



The Role of Privacy and Compliance in Cloud Storage

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Intro and Agenda

The Role of Privacy and Compliance in Cloud Storage

- 1) Data Privacy Challenges
- 2) Privacy Regulation Requirements
- 3) The Tech Challenge
- 4) Cloud Compliance Sneak Peak

NetApp Acquires Cognigo

The Role of Privacy and Compliance in Cloud Storage

- The Business of Data Management
- Privacy by Design
- Cloud ready
- Data Compliance is key for data management

 **NetApp**

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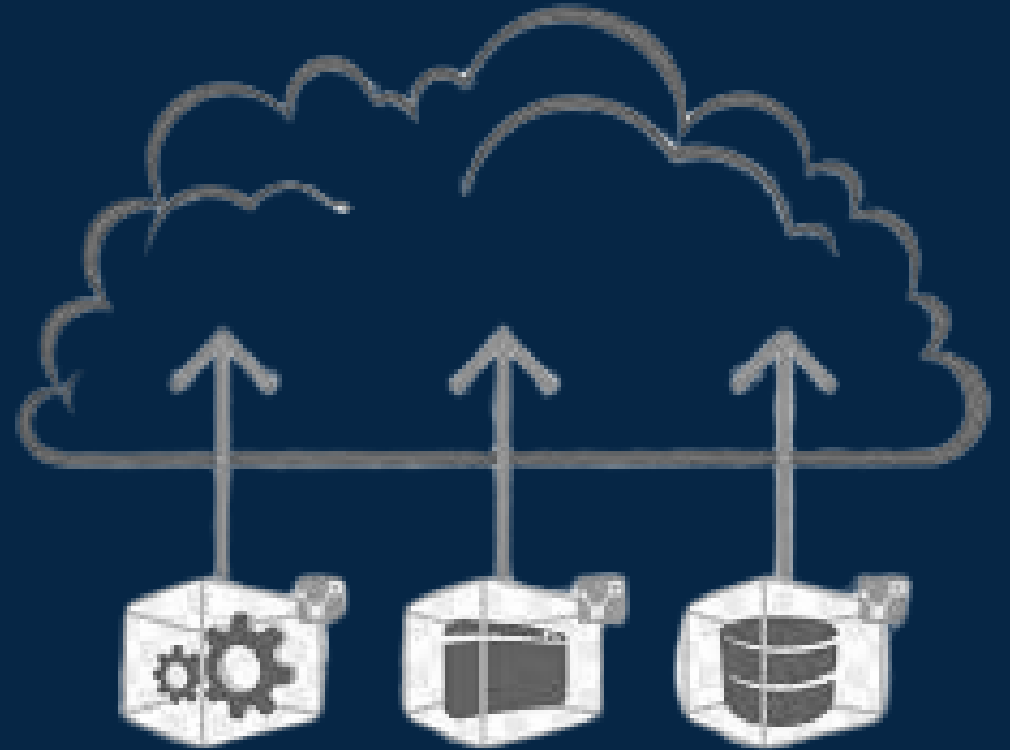
 **cognigo**

Privacy By Design

The Rush to the Cloud

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- Data is moving to the cloud
- Growing exponentially
- Data management services availability
- Data Compliance is key for data management



Data Privacy Regulations

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CALIFORNIA CONSUMER PRIVACY ACT
JAN 1, 2020

**CALIFORNIA RESIDENTS
("CONSUMERS")**

A CALIFORNIA RESIDENT IS DEFINED
AS SOMEONE WHO IS SUBJECT TO
CALIFORNIA TAXATION.

