

OneTrust Service Definition

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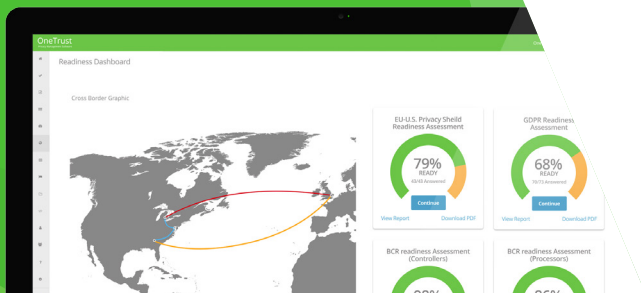
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OneTrust
PRIVACY, SECURITY & GOVERNANCE

OPERATIONALISE YOUR PRIVACY PROGRAMME

AUTOMATE GDPR RECORD KEEPING



READINESS & ACCOUNTABILITY TOOL

Benchmark organisational readiness for GDPR with questionnaires, prioritise requirements for compliance, provide executive-level visibility with detailed reports, and demonstrate accountability in the event of a regulatory sweep.

GDPR Articles 5 & 24

PIA & DPIA AUTOMATION

Choose from numerous pre-defined screening and DPIA questionnaires, or import and tailor your own. Configure risk tracking workflows, distribute questionnaires, and collect and analyse risks. Easily assign follow-up tasks and generate the appropriate record keeping requirements.

GDPR Articles 25, 35 & 36

DATA MAPPING AUTOMATION

Populate the data flow inventory through questionnaires, scanning technologies, in-person workshops or through a bulk import. Once populated, automatically generate a searchable evergreen inventory and visual cross-border maps based on the underlying data inventory.

GDPR Articles 30 & 32

WEBSITE SCANNING & COOKIE COMPLIANCE

Conduct ongoing scans of all your websites and automatically categorise any cookies and tracking technologies against a database of 5.5M cookies. Easily manage visitor consent and preferences with a highly customisable cookie banner and policy generator.

GDPR Articles 7 & 21
ePrivacy Directive Draft Regulation

SUBJECT ACCESS RIGHTS PORTAL

Capture data subject requests within a branded web form directly linked from your privacy policy. Maintain records of request fulfillment, link them to your underlying data map, and generate the proper documentation in the event of regulator inquiry.

GDPR Articles 12 - 21

CONSENT MANAGEMENT

Embed consent management directly into your organisation's website, devices, and internal systems by capturing transactions in a standardised way. Provide access to data subjects to allow withdrawal, and maintain internal records of consent.

GDPR Article 7

VENDOR RISK MANAGEMENT

Conduct vendor due diligence during the initial onboarding phase as well as re-audit on a risk-based schedule. Send vendor assessments directly to the third parties to complete and create a central record of all your vendors and proper security obligations.

GDPR Articles 28(n), 24(n), 29, 46(n)

INCIDENT & BREACH MANAGEMENT

Build a systematic process to document the incident, understand if it's resulted in a breach, analyse harm to the individual, and determine the necessity for a notification to the supervisory authority or the data subject.

GDPR Articles 33 & 34

1500+
COMPANIES
USING OUR
PRODUCT

35+
SUPPORTED
LANGUAGES

4
GLOBAL
LOCATIONS

150+
MEMBER
GLOBAL TEAM

FAST GROWING
PRIVACY
MANAGEMENT
TECHNOLOGY

OneTrust

Privacy Management Software

WHAT MAKES US DIFFERENT



POWERFUL AND EASY-TO-USE TECHNOLOGY

COMPREHENSIVE SUITE OF TECHNOLOGY MODULES

Software you can grow into – not out of – with a modular and integrated platform, and the support of a large engineering team focused on privacy management

FLEXIBLE AND EASY-TO-USE SOFTWARE

Simple point and click interface easily customises questionnaires, reports and settings, creating a highly flexible data mapping solution

SCALABLE PLATFORM USED BY 1,500+ BUSINESSES

Mature product architecture makes it easy to manage matrixed organisations across legal entities, M&A activity, and business groups

DEPLOYMENT FLEXIBILITY IN CLOUD OR ON-PREMISE

Deployment option flexibility with the ability to easily transition if requirements change

ECOSYSTEM OF TECHNOLOGY INTEGRATIONS

Open API framework to integrate with existing systems, and the only officially certified RSA Ready Technology Partner

