

# Voltage Powers Data Privacy (GDPR)

As organizations look to comply with global privacy regulations, they must balance compliance with business objectives. Advanced privacy-enhancing technologies can help build data trust and turn privacy into a catalyst for growth.

## Voltage Data Privacy and Protection at a Glance

### Privacy Compliance

Ensure that you can uncover sensitive and personally identifiable information

### Advanced Privacy-Enhancing Technology

Take protective action on data during discovery to power faster decision making and establish data trust

### Drive More Business Outcomes

Beyond privacy compliance, Voltage technology powers data minimization, secure cloud analytics, information lifecycle management, greener IT and sustainability

## The General Data Privacy Regulation

GDPR is an important component of EU privacy and of human rights law, in particular Article 8(1) of the Charter of Fundamental Rights of the European Union. It also addresses the transfer of personal data outside the European Union and European Economic Areas. The GDPR's primary aim is to enhance individuals' control and rights over their personal data and to simplify the regulatory environment for international business.

Voltage data discovery and protection capabilities can accelerate and support GDPR initiatives through:

## Advanced Privacy-Enhancing Technology from Voltage

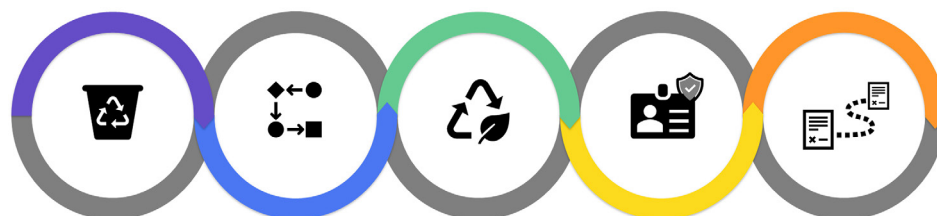
The General Data Protection Regulation (GDPR) provides a framework for how organizations can establish their privacy programs and practices to comply with

regulations and reduce risk. To augment these programs Voltage Data Privacy and Protection delivers advanced privacy-enhancing technology to help customers not only drive compliance, but also ensure their data is ready to be leveraged for additional business outcomes that contain costs, drive data retention, and support board level mandates for sustainability.

## Voltage Data Privacy and Protection Helps Organizations with:

### The Right to Delete—Article 17

Voltage Data Discovery capabilities help organizations understand the value of their data and how they can apply retention and disposition policies on high-value data-in-use to lessen the disruption of subject rights requests. In cases where the right to delete is requested and valid, Voltage can delete that data from the source location or lead application.



| Right to Delete | Business Purpose | Data Minimization | Data Security and Protection             | Data Portability |
|-----------------|------------------|-------------------|--|------------------|
| Article 17      | Article 6        | Article 5 (1)(c)  | Article 5(f), 6, 32, 34, Recitals 39, 83 | Article 20       |

**Business Purpose—Article 6**

Data Discovery capabilities provide insight and analysis around sensitive data and can dynamically tag data with categories that map to regulations, specifically around the right to process customer and consumer data.

**Data Minimization—Article 5 (1)(c)**

During Data Discovery processes, legacy data, duplicate data, and low- to no-value data can be acted upon. Application data can be archived and retired for compliance purposes, while redundant, out of date, and trivial data can be deleted at the source.

**Data Security and Protection—****Articles 5(f), 6, 32, 34, and Recitals 39, 83**

Acting on data that is responsive and relevant to data privacy regulations is a “game changer” for organizations looking to have technology assist them in achieving privacy compliance. Voltage supports a myriad of protective actions on data that can both protect consumer information, but also support broader corporate objectives.

Voltage can:

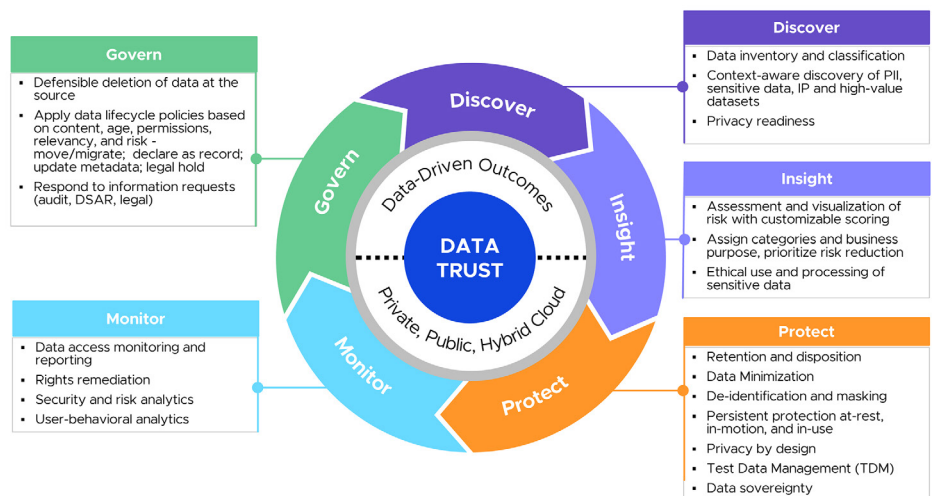
- Encrypt data at the source or encrypt workloads that are being leveraged in cloud data warehouses and analytics platforms. In the event of a breach this can protect your organization from sanctions and fines.
- Dynamically mask data to protect the identity and personal information while data is in use by the business.
- Apply information lifecycle policies to data to ensure proper business use and data deletion requirements are met automatically.