**WHO IT
COVERS**

GENERAL DATA PROTECTION REGULATION
MAY 25, 2018

**ANY PERSON ("DATA SUBJECTS")
WHO RESIDES IN THE EU,**

COMPANIES ESTABLISHED IN THE EU
REQUIRED TO EXTEND PROTECTIONS TO
DATA SUBJECTS ANYWHERE IN THE WORLD

The Tech Challenge

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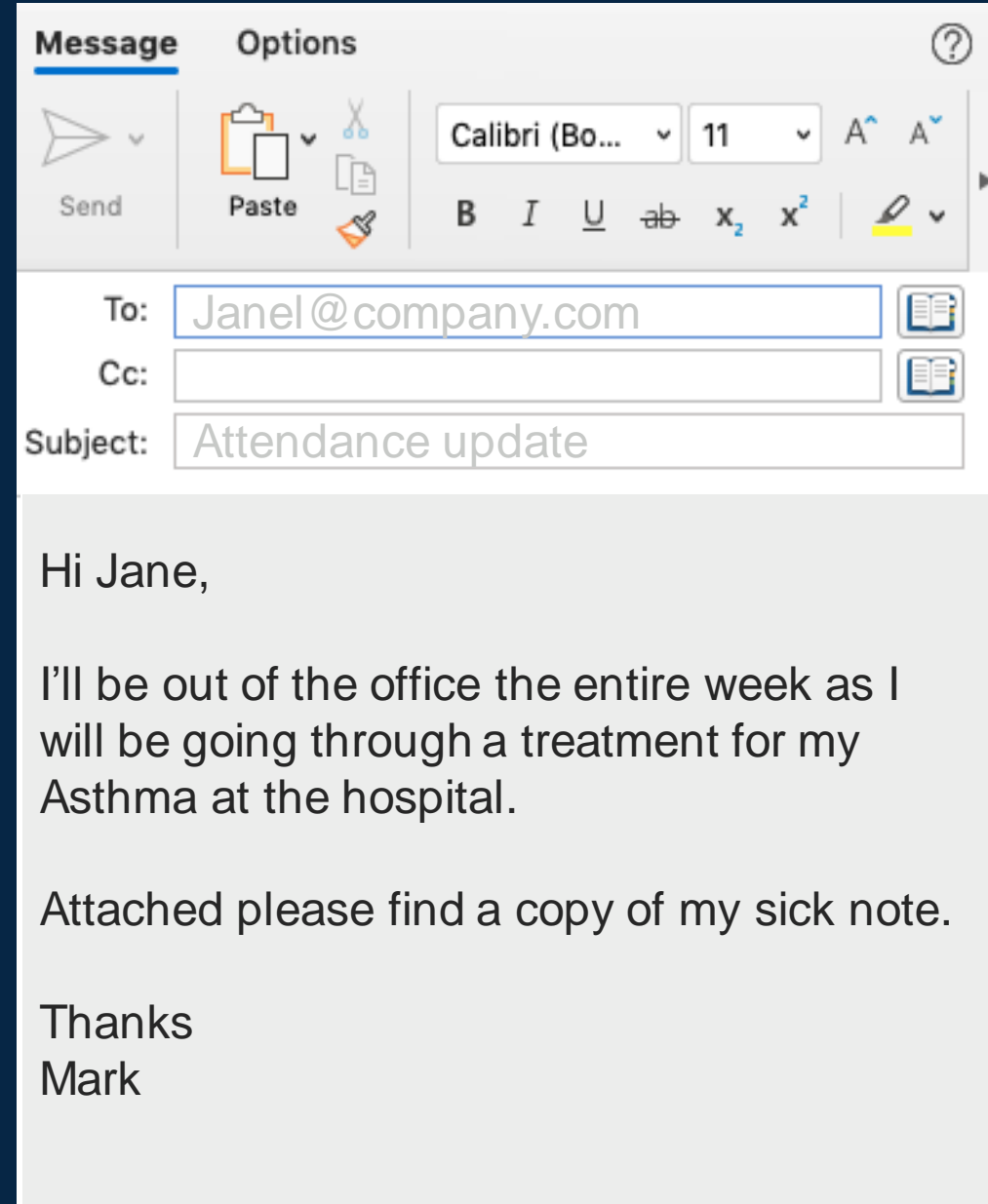
Art. 4 GDPR

Personal data' means any information relating to an identified or identifiable natural person ('data subject'); **an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person;**

<https://gdpr-info.eu/art-4-gdpr/>

The Tech Challenge

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DATA SUBJECT ACCESS

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- Data Subject Access Request (DSAR)
- 30 days response time
- Free of Charge