DEEP KNOWLEDGE, RESEARCH AND IMPLEMENTATION SUPPORT

LARGE AND FAST GROWING GLOBAL TEAM

Co-headquartered across the EU and US with global multi-lingual team approaching 150, and product available in more than 30 languages

DEEP PRIVACY EXPERTISE AND ONGOING UPDATES

Knowledge powered by regulators, lawyers, privacy professionals, and dedicated research teams

GLOBAL SMARTPRIVACY WORKSHOPS AND PARTNERS

Large offering of global workshops on compliance best practices, and large global network of law firm and consultant partners

GLOBAL IMPLEMENTATION AND TRAINING EXPERTS

Large team of privacy professionals, legal experts, technical delivery, and project management experts available globally

POWERING TOOLS FOR IAPP MEMBERS

Free versions of readiness, PIA, data mapping and cookie compliance tools for IAPP global community

ONLINE DEMO AND FREE TRIAL

AT [ONETRUST.COM](https://onetrust.com)

[INFO@ONETRUST.COM](mailto:info@onetrust.com)

ATLANTA | LONDON | BANGALORE | MUNICH

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ABOUT ONETRUST

OneTrust® is a global leader and a fast growing privacy management software platform used by more than 1,500 organisations to comply with data privacy regulations across sectors and jurisdictions, including the EU GDPR. Our comprehensive and integrated platform includes readiness assessments, privacy impact assessments (PIA/DPIA) and data mapping automation, website scanning and cookie compliance, subject rights and consent management, incident reporting, and vendor risk management.

The OneTrust Platform

STANDARD	ADVANCED	ENTERPRISE
<i>Best for organizations looking to automate many of their workflows for compliance and record keeping</i> USAGE ✓ 10 Admins ✓ 3 Languages ✓ 5GB Account Storage CONTROLS ✓ Standard Roles-Based Access Control CUSTOMIZATION ✓ Custom Branding COMMUNITY ✓ Unlimited Passes to OneTrust's PrivacyConnect Workshops	<i>Best for organizations with larger teams contributing to the overall privacy, security and third-party risk programs</i> USAGE ✓ Unlimited Admins ✓ Unlimited Languages ✓ 50GB Account Storage INCLUDES STANDARD CONTROLS PLUS ✓ Custom Roles-Based Access Control ✓ Single Sign-On (SSO) ✓ Organizational Hierarchies ✓ Cross-Domain Identity Management (SCIM) ✓ Multiple Roles per User INCLUDES STANDARD CUSTOMIZATION PLUS ✓ Custom Email Sender (SMTP) ✓ Custom Email Notifications COMMUNITY ✓ Unlimited Passes to OneTrust's PrivacyConnect Workshops	<i>Best for global organizations, with large, sophisticated programs and system integrations needing to scale across business operations</i> USAGE ✓ Unlimited Admins ✓ Unlimited Languages ✓ 5TB Account Storage INCLUDES ADVANCED CONTROLS PLUS ✓ OneTrust Integrations Marketplace ✓ API Integration Framework INCLUDES ADVANCED CUSTOMIZATION PLUS ✓ Custom Domain ✓ Terminology & Localization Editor COMMUNITY ✓ Unlimited Passes to OneTrust's PrivacyConnect Workshops ✓ 5 Passes to OneTrust's TrustWeek User Conference



Data Discovery & Security

Visibility into all your data, where it lives, and how it's protected

Every modern enterprise relies on data to grow. And along with that data comes the need to protect, monitor, and use it responsibly. The foundation to any security, privacy, or data governance program begins with knowing what data you have within your organization.

How OneTrust helps

OneTrust Data Discovery enables complete data visibility so your security and privacy teams can reduce the risk associated with data sprawl across your enterprise. Once Data Discovery scans and classifies your data, you can easily implement data governance actions, ensure data protection, and maintain trust with your users and customers.

With privacy in our DNA, OneTrust is the only platform that can help you understand the regulatory implications of your data through AI-powered classification models trained on the world's largest regulatory research data set.

