

Solution Brief

Data Privacy by Design



Consumers are demanding more control over their personal data than ever before. This presents a complex challenge for businesses: how can they leverage data-driven insights for growth while building trust and respecting user privacy? The traditional approach of bolting on privacy controls after the fact often falls short. This leads to several key limitations:

- **The Privacy Paradox:** Companies are caught in a tightrope walk: leveraging data for business growth while respecting user privacy. Consumers increasingly demand control over their information, making it challenging to strike a balance between data-driven strategies and building trust.
- **The Visibility Vacuum:** Limited visibility into how data moves and is used across the organization creates blind spots. This lack of transparency makes it difficult to identify and mitigate potential privacy risks, such as unauthorized access or accidental leaks.
- **The Compliance Conundrum:** The patchwork of data privacy regulations around the world, like GDPR and CCPA, presents a complex challenge for organizations. These regulations require robust data governance processes to ensure compliance and uphold the rights of data subjects.

76%

of individuals want the option to have more control over their data (World Economic Forum).

In today's data-centric world, can businesses afford to prioritize growth at the expense of user trust? Isn't there a way to achieve a balance – one that leverages the power of data while fostering a culture of privacy by design?

This is where Zubin steps in.

Zubin is Data Dynamics' AI-powered self-service data management software, bringing a fresh approach to privacy, security, compliance, governance and optimization in the world of AI-led workloads. It empowers enterprises by enabling users across all levels - from C-suite to data owners - to discover, define, act, transform, and audit data through a user-friendly interface. Zubin brings correlation, consistency and standardization across your organization by delivering granular insights, deriving recommended workflows, and automating actions using personalized policies and RBAC-driven processes. This transformation fosters a culture of data ownership, where everyone becomes a data champion, and the organization fulfills its responsibility as a data custodian.

Zubin tackles the challenge of balancing data-driven business growth with user privacy by embedding privacy principles throughout the data lifecycle, providing:

- **Enterprise-Wide Risk Analysis:** Gain a consolidated view of data privacy risks across teams and data owners, enabling proactive mitigation strategies.
- **Data Policy Enforcement:** Define and enforce data privacy policies, ensuring consistent application across the organization.
- **Self-Service Data Privacy Management:** Empower data stakeholders to understand, analyze, and take action on their data based on corporate privacy policies.

Data Ownership and Control

- **Empowering Data Owners**

Zubin provides a self-service platform for data owners to manage their data through self-service workflows. This includes archiving, migrating, transforming, and deleting data based on company policies.

- **Data Owner Observability**

Real-time dashboards and reports offer insights into data risk and usage across teams and departments. This transparency fosters informed decision-making.

- **Policy-Based Transfer of Data Ownership**

Zubin automates the identification of files assigned to inactive data owners and transfers ownership to active data custodians via personalized data workflows.

- **Centralized Data Catalog**

Zubin maintains a comprehensive data catalog, providing data owners with a clear view of all data assets under their purview. This facilitates easy data discovery and understanding.

Data Privacy Throughout the Lifecycle

- **Data Risk and Usage Reporting**

Aggregate data risk reporting and data usage analysis by teams and individual data owners.

- **Data Privacy Impact Assessments (PIA)**

Zubin assists in conducting ongoing Data Privacy Impact Assessments (PIAs) to proactively identify and mitigate evolving privacy risks.

- **Data Subject Rights Management**

Zubin streamlines the process for handling Subject Access Requests (SARs) and automates data erasure workflows based on pre-defined policies and user requests. This ensures compliance with data subject rights.

- **Data Minimization**

Zubin enforces policy-based data deduplication, detection, and deletion based on metadata discovery, classification, and tagging. This supports data relevance assessment and data retention compliance.

- **Cloud-Integrated Risk Controls**

Zubin seamlessly integrates with cloud information protection tools to identify and manage sensitive data across cloud environments.

Data Security and Governance

- **Secure Data Sharing**

Zubin facilitates secure data sharing within defined corporate policies, ensuring data confidentiality and compliance.

- **RBAC Down to the Data Owner Layer**

Zubin enforces granular access controls based on corporate data privacy and security policies. This ensures that only authorized users can access specific data sets.

- **Data Encryption**

Supports multiple data encryption algorithms to ensure data confidentiality at rest and in transit.



[Click here for a demo](#)

- **High Availability and Disaster Recovery**
Employs high availability and disaster recovery strategies to ensure continuous data access and minimize downtime in the event of failures. This includes data replication and geo-clustering.

- **Data Security Orchestration, Automation, and Actionability**
Automates various data security tasks, including user activity monitoring, security reporting, and remediation actions. These tasks are tailored to each organization's policies through personalized workflows.

Data Management and Usability

- **Self-Service Data Management**
Zubin offers a user-friendly interface that requires no coding knowledge. Data owners can easily access, explore, and manage their data without relying on IT.
- **Pre-built Workflows**
Zubin provides a library of pre-built workflows based on corporate governance and compliance policies. This ensures data owners follow the right procedures when managing their data.
- **Data Classification and Tagging**
Zubin empowers data owners to classify and tag their data based on sensitivity and business needs. This allows for granular control over data access and usage.
- **Data Aggregation and Harmonization**
Aggregates data from diverse sources and transforms it into a unified format for enterprise-wide searchability.
- **Data Wrangling and Curation for AI**
Data preparation and training for AI projects made easy by consolidating and harmonizing data from various sources.

Compliance and Reporting

- **Data Usage Tracking**
Tracks the movement and transformation of data throughout its lifecycle, facilitating data privacy audits and ensuring accountability for data handling practices.
- **Retention Compliance**
Discovers, classifies, and tags data for retention compliance using advanced metadata analysis. This identifies data nearing its expiration and allows for timely action based on the retention policy (archive or delete).
- **Data Policy Creation and Workflow**
Personalized data workflows based on corporate governance and compliance policies.

Benefits

Gain Enterprise Visibility for Proactive Risk Management

Studies show 76% of individuals want more control over their data. Limited data visibility creates blind spots for privacy risks. Zubin offers enterprise-wide risk analysis, providing a consolidated view for proactive mitigation and fostering a culture of privacy by design.

Empower Data Owners with Self-Service Management

Studies show organizations with data ownership practices see a 20% increase in user-championed data quality initiatives. Zubin provides a self-service platform for data owners to manage, archive, transform, and delete data based on policies. This empowers ownership, fosters accountability, and promotes data privacy best practices.

Demonstrate Compliance with Transparent Data Usage

Studies show organizations with strong data governance practices see a 20% increase in customer trust. Zubin tracks data movement and transformation throughout its lifecycle. This comprehensive empowers you to generate audit trails and reports, ensuring compliance with data privacy regulations and fostering trust with users and regulators.

Enforce Granular Access Controls with RBAC for Enhanced Security

Studies show 60% of data breaches involve unauthorized access. Bolting on privacy controls later is ineffective. Zubin enforces granular access controls based on data privacy policies, ensuring only authorized users can access specific data sets, minimizing breach risk.

Simplify Data Discovery for Subject Access Requests

Organizations leveraging data discovery tools experience a 35% reduction in time spent responding to data subject access requests. Zubin offers a centralized data catalog with comprehensive data ownership and classification. Data owners can easily locate relevant data sets, streamlining the process of fulfilling DSAR and reducing the burden on IT teams.

Your next chapter of success awaits; let's write it together with Zubin.

[Click here for a demo](#)