**Data Portability—Article 20**

If a data portability request is made and is valid, Voltage can produce a data subject’s information in a structured, commonly used, and machine-readable format.

**Privacy Compliance and Data Trust Support  
Downstream Corporate Objectives and Growth Drivers**

As organizations embark on the journey to [privacy management](#) and [privacy compliance](#), the downstream value of Voltage privacy-enhancing technology is to help prepare your organization to comply with global regulations and support your existing privacy processes and practices—moreover, it helps build data trust in support of strategic, corporate objectives that drive business growth, operational efficiency, and sustainability.

**Building Data Trust and Voltage Data Privacy and Protection****Data Protection**

Information is continuously protected by Voltage. The unintended consequences of accidental exposure or a real data breach can be mitigated through encryption and data protection techniques. Voltage ensures if the data is subject to a breach, the sensitive information is protected from exposure. At the same time, data protected by Voltage can be leveraged by data analysts and business users in its protected state, while maintaining referential integrity, to derive value for the business. Business intelligence and cloud analytics tools can analyze the data to look for trends and patterns in the data without any risk of exposure of sensitive information.

**Financial Risk**

Understanding the risk exposure around sensitive data should go beyond a simple scoring. Voltage provides visibility into the

[financial risk](#) associated with managing and protecting large data estates. Taking into consideration the fines and sanctions associated with privacy non-compliance, as well as the probability and exposure of a data breach.

**Sustainability**

Many organizations have taken on corporate objectives to support greater sustainability, reduce carbon footprint, and operate an increasingly green business. Voltage helps organizations support these mandates by reducing the storage, power consumption, and operational costs associated with managing legacy data. Data minimization efforts, along with archiving and cloud migration capabilities, drive the business towards lower costs, reduced data and application sprawl, and streamlined operational expenses.

Voltage SecureData Enterprise CyberRes

“Micro Focus Voltage helps us to drive our business safely by offering the best data privacy.”



Team Leader, Finance Industry Forbes  
Peer Insights

Voltage SecureData Enterprise CyberRes

“It’s the only complete data security technology that lets us safeguard data throughout its entire lifespan, from the moment it’s recorded to the moment it’s moved across our wider company, all without subjecting live data to high-risk, high-threat settings.”

Data Analyst, Retail Industry Forbes  
Peer Insights

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**Secure Cloud Analytics**

Voltage data-centric security drives secure and ethical data sharing. In support of this Voltage integrates with leading cloud service providers including Synapse, Snowflake, Cloudera, and Teradata. These integrations enable high-scale secure analytics and data science in the cloud and on-premises using format-preserved tokenized data, mitigating risk of data exposure while enabling privacy compliance.

**Defensible Disposition**

Data privacy requirements for data deletion and the right to be forgotten can be disruptive to IT and content owners. Having data lifecycle policies applied to business-critical data (mapped to its business purpose) can reduce the impact of these requests. Automating defensible disposition based on policy further streamlines this process, but also ensures compliance and drives down the total cost of managing data.

**Data Minimization**

Keeping only what you need and ensuring what is kept is protected and has a business purpose is a core principle of data minimization. On collection Voltage can help organizations ethically process consumer data and protect it while in use. For legacy data Voltage Data Privacy and Protection can drive cost efficiencies and reduces the threat landscape. By removing duplicate, obsolete and trivial data and data that serves zero value to the

business. Data minimization can also help control application sprawl while reducing the personnel required to manage data and the lead application or database.

**ISO 27701**

ISO 27701 is a data privacy extension of ISO 27001 (Information Security Management System). Voltage Data Privacy and Protection hosting and infrastructure services are certified to support the ISO 27001 risk-based approaches for implementing security controls around people, process & technology. Voltage Data Privacy and Protection capabilities drive compliance and support privacy management mandates covered in ISO 27701 including privacy impact assessments, ethical records of processing, data minimization, deletion requests, data portability, and data protection.

**Summary**

Voltage Data Privacy and Protection provides privacy-enhancing technology within a data trust framework for data discovery and data protection. Voltage enables organizations to reduce information risk, ensure data privacy, and secure quick access to critical data that drives the business. Voltage ensures data protection and data preservation, while mitigating the risk of processing sensitive data and supporting other corporate initiatives that drive business growth, operational efficiency, and sustainability.