

# GDPR Data Integrity Service

Understand the state of your data with Experian's GDPR Data Integrity Service

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Use the accuracy and integrity of your data to quantify risk and prioritise action for GDPR response

## Thrive under the GDPR

Before embarking on any data related project whether that be a migration, analysis or the implementation of a data governance strategy, the natural first step is to assess your data; its quality and integrity. Many data related projects fail to realise their intended benefit because decisions are made based on inaccurate or irrelevant data. Failure in the context of the General Data Protection Regulation (GDPR) could be catastrophic for any organisation.

The EU General Data Protection Regulation contains specific requirements for organisations to ensure that the personal data they hold is accurate and that the collection, storage, use and erasure of this data follow a Privacy by Design approach.

In order to prepare your organisation for the GDPR, Experian believe that creating this Privacy by Design approach and honouring the accountability principle are key to success. The Data Integrity Service from Experian will enable you to discover and prioritise the risks hidden within personal data.

The Data Integrity Service can help highlight risks to maintaining compliance in the long-term such as:

- Duplicate records threatening Subject Access Requests or erasure response times
- Unexpected sensitive information in customer, supplier or staff databases
- Incorrect data being captured or held due to outdated manual processes or software errors

By focussing on the data itself, you can understand previously unknown issues that could threaten your GDPR programme – enabling you to quantify, prioritise and reduce risk.

### What is the service?

The Data Integrity Service is designed to provide organisations with a better understanding of the data they use. It identifies existing barriers within the data, its quality and integrity which could be endangering a GDPR compliance program or longer term Privacy by Design initiatives.

Our consultants work with you to tailor the service to your GDPR programme ensuring the results and recommendations can be used in a practical and tangible way.

## Data Integrity Assessment

The quality of data is assessed by checking data accuracy and integrity.

**Data accuracy:** accuracy of data against Experian reference sets is established and data duplication is measured. This provides your GDPR program with a quantitative understanding of the accuracy principle risk.

**Data integrity:** quality attributes such as uniqueness, completeness, frequency of values and formats are combined with the earlier accuracy scores to understand the relationships between data and the gaps. As with data accuracy, this assessment can be used by your GDPR program to understand the challenges that may occur in areas such as Data Access, Erasure and Portability.

## GDPR as business as usual

Whilst helping your organisation prioritise their immediate actions for the GDPR, the Data Integrity Service can be offered on a repeatable basis to ensure that data issues are identified and tackled on an on-going basis as part of a Privacy by Design data management strategy. This regular data quality reporting can be crucial at times such as:

- Planning changes to website marketing consent pages
- Call centre or CRM application updates
- Internal or external audits of GDPR compliance

In short, maintaining data quality over time will be of critical importance in order to demonstrate accountability and maintain consumer trust.

## GDPR Data Quality Management

Using many of the outcomes of the Data Integrity Assessment, Experian can help you create the key performance indicators that will enable you to continually monitor personal data in your organisation, spot risks before they become issues and ensure that any decisions that could impact privacy are backed up with sound reasoning and documentation.

You can also leverage a wide range of Experian software and reference data to continually improve the quality of your data, anywhere in your organisation.

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# GDPR Data Integrity Service

## How is the service delivered and what do you get?

The service is delivered by experienced data quality consultants processing your data at our secure data centres. Ahead of any data processing, we work with our customers to understand any known issues or challenges with contact data. We want to ensure we get an understanding of your business drivers and how you wish to use the results of this service. This enables us to tailor our service to ensure we meet your needs.

The service delivers a comprehensive and detailed report on the quality of your current contact data, known risks and

recommended steps on how to rectify any issues we find. It is designed to be repeatable, generally on a quarterly or annual basis, to provide insight into the progress of data improvement initiatives for the GDPR. This approach forms the basis of putting the organisation on the path to data management maturity and implementing Privacy by Design.

However, it can also be taken as a one-off service to help you understand the current state of your data before you decide what technology solutions you may wish to implement.

## Wider benefits of a GDPR Data Integrity assessment



### Maximise the value of customer data:

Support and deliver increased revenue through improved data strategy.



### Improve ROI:

Identify where poor data quality is costing you money and how simple resolutions can be implemented to offer improvement.



### Reduce risk:

Safeguard your reputation by ensuring customer data is secure and well-maintained with regular cleansing and suppression.



### Gain management buy-in:

Support future business cases for investment in data quality and data management.

## Information notice:

*It is important to note that whilst we can support businesses with their data management programmes for the GDPR, we cannot offer legal counsel or compliance advice.*