



# Five reasons to take control of privacy compliance

**KPMG Privacy Apps**





# A new legislative landscape

The privacy game has changed — and some organizations are struggling to cope.

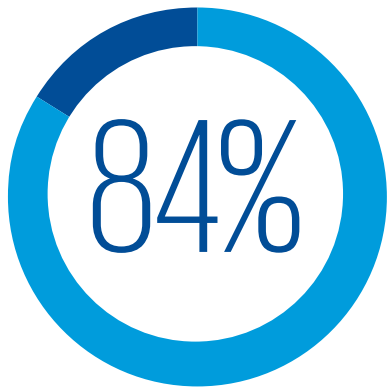
The EU General Data Protection Regulation (GDPR) has given consumers unprecedented rights over the personal information companies hold about them. At the same time, there have been some major privacy scandals involving high-profile brands.

Businesses are changing at an ever faster pace — constantly introducing and changing products and services, and collecting more information about consumers than ever. Organizations need to earn consumer trust around how they use, access, process, protect and delete their data, striking the right balance between relationship-building and intrusion.

The upshot is that consumers are becoming savvier, and more protective, about their data. As a result, businesses are being inundated with requests from customers (and other stakeholders) relating to privacy.

Too often, companies are managing such requests with processes and technology that aren't up to the pace of business change and the volume of requests coming in.

In addition, companies face a complex web of national privacy, data protection and marketing laws beyond GDPR, which vary between jurisdictions and sectors.



of consumers worldwide want more control over how companies use their information\*

## The power of five

Organizations need industrial-strength systems to manage privacy in a sustainable way and help them move from a defensible position around privacy to leveraging privacy for competitive advantage — which is why we've developed **KPMG Privacy Apps**.

Our suite of apps is designed to give you the ability to meet privacy requirements in a way that's automated, integrated, scalable and robust.

Devised by a dedicated KPMG team of global privacy and technical specialists and with input from twenty five clients, the five core KPMG Privacy Apps are:

 <b>1. KPMG Data Subject Rights App</b>	 <b>2. KPMG Personal Data Breach App</b>	 <b>3. KPMG Privacy Impact Assessment App</b>	 <b>4. KPMG Privacy Helpdesk App</b>	 <b>5. KPMG Privacy Article 30 Inventory App</b>
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As well as automating privacy compliance, these tools are designed to provide transparency via simple-to-use dashboards and intuitive analysis and reporting features.

What's more, they can be easily and securely integrated into your existing IT architecture and personal data management systems and processes.

Each app can be bought and used in isolation; or they can be combined into a single, technology solution, giving you up-to-date privacy compliance capabilities.

\*KPMG, 'Crossing the line: Staying on the right side of consumer privacy', Survey, January 2017

# Broad-ranging capabilities

Together, our portfolio of apps are designed to cover a full range of privacy and GDPR compliance features. Its modular make-up offers the flexibility to take on the capabilities you require, as and when you need them.



## KPMG Data Subject Rights App

- A unified customer experience across mobile, web and contact centre channels to capture and manage data subject requests for subject access, portability, erasure and rectification
- Secure portal for data subjects to access and download their personal data
- Manage the assessment, data gathering, collation and redaction of data subject requests
- Self-service: integrates with key systems to identify and retrieve personal data requested automatically
- A defensible deletion utility to help you automate deletion of unstructured data in a secure, auditable way
- Integrates with records of processing activities in the KPMG Privacy Apps to automatically reference and query new systems which process personal data



## KPMG Personal Data Breach App

- Integrates with existing incident management systems, processes and tools
- Presents the privacy team with the records of processing relevant to the location, business and function of the potential personal data breach
- Orchestrates activities following a potential personal data incident including impact analysis, risk assessment, communications to key stakeholders, and escalations within the 72 hour GDPR statutory timeline for reporting personal data breaches to authorities in the affected jurisdictions





### KPMG Privacy Impact Assessment App

- Manage the privacy assessment of changes to your business products, services and systems
- Identify, allocate and manage actions to mitigate privacy risks caused by new initiatives across project, technology and compliance teams
- Update your records of processing activities real time in the KPMG Privacy Article 30 Inventory Apps and integrate with existing project management systems, processes and tools
- Integrates with existing systems to detect and escalate system changes and trigger the Impact Assessment process in near real time
- Integrates with Governance, Risk and Compliance (GRC) solutions to support control monitoring activities



### KPMG Privacy Article 30 Inventory App

- Complies with the inventory obligations set out in Article 30 of GDPR
- Manages and maintains lists of operations and applications with a privacy impact
- Integrated workflow processes to enable business collaboration and updates
- Automatically updates lists in line with operational changes and new applications
- Automatically updates KPMG Subject Rights App to reference new processes and systems



### KPMG Privacy Helpdesk App

- Triage, handles and tracks privacy related queries and allows you to prioritise and manage potential personal data breaches and data subject requests by routing to the relevant KPMG Privacy App
- Manages and tracks actions related to queries and re-directs responses to requests as appropriate
- Assists helpdesk operators with a knowledge base of answers to common queries
- Integrates with your favourite chatbot to provide real time natural language responses to queries