Broad coverage for your organization's entire data footprint, including:

- Structured databases
- Semi-structured data
- Unstructured data
- Cloud data stores
- SaaS applications
- On-prem data stores
- Big Data platforms
- Messaging and email platforms



Data Risk Mitigation

Identify at-risk data and orchestrate remediation actions through native integration with source systems



Data Minimization

Reduce obsolete data with deletion policies for compliance and risk management



Data Access Governance

Identify data access policy violations and remediate through masking, access controls, and more



Data Retention

Identify stale data and files and orchestrate retention policies in line with legal requirements



Data Migration

Understand your data to ensure it ends up in the right place with appropriate controls



Data Security Posture Management

Understand the security posture of assets and prioritize issue remediation



Privacy Automation

Automate privacy compliance activities like PIAs, RoPA, DSARs and notices



DISCOVER

Intelligently discover and classify sensitive data to gain central visibility into data risk

- Connect to 200+ cloud and on-premise data sources or create custom connectors through the connector SDK.
- Scan and catalog data in structured, unstructured, and semi-structured sources including files, images, SaaS applications, big data, emails, and messaging.
- Understand data risks such as sensitive data in an insecure place, or data with inappropriate access.
- Classify data based on business, regulatory, and custom profiles using AI.
- Correlate personal data across systems, creating an identity graph to streamline DSAR fulfillment.

CONTROL

Effectively protect and govern sensitive data through automated policy orchestration and remediation actions

- Identify and remediate data issues such as out of place data, obsolete data, or failed controls.
- Apply and enforce data policies like data retention and access governance.
- Connect to third-party applications for remediation actions such as deletion, archival, quarantining, masking, or redaction.
- Redact sensitive data found in documents within file storage systems such as SharePoint, OneDrive or Network Drives leveraging OneTrust native redaction technology.
- Assess the impact of a breach and manage regulatory response with guidance for 300+ jurisdictions.

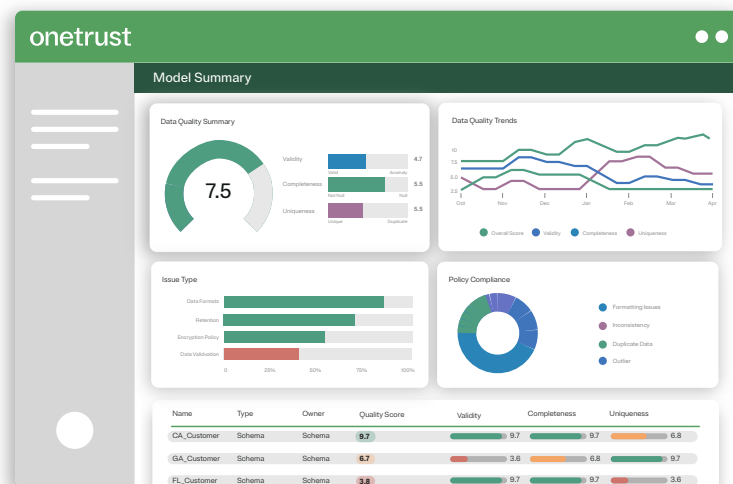
ENABLE

Enable privacy, data, and business teams to automate compliance activities and use data responsibly

- Enrich data catalogs with accurate classification and tagging.
 - Apply sensitivity and context to data flows to improve data lineage.
 - Ensure privacy and data protection in data warehouses like Snowflake or Databricks by masking data based on sensitivity and user consent.
 - Automate core privacy workflows including data mapping, privacy impact assessments (PIAs), DSAR request fulfillment, privacy notices and data retention.
-

OneTrust AI Governance

Champion responsible AI adoption



Organizations are processing more data in new and innovative technologies than ever before. One of the most widely used – and riskiest – ways that organizations are innovating with data is with artificial intelligence (AI) & machine learning (ML) technologies. Responsible AI starts with visibility into AI systems, their foundational models, and the datasets used for training.

With OneTrust you can:

- Maintain an inventory of AI technology across your business.
- Assess AI for bias, fairness, and transparency against global laws and frameworks.
- Evaluate use cases, surface risks and govern every phase of AI development.