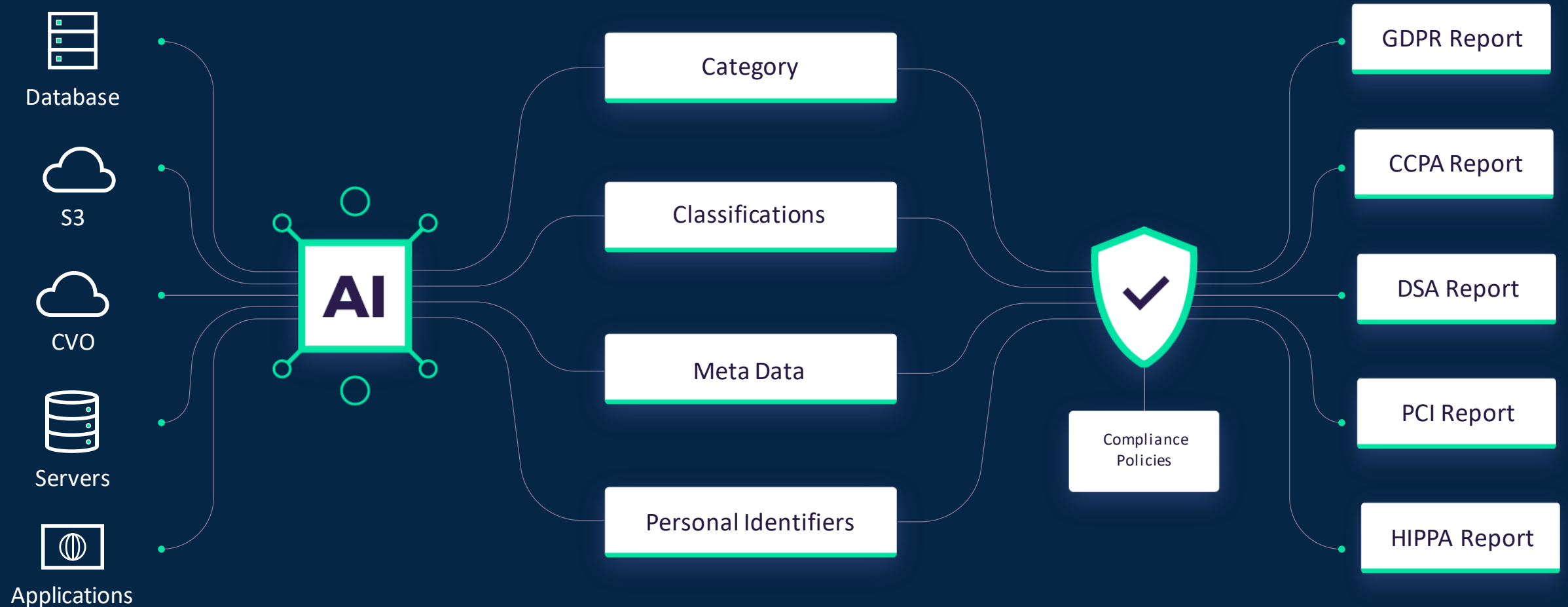


NetApp Cloud Compliance

AI Driven, Always-On Privacy for Cloud Volumes ONTAP

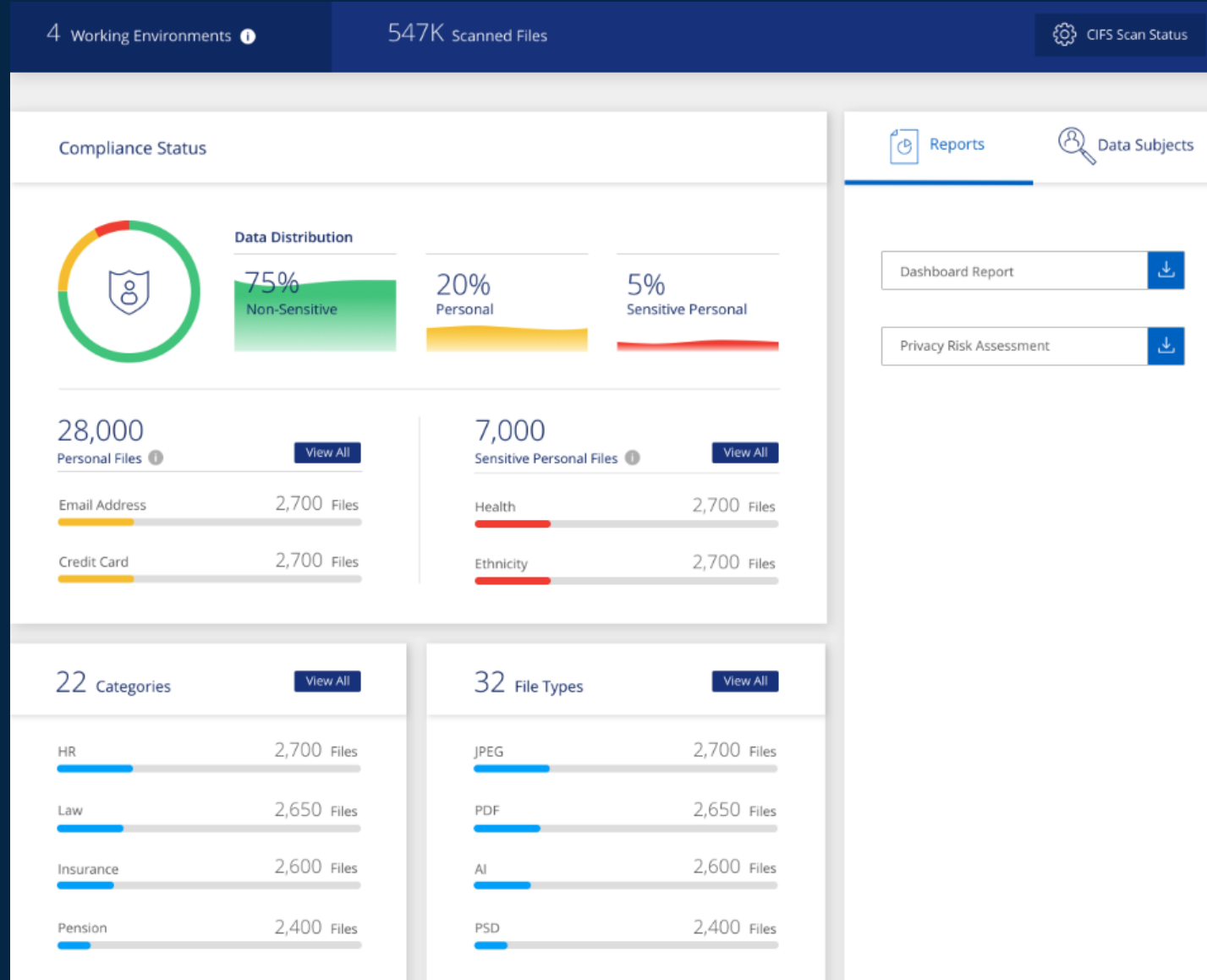
How does it work?

AI Driven, Always-On Privacy for Cloud Volumes ONTAP



Cloud Compliance Dashboard

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Data Subject Access Response

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The screenshot shows a dashboard with a top navigation bar containing '4 Working Environments'. Below this, there are two main sections. The left section is titled 'Data Subject Access Request' and features a search bar with 'John Doe' entered and a 'Search' button. Above the search bar, there are icons for 'Reports' and 'Data Subject'. Below the search bar, there is a text prompt: 'Respond to a Data Subject Access Request by searching for their full name or a known identifier such as an Email Address or Country ID Number'. The right section is titled 'Compliance Status' and features a circular progress indicator showing '75% Non-Sensitive' data distribution. Below this, there is a summary of '28,000 Personal Files' with a 'View All' button. A table below lists file categories: 'Email Address' (2,700 Files), 'Credit Card' (2,700 Files), 'HR' (2,700 Files), 'Law' (2,650 Files), 'Insurance' (2,600 Files), and 'Pension' (2,400 Files). At the bottom, there is a '22 Categories' section with a 'View All' button.

Data Subject Access Response

Dear John Doe

Attached below is our Data Subject Access Response:

- 1. Organization Name**
Acme Corporation
- 2. Representative Name**
John Doe, John.doe@Acme.com
- 3. Purpose of processing**
 - HR - Resumes
- 4. Lawful Basis**
 - Consent:** You have given clear consent to process your personal data for a specific purpose.
 - Contract:** the processing is necessary for the performance of a contract you have with our organization, or because you have asked our organization to take specific steps before entering into a contract.
 - Legal obligation:** the processing is necessary to comply with the law.
 - Vital interests:** the processing is necessary to protect your vital interests or of another person.
 - Public task:** the processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority.
 - Legitimate interests:** the processing is necessary for your legitimate interests or the legitimate interests of a third party.
- 5. Categories of data obtained**
 - email
- 6. The recipients of the personal data**
- 7. Third-party transfers**

Key Takeaways

- New Privacy Regulations introduce new data challenges
- Context is crucial to identify and map sensitive information
- With data moving to the cloud organizations must prepare and be ready to support data privacy efforts
- AI technology can help automate and simplify the compliance process
- NetApp is adopting Privacy by Design by introducing Cloud Compliance
- Cloud Compliance enables cross cloud platform data privacy management.



Questions?



Thank You.