

Personal Data Management Reimagined

ENABLING BUSINESSES WITH PERSONAL DATA QUALITY, CONTROL OF 3RD PARTY RISKS, AND REDUCED COSTS BY AUTOMATING THE GOVERNANCE OF PERSONAL DATA

BUSINESSES ARE RETHINKING PERSONAL DATA MANAGEMENT DUE TO GROWING ISSUES CAUSED BY THE SPRAWL OF PERSONAL DATA ACROSS SAAS APPLICATIONS:

- Increasing difficulty in getting a single view of customers
- Challenges managing customer consent, email and other preferences to best serve customers & achieve growing privacy compliance requirements
- Maintaining accuracy of customer data that becomes stale when updates aren't regularly made or consistently disseminated
- Ongoing risks of a breach, especially data shared with 3rd parties who are the cause of 63% of all breaches
- Issues related to the rise of shadow IT



To better serve customers, the importance of operationalizing customer preferences has grown. Privacy regulations have effectively extended customer preference management to include the required consent of personal data use, for which noncompliance can result in fines. Unfortunately managing customer preferences, including consent, is challenging. For example, a customer might opt-in to receive marketing communications from one product line, but not from any other product line or corporate entity. They may separately allow one of your business units to share personal data with affiliate businesses, but they may opt-out entirely of allowing you to sell personal information with non-affiliated 3rd parties. As the importance and complexity of preferences has grown to better serve customers and ensure privacy of personal data, so has the complexity of this data's management, governance and enforcement. While the sprawl of personal data is inevitable, the governance of preferences, by their very nature, must be centralized. Without this centralization, a marketing team member with inaccurate preference data in one system could easily violate preference policies via email, or worse a 3rd party fulfillment provider might receive 1,000s or 1M's of unconsented personal data records, fulfill products improperly, or get breached and lose data which they never had consent to access. Each of these scenarios may cause a privacy breach, require the business to notify regulatory authorities, and the breach would become public knowledge. As risks of mismanaging preferences and misuse and oversharing of personal data outside of consent have grown, businesses have initiated data governance efforts.

“85% of consumers will not do business with a company if they have concerns about its security practices.”

Source: PwC Consumer Intelligence Series: Protect.me

To enable a consolidated view of personal data (also known as PII) of customers, partners or employees, companies have attempted to synchronize personal data across large numbers of business systems collecting, storing and processing it. Data synchronization, despite large up-front and ongoing efforts required to maintain it, though, do nothing to address the risk of data breach, nor assist with the businesses interest in better managing their customer's preferences or achieving expanding regulatory requirements. In fact, every new system holding personal data which is added by the business, including those added to help achieve privacy compliance, only increase the businesses attack surface and associated risk of data exploit.



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TURN PRIVACY BY SPRAWL INTO PRIVACY BY DEFAULT

Instead of replicating and synchronizing both personal data (i.e., names, addresses) and preference data (opt-ins and other preferences), NiX is a fully-integrated personal data management service that automates the governance and enforcement of personal data preferences and consent. Beyond enabling the centralized management of preferences throughout their lifecycle, NiX further enforces the policy-based flow of personal data to ensure preferences and consent are adhered to, reducing the costs and risks associated with preference mismanagement, privacy breaches, and custom development of personal data workflows. Doing so turns privacy by sprawl into privacy by default.

NiX attaches preferences with underlying personal data to create Intelligent data, which is used to automate and centrally enforce policy around the storage, processing, access, sharing, and consolidation of personal data. NiX leverages distributed multi-layer encryption to not only protect personal data from a breach, but also eliminates the oversharing of data by enforcing policy through Intelligent data so that only those uses and parties for which there is acquired preferences and consent, and where data sovereignty regulations allow, are honored. As such, NiX eliminates the large effort and privacy breach risks associated with data synchronization of preferences and replaces it with policy and API-based real-time consumption of preferences.



NIX PERSONAL DATA MANAGEMENT AND ITS UNIQUE “INTELLIGENT DATA” ENABLES:

Better quality personal data at lower cost: By enabling a centralized source of Intelligent data, NiX can act as a ‘cleaning engine’ for personal data (names, addresses, etc.) for the many sprawled copies of this data, enabling the natural consolidation of personal data and improving its quality. Furthermore, NiX makes it easy for businesses to securely enable their customers to curate and update personal data, enabling the best means to assure the highest quality data

Reduced risk of data breach and enablement of secure 3rd-party sharing without risk of oversharing: NiX leverages multiple layers of end-to-end encryption (combining both symmetric and PKI cryptography) to ensure that only parties with consented access to the data have the appropriate keys to decrypt the specific fields in the data they request access to. Even if a cybercriminal does gain access to systems with access to NiX-managed personal data they still can’t access or steal the data. Even NiX can’t access the data. This greatly reduces overall breach risk and enables businesses to more securely share personal data with 3rd-parties, by leveraging NiX as a real-time data consent and security control.

