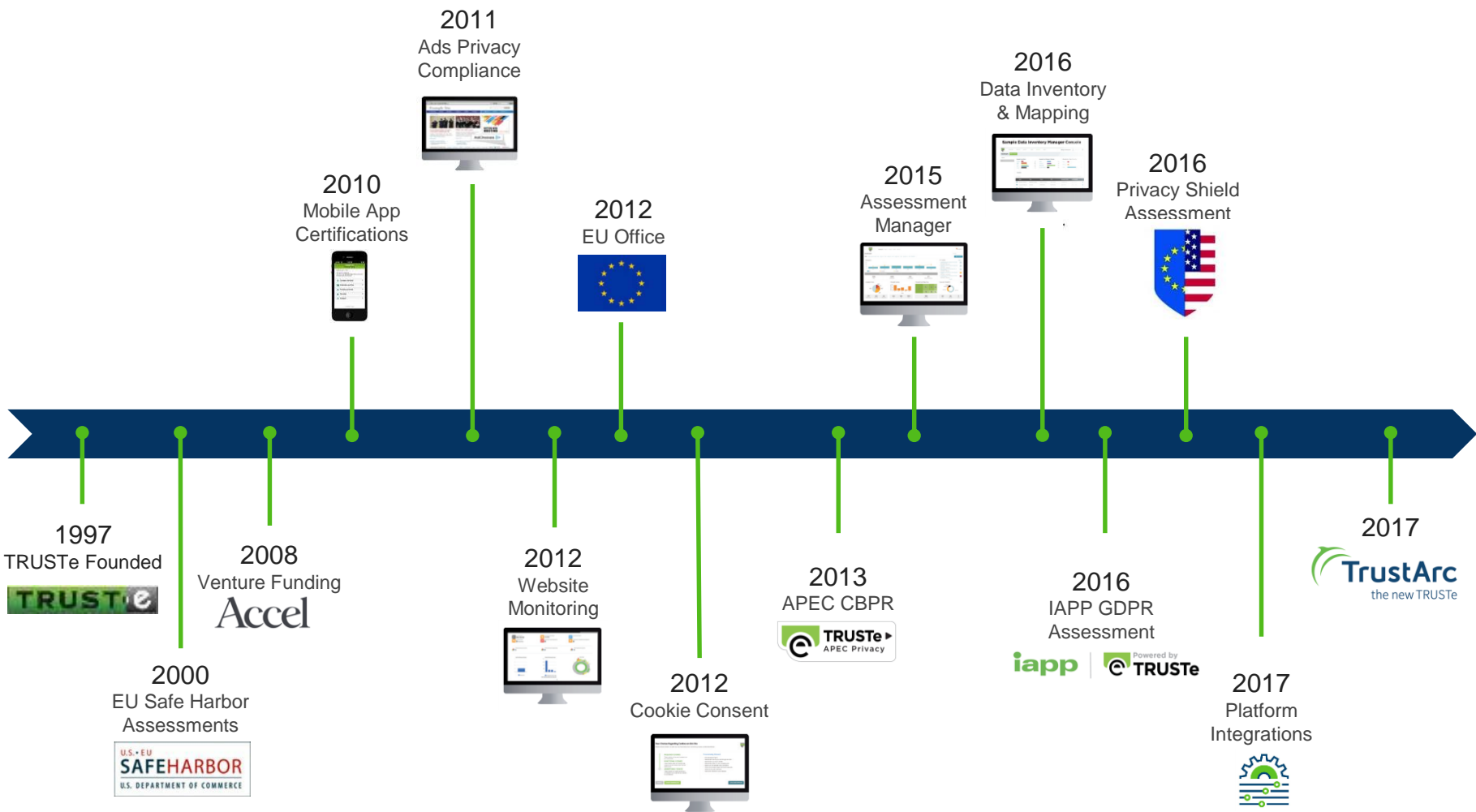
GDPR is a combination of Governance, Security and Privacy

