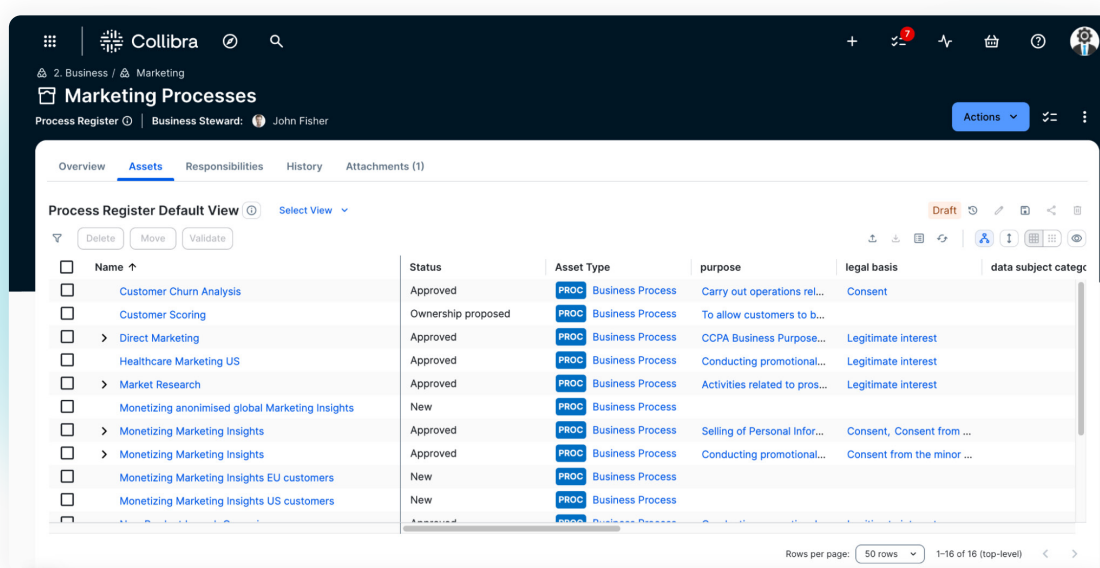


Discover sensitive data and accelerate privacy management

Policy-driven assessment boosts compliance with data protection and sustainability regulations



Name	Status	Asset Type	Purpose	Legal Basis	Data Subject Category
Customer Churn Analysis	Approved	PROC Business Process	Carry out operations rel...	Consent	
Customer Scoring	Ownership proposed	PROC Business Process	To allow customers to b...		
Direct Marketing	Approved	PROC Business Process	CCPA Business Purpose...	Legitimate interest	
Healthcare Marketing US	Approved	PROC Business Process	Conducting promotional...	Legitimate interest	
Market Research	Approved	PROC Business Process	Activities related to pros...	Legitimate interest	
Monetizing anonimised global Marketing Insights	New	PROC Business Process			
Monetizing Marketing Insights	Approved	PROC Business Process	Selling of Personal Infor...	Consent, Consent from ...	
Monetizing Marketing Insights	Approved	PROC Business Process	Conducting promotional...	Consent from the minor ...	
Monetizing Marketing Insights EU customers	New	PROC Business Process			
Monetizing Marketing Insights US customers	New	PROC Business Process			

Record of Processing activities (RoPa) into Collibra

Overcoming challenges

Organizations face increasing challenges in managing data privacy due to evolving global regulations and the proliferation of sensitive information. Traditional manual processes are often inadequate, leading to compliance risks and operational inefficiencies. Additionally, the rapid deployment of AI technologies can exacerbate the problem by automating data processing without fully accounting for privacy concerns or regulatory compliance.

Key features and capabilities

- Sensitive data discovery
- Data lineage tracking
- Policy enforcement
- Pre-built compliance frameworks
- Continuous monitoring
- Customizable compliance templates

Enhance data privacy and protection of PII with automated solutions

Privacy teams struggle to find and trust sensitive data. When data is missing, misused or mishandled, it undermines trust, disrupts decision-making and exposes the organization to risk. Inefficient, manual handling of privacy requests is time-intensive, error-prone and fails to scale, leading to inefficiencies and increasing the risk of breaches and compliance failures.

Organizations need to stay ahead of these pitfalls by implementing a unified data governance foundation to accelerate data protection efforts, minimize risks and ensure adherence to dynamic regulatory standards.

Confidently ensure global compliance

Compliance is all about maintaining records so that you can adhere to regulators' requests. Collibra provides a complete record of all important data, making compliance audits easier. The automated system reduces manual work and improves the accuracy of audits.

More specifically, with advanced algorithms to discover sensitive data in both structured and unstructured formats, Collibra allows privacy teams to visualize how the data flows throughout the organization and third parties for enhanced policy creation and enforcement. This view eliminates the need to rely on business owners and data stewards to report on every change or process around personal data, thus increasing efficiency of reporting and ensuring trust in the data.

Beyond certifying and protecting sensitive data, Collibra also specializes in compliance with global regulations, providing pre-built frameworks for standards like GDPR and CCPA. Its continuous monitoring feature offers real-time compliance tracking and alerts for issues. Customizable templates allow businesses to adapt risk management to their specific needs, while the Registry of Processing Activities (RoPA) ensures thorough tracking of data usage for enhanced compliance and data integrity.

Additionally, with the fear of data breaches, compliance violations and operational delays, Collibra offers automated workflows designed to simplify privacy management, allowing for faster and error-free responses to privacy requests. This efficiency minimizes operational complexity and enhances data protection through comprehensive solutions, including risk assessments, data subject request automation and streamlined data processing workflows.

That's Data Confidence™

Collibra delivers privacy capabilities to discover and protect sensitive data across cloud and hybrid environments. It enables organizations to build privacy foundations on their cataloged data while ensuring compliance with data protection laws and AI regulations. With machine learning and advanced tools, Collibra automates privacy management and achieves global compliance through streamlined workflows and proactive monitoring. It enhances data protection efforts, minimizes risks and adheres to evolving regulatory standards.



See the data privacy and PII use case in action. [Take our product tour.](#)