Reduced effort and futureproof privacy compliance via policy-enforcement: By automatically enforcing a central policy around the storage, processing, access, sharing and consolidation of personal data, NiX avoids the costs and risks of internally developing logic to enforce business-specific privacy policies, maintaining that logic whenever privacy policies change, and extending the logic to every new and changed system holding personal data. NiX’s policy-based approach also futureproofs personal data management against future systems and regulations. Additionally, NiX greatly eases privacy compliance audits with centralized logs of personal data and consent access.



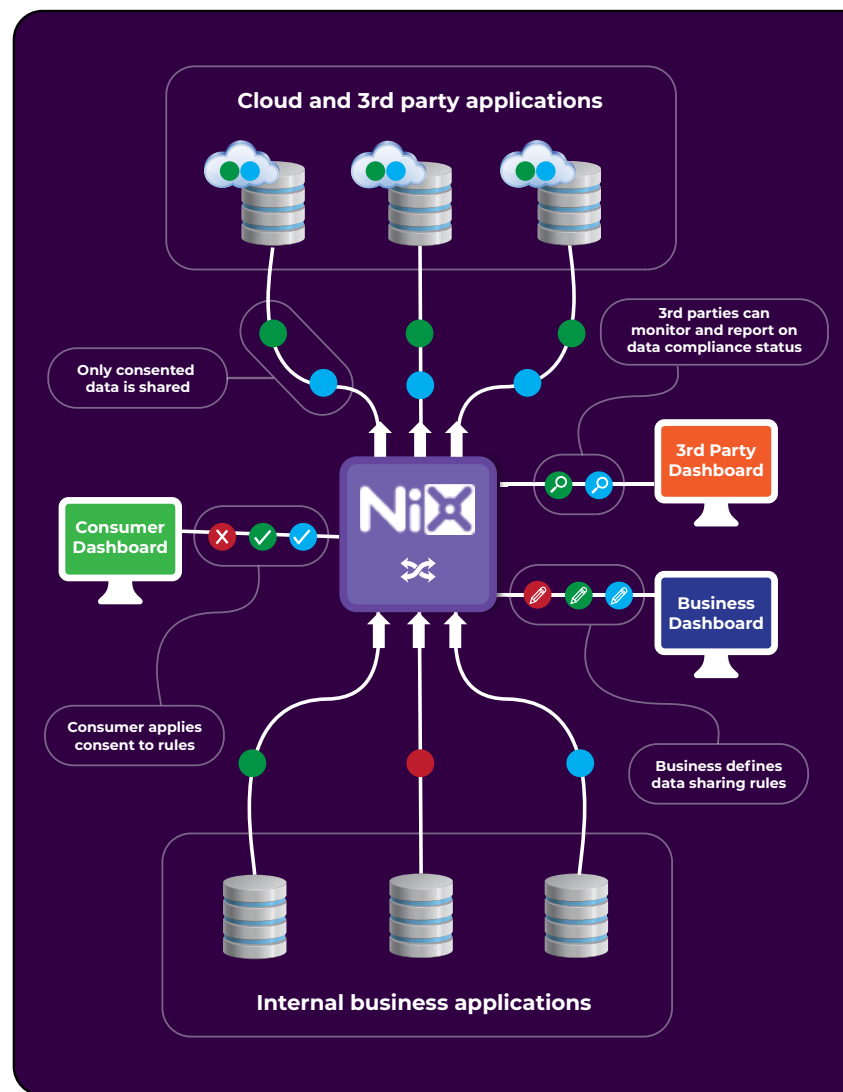
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HOW NIX WORKS

NIX FULLY AUTOMATES PERSONAL DATA MANAGEMENT

NiX is purpose-built for personal data management, enabling business teams with better quality personal data, while also easing efforts around expanding privacy regulations and interest in the ethical use of customer's personal data. NiX is unique in fully integrating the best of breed capabilities of data security, data privacy, data sharing, and personal data governance, enabling businesses to optimize the costs and benefits of data privacy while reducing the risk of breaches and increasing customer trust. Delivered as a service, NiX is easy to deploy and enables businesses to easily include third-party partners and even customers to participate in the business' management of secure, consented, resident quality personal data. Our customers are held to the highest privacy standards, and we help them exceed customer, employee and partner privacy expectations to earn and keep their trust.

\$3M is the average cost savings when businesses adopt a centralized data governance program.



TAKE CONTROL OF YOUR PERSONAL DATA MANAGEMENT

To learn more about NiX, visit us at www.nixsoftware.io or email us at info@nixsoftware.io.



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