May 2018



TrustArc Has Proven Track Record of Success

Two decades of privacy leadership and innovation



Sampling of milestones

TrustArc at the Center of Privacy Innovation

Industry Partnerships

Active and long-standing participant in key organizations driving global privacy agenda



Industry Analysts



“On the Radar” Report
- TrustArc Platform

TechRadar™: “10 Hottest Data
Privacy and Security
Technologies”



Thought Leadership

Advisories, Benchmarking Studies, Hot Topic Webinars, Educational Conferences



Industry Awards



2017/18 Best Regulatory
Compliance Solution

2016 Legaltech Innovation
- Risk Management



IAPP Recognition

Selected to Power 1st IAPP GDPR Assessment





6 Years

Platform Operating Experience



100s of Billions

Privacy Safe Ads



10s of Billions

Privacy Consent Notices

10,000*+

Completed Engagements



10s of Billions

Privacy Seal Impressions



10s of Millions
Privacy Web Scans

1,000+

Global Clients



**All paying clients, many who have been TrustArc clients for over a decade!*

Note - Figures are annual estimates

Security and Personal Data

- A state of security is a prerequisite to compliance.
- Security supports the data protection principles.
- Security must be part of the risk framework.
- Insecurity leads to high profile attention.
- Data Controllers and Processors are accountable.
- GDPR Security Articles.
 - Articles 5, 24, 25, 28, 30, 32, 33, 34, 35
- How does TrustArc support the security principles?



Data Flow Manager - Overview

Create and maintain data inventories, maps, and reports to support GDPR and other compliance programs

- Create business process inventory of vendors, systems, and orgs (e.g., HR onboarding, event registration, etc.)
- Record data subjects, data elements, recipients, and other key information
- Create data flow maps with powerful, easy-to-use drag & drop engine
- Generate GDPR Article 30 records of processing reports
- Streamlined workflow featuring step-by-step guided wizard
- Collaboration tools to engage multiple stakeholders
- Central storage, easy to maintain
- Optional consulting assistance



Assessment Manager - Overview

Streamline the process for managing privacy assessments

- Manages end-to-end assessment process
- Supports wide range of use cases, including DPIA, vendor risk
- Dashboard to track KPIs & program-wide visibility
- Reporting, including DPIA Article 35
- Library of TrustArc assessment templates (customizable)
- Build your own template option
- Automated remediation recommendations, risk scoring, task assignment
- Collaboration tools
- Track remediation plans, audit trails
- Central storage, easy to maintain
- Integration with Data Flow Manager
- Backed by 20+ years privacy management experience



Website Monitoring Manager - Overview

Identify the data collection activities across your websites

- Six years proven experience with major global brands
- Discover trackers across all web properties - cookies, beacons, etc.
- Assess and manage vendor risk via TrustArc Privacy Score Index
- Extensive tracker database
- Review site performance impact
- Analyze daisy chaining
- Automated reporting, scheduling, and alerts
- Ensure ongoing compliance with regularly scheduled scans – automatically update Cookie Consent Manager



Cookie Consent Manager - Overview

Efficiently manage GDPR user consent across websites

- Six years proven experience with major global brands
- Integrated tracker scanning, cookie preference management & compliance reporting
- Supports GDPR requirements, desktop and mobile websites
- Ongoing, automated updates and alerts
- Single-script deployment
- Customizable consumer interface – branding and translation
- Browser language settings detection
- Reverse IP lookup
- Privacy compliance reports
- Consent API – tag management integrations



TrustArc - Radar Inc. Partnership

- The TrustArc-RADAR strategic partnership entails cross-licensing, product integration, and consulting initiatives to meet the needs of the rapidly-growing global market for technology solutions to operationalize privacy program management
- RADAR Inc., the winner of the 2017 HPE-IAPP Privacy Innovation Award, is a best-of-breed, proven solution for simplifying compliance with complex breach notification requirements under U.S. and international laws and regulations, including the GDPR
- The RADAR Breach Guidance Engine™ automates a multi-factor incident risk assessment. It leads users through an intuitive workflow that profiles and scores data privacy and security incidents and generates incident-specific notification guidelines



Thank You!

Please visit the Channel-IT booth.