

## GDPR COMPLIANCE

### IMPLEMENT A UNIFIED PLATFORM FOR EFFECTIVE DATA GOVERNANCE AND POLICY MANAGEMENT

- Safeguard customer data with profile-level access control
- Accelerate resolution of data breach investigations and “right to erasure” requests
- Easily adapt to possible evolutions in the regulation
- Gain visibility and auditability of processes, evidence, decisions, and outcomes

The General Data Protection Regulation (GDPR) represents a significant shift in privacy requirements governing how organisations manage and protect personal data. Failure to comply could mean significant regulatory enforcement actions, reputational damage, and a loss of customer trust. GDPR compliance responsibility applies to all businesses collecting or processing EU citizens’ personal data, regardless of geographic location.

Many organisations believe they are GDPR-compliant today; however, in opting for a quick-fix to meet the 25 May, 2018 deadline, they may not have considered the long-term strategy.

*How can companies achieve and sustain GDPR compliance while optimising current operations?*

#### MEET THE CHALLENGE

Successful organisations are approaching GDPR holistically with a future-proof platform approach that is flexible enough to deliver on any new regulatory data requirement, whether ad hoc or scheduled.

With Appian, organisations gain the visibility necessary to establish a clear understanding of the personal data they hold, as well as the ability to react quickly to requests to remove data across the organisation.

- **Appian Records** enables the data management practices needed to maintain data protection and privacy at the heart of GDPR.
- **Low-Code** provides the speed necessary to deliver new functions and capabilities should the regulation continue to evolve and change due to legal test cases.
- **Configurable Reports** provide overall view of GDPR Compliance configured for any information, e.g., age of request, remaining time, or SLA.



### SUPPORT GDPR COMPLIANT CUSTOMER EXPERIENCE

Data is a core asset—and a key driver of innovation—but only when harnessed and deployed responsibly. The General Data Protection Regulation (GDPR) aims to strengthen data protection for all individuals within the EU and global institutions with EU operations or customers. Intended to bring all data protection laws in Europe into harmony, the objectives of GDPR are to give citizens and residents control of their personal data and to simplify the regulatory environment for global businesses.

Appian provides a foundation that allows organisations to build a GDPR compliant customer experience. Key to achieving GDPR compliance is a robust process and rules platform. With Appian's capabilities, organisations can easily build workflows and process controls to ensure every GDPR request from a client enacting their "right to be forgotten" is followed. With Appian's integration adapters to key CRM systems, organisations can ensure all relevant customer data is removed from systems to maintain compliance with GDPR.

### TURN GDPR INTO A BUSINESS OPPORTUNITY

With the focus on improving transparency, GDPR compliance can be a driver that strengthens customer confidence, service, and responsiveness.

The fines for non-compliance are significant and therefore GDPR should be a priority issue for discussions—both in boardrooms and technology centers.

GDPR represents a unique opportunity to approach data collection, storage, and retrieval more strategically. The digital economy is built on credible data and customers demand protection from the misuse of this information. However, once assured that their data is safe, customers will continue to share data more confidently.

With compliant, responsible practices in place, organisations can build on the appropriate data to offer extended customer services and products.

### TAKE CONTROL AND PREPARE FOR THE FUTURE

GDPR goes into effect on May 25, 2018 and will apply to any company world-wide that deals with the personal information of EU citizens. Any company that fails to comply faces significant penalties as a result.

*92% of U.S. businesses list GDPR as a top data protection priority, but only 6% say they are ready.*

– DIGITAL GUARDIAN

Pressure is mounting to deliver compliant processes and data practices now for GDPR and to enable the ability to adapt for the future. Alleviate the pressure with Appian.

# Appian

Appian provides a leading low-code software development platform that enables organisations to rapidly develop powerful and unique applications. The applications created on Appian's platform help companies drive digital transformation and enables competitive differentiation.

For more information, visit [www.appian.com](http://www.appian.com)