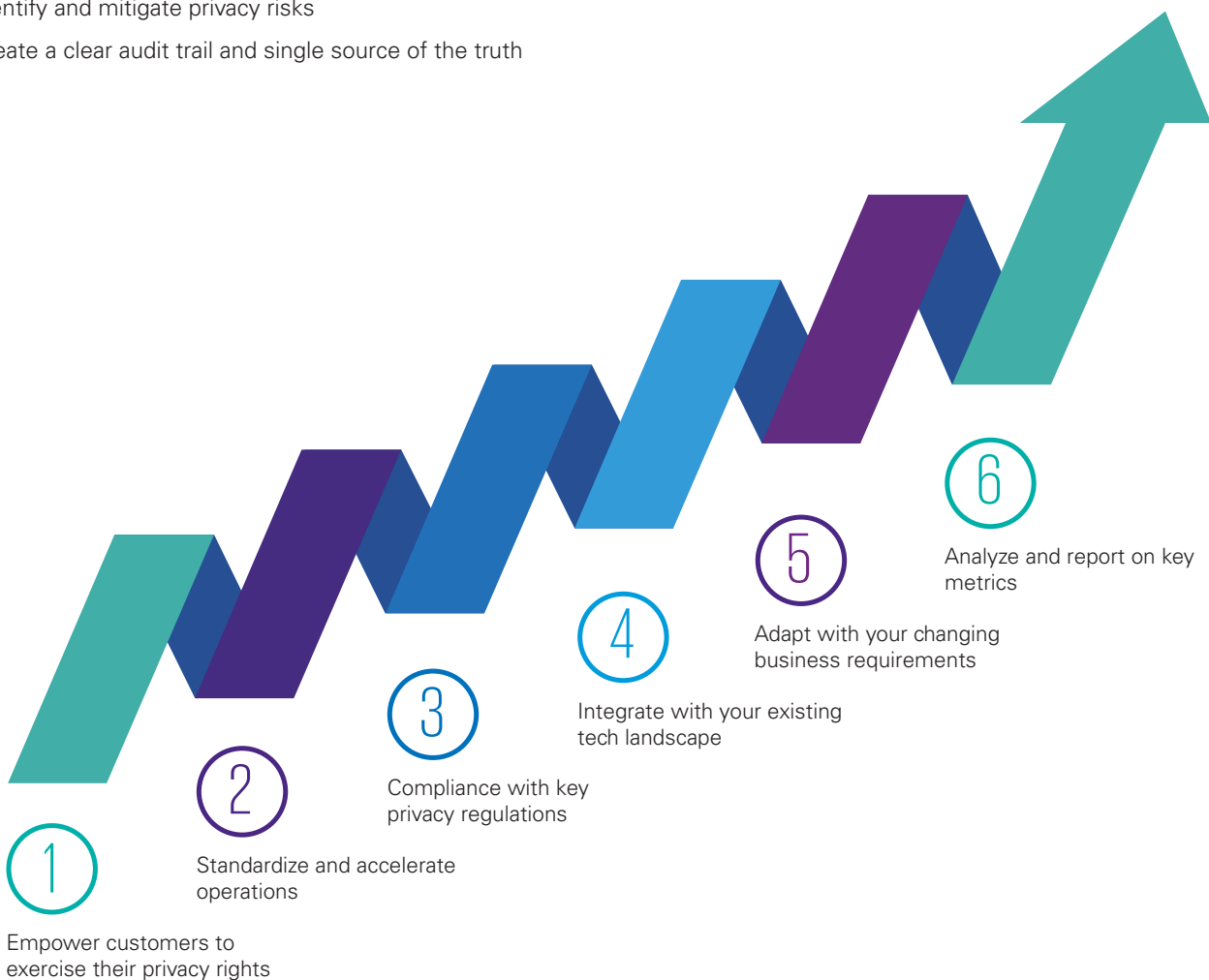
# Compliance with confidence

The suite is designed to provide a robust, scalable and secure platform on which to manage your privacy compliance easily and cost-effectively. Plus, its flexibility allows you to evolve your compliance capabilities as your business changes — with minimal configuration.

The intention is to dramatically reduce the burden, worry and cost of privacy compliance; and to free up resource for value-generating activity.

## The apps enable you to:

- Empower your customers to exercise their privacy rights
- Maintain GDPR compliance with confidence
- Automate your privacy management activity, streamlining and simplifying the processes involved
- Centralize and standardize your privacy management, providing a consistent approach
- Identify and mitigate privacy risks
- Create a clear audit trail and single source of the truth



# Platform performance

KPMG Privacy Apps have been developed on Appian's industry leading application development platform.

Appian provides a modern, low-code development platform that offers extensive Business Process Management and Case Management capabilities, including social collaboration, mobile access, integrated enterprise data and cloud or on-premise portability.

KPMG International has been awarded Appian's 2018 Top Global Delivery Partner for a third year in a row.

# Find out more

Please get in touch if you'd like to know more about the KPMG Privacy Apps Suite, or to see them in action.

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