

# Discover, understand and catalog PII and sensitive data covered by CCPA



## The California Consumer Privacy Act

## Take an insights-driven approach with smart data discovery and an AI-driven catalog

### The California Consumer Privacy Act

When it comes into effect on 1 January 2020, under the California Consumer Privacy Act (CCPA), citizens of California have the right to know what categories of personal information a business has collected about them and their children, as well as whether and to whom this personal information has been sold or disclosed. Although the CCPA comes into effect in January 2020, the law has a “look-back” requirement, therefore organizations must provide records covering the 12-month period preceding the date of a customer’s request to access their personal information.

### Take steps towards compliance now

Achieving compliance is more complex than many organizations even realize. The enterprise needs to know what PII and sensitive data they have, where it is located and why they have it – if not, the required policies and controls to protect the data cannot be put in place<sup>1</sup>. The first challenge is to identify the sensitive data and where it resides. Smart data discovery products, like Io-Tahoe help enterprises overcome this challenge by identifying PII and sensitive data.

To comply with the CCPA and others sure to come in the future, your business needs automated smart data discovery and an AI-driven data catalog, with full relationship mapping, data flow discovery, redundant data detection and, most importantly, sensitive data detection. Your organization needs a data regulation compliance strategy now, which has to include an automated solution for detection of PII and sensitive data.

Io-Tahoe, a pioneer in **smart data discovery** and **AI-driven data catalog** products, in its efforts to continue to transform the **data discovery** market, has released the latest version of its **Smart Data Discovery platform** with enhanced **PII and Sensitive Data Discovery** capabilities.

*Privacy is now a top-of-mind issue for every enterprise executive. Protecting sensitive data to meet regulatory demands, however, is often challenging for one simple reason: they don't know how to find all the sensitive data they're supposed to be protecting. Advanced AI-powered solutions, like Io-Tahoe, offer enterprises hope that they can find, catalog, and manage this sensitive data, meet their continually emerging compliance requirements — and do it without disrupting their operations.*

**Charles Araujo,**  
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<sup>1</sup> Forrester, Rethinking Data Discovery And Classification Strategies – Strategic Plan: The Data Security And Privacy Playbook. Heidi Shey. July 10, 2018

## The business value of sensitive data protection

It is essential to understand how to exploit compliance efforts for greater business advantage. Protecting sensitive data can add value in a number of ways, including but not limited to:

- **Simplifying reporting:** Auditable processes for data asset assessment and classification simplifies compliance reporting;
- **Building trust:** Demonstrating auditable processes for protecting personal and private data builds trust with your customers;
- **Automate monitoring:** Discrete specifications of data sensitivity enable automated application of data protection policies;
- **Risk reduction:** Knowledge of the data landscape improves ability to apply data protection applications (such as encryption and masking); and
- **Data awareness:** Knowledge in the “hidden” areas of the data landscape provide insight into corporate operations and business opportunities.

## Solve the PII and Sensitive Data Discovery challenge with Io-Tahoe

Io-Tahoe’s Sensitive Data Discovery solution leverages AI to look at the data themselves not just metadata to automatically discover PII and other sensitive data, including, but not limited to the requirements covered by CCPA. The easy to use Sensitive Data Discovery module, enables users to quickly identify required data and scale efforts across a diverse set of technologies within the enterprise. This allows the organization to reduce growing data governance burdens to a set of manageable, navigable tasks.

The product natively incorporates hundreds of standard PII policies enabling companies to automatically find PII and other sensitive data across a complex enterprise in a variety of data sources– relational data stores, data warehouses, data lakes and the cloud. Io-Tahoe can track changes to the sensitive data landscape overtime to understand how the PII and sensitive data footprint is changing, enabling firms to continually keep track of data on an ongoing basis. This capability further helps enterprises comply with CCPA and other laws, especially as they evolve, change and become even more stringent.