How OneTrust helps

OneTrust AI Governance fosters visibility and transparency in overseeing AI adoption across the organization, facilitating AI system management and risk reduction. Know where AI/ML is being used, built, or procured, with a centralized inventory of AI systems. Evaluate the risks in individual AI applications across your enterprise to demonstrate trust and compliance with global requirements. Track training datasets to promote transparency within model decisions, rectify data quality problems, recognize and address biases, privacy, or ethical concerns that may emerge from the data. This cultivates responsible and successful AI advancement.

onetrust

**UNDERSTAND
WHERE AI
TECHNOLOGY
IS BEING USED
ACROSS THE
BUSINESS**

- Maintain up-to-date inventory of projects, models, and datasets associated with AI & ML technology.
 - Auto-detect AI models and create a centralized inventory with integrations into MLOps tools such as Azure ML Studio, Google Vertex AI, and AWS SageMaker.
 - Build relationships between models, datasets, projects, vendors and processing activities to automate compliance and risk management workflows.
-

**GOVERN THE
AI LIFECYCLE**

- Evaluate AI use cases, surface risks and govern every phase of AI development, including ideation, experimentation, production, and archive.
 - Capture context and highlight potential risk for AI projects at the beginning of the project lifecycle with lightweight intake assessments.
 - Track distinct AI initiatives and relevant information including intended purposes, business stakeholders and establish relationships with models and datasets.
-

**MITIGATE AI
RISK**

- Assess AI against global laws and frameworks such as NIST AI Risk Management Framework (RMF), EU AI Act, OECD Framework for the Classification of AI Systems, UK ICO, and ALTAI.
 - Automate the detection of sensitive data categories, trigger AI assessments, and auto-assign risk levels, escalating high-risk projects as needed to enforce governance in model development and deployment.
 - Easily identify model risk level and understand the number of high-risk AI projects using dynamic dashboards and reports.
 - Understand your vendors' AI technology for risks to ensure they meet your business needs and complies with regulations.
-

**REQUEST A DEMO TODAY**REQUEST A DEMO TODAY AT [ONETRUST.COM](https://onetrust.com)**onetrust**

As society redefines risk and opportunity, OneTrust empowers tomorrow's leaders to succeed through trust and impact with the Trust Intelligence Platform. The market-defining Trust Intelligence Platform from OneTrust connects privacy, GRC, ethics, and ESG teams, data, and processes, so all companies can collaborate seamlessly and put trust at the center of their operations and culture by unlocking their value and potential to thrive by doing what's good for people and the planet.

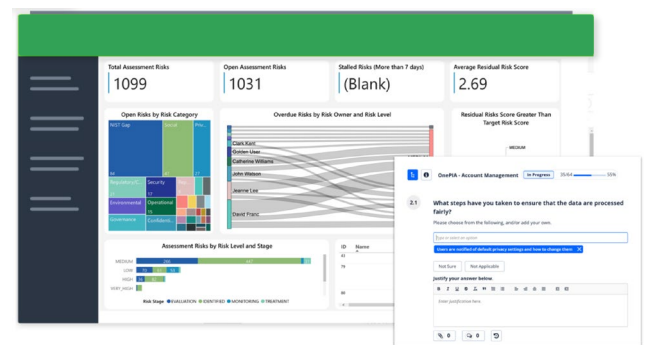
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PIA & DPIA Automation

Operationalize privacy by design to comply with global privacy regulations and mitigate risk

Increasing personal data collection, frequent breaches, and cross-border data transfers continue to drive complexity across global privacy regulations. Regulations including the GDPR and CPRA require organizations to perform privacy impact, transfer impact, legitimate interest and other types of assessments to understand the risks of their personal data use. Moreover, privacy risk assessments serve as a foundational component for privacy programs to enable audit readiness, accelerate certifications, and provide supporting documentation for regulators and other stakeholders. Mitigating privacy risk without automation and a dedicated tool, these assessments are time-intensive and nearly impossible to perform at scale.



HOW ONETRUST HELPS

The OneTrust PIA & DPIA Automation solution enables organizations to consolidate information from internal and external stakeholders to gain both a technical and contextual understanding for how data is collected, the purpose for which its being used, where the data is located and what protections are in place. The tool is powered by OneTrust DataGuidance®, a database of global privacy laws, that backs dozens of built-in assessment templates and automated mitigation recommendations. The tool scales and supports multiple languages, enabling you to maintain all the records you need to demonstrate compliance with global laws.

Simplify Assessments

Get assessments done faster with automated workflows, pre-built templates, a simple UI, and integration into existing productivity tools.

Reduce Risks

Combine human-driven assessments with automated data discovery to get a full picture of privacy risk and manage the workflows and controls to enforce mitigation of those risks.

Demonstrate Compliance & Value

Get real-time insights and analytics to demonstrate compliance to regulators and generate metrics to show the value of your program to boards and executives.



**SUPPORT MOST
COMMON AND AD-
HOC PRIVACY USE
CASES**

Get started by building, importing, or customizing your assessment templates. Choose from over 250 available templates, including privacy impact assessments (PIA), vendor risk assessments, subject rights requests, and data breach incidents. OneTrust enables customizations like incorporating business-friendly language and helpful tips. Our point-and-click UI makes building and customizing templates easy.

**DEPLOY FLEXIBLE
WORKFLOWS**

Whether an assessment is initiated by the privacy office or the project leader, define the end-to-end process from assignment to review and approval. Implement threshold assessments to determine if PIAs are necessary, and automatically escalate PIAs with high risk to DPIAs. Set even more specific conditions to automatically flag risks based on specific responses. Integrate OneTrust with other SaaS tools like Jira to automatically deploy assessments to internal stakeholders when it's most relevant.

**SAVE TIME
WITH DYNAMIC
RESPONSES
AND DATA
INTELLIGENCE**

Link assessment responses to a centralized data inventory to maintain an up-to-date mapping of data flows and processes to power records of processing activities such as Article 30 reports. Integrate with IT assets to automatically discover, classify, and inventory data assets to automatically populate objective data points, streamline questionnaire response, and reduce assessment fatigue.

**FLAG AND REDUCE
RISK**

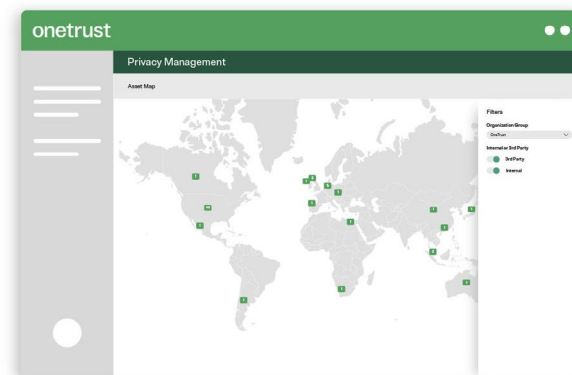
Assess your quantitative and qualitative risks with pre-seeded control libraries licensed from leading regulatory frameworks such as ISO, NIST, and GDPR. As PIAs are submitted to the privacy office, risks are automatically flagged and recommendations for remediation are provided. Risks are flagged using a configurable heatmap, which includes severity and likelihood. You can also manually flag risks and provide additional guidance on a project-by-project basis.



Data Mapping Automation

Simplify data mapping for privacy compliance & data governance

While many privacy regulations, including GDPR, CPRA, LGPD, PDPA, and POPIA explicitly require a data map or record of processing activities (ROPA) for compliance, having one in place also enables organizations to mitigate risk and effectively govern data use. With 90% of all the data in the world generated in the last two years alone, big data has become a big problem. Understanding how data is flowing through your organization is a prerequisite to being able to establish trust between businesses, employees, and consumers. A robust data map helps with essential privacy program obligations, such as fulfilling data subject requests, identifying data and individuals after a breach, populating PIAs, and generating compliance reports. Traditionally populated through manual tasks such as assessments and manual data entry, an automated data map increases accuracy and program efficiency and supports collaboration across other efforts within your organization.



How OneTrust helps

OneTrust Data Mapping Automation creates a thorough map of your IT assets, processing activities, vendors, the relationships between them, and how personal data is processed within each. This map is automatically generated through AI-driven data discovery and classification, which surfaces both the business and regulatory context of the data, and is supplemented through assessments and input from business subject matter experts. This enables automated risk flagging, policy enforcement, and compliance reporting and visualizations to drive privacy compliance and automated data governance.

Satisfy Regulatory Requirements

Meet specific regulatory requirements for records of processing, including GDPR, CPRA, LGPD, POPIA, and PDPA

Streamline Privacy Workflows

Automate the critical workstreams of your privacy program including: data subject rights requests, incident management, data retention, and more

Enable Data Governance

Build a foundational understanding of your data to enable compliant, ethical & trusted data use



**AUTOMATICALLY
DISCOVER,
CLASSIFY & MAP
DATA**

- Seamlessly discover all your data systems through pre-built integrations to your IAM, CMDB, CSP & CASB solutions
- Discover and classify data in unstructured file shares, structured databases, big data storage, SaaS applications and more to know your data well as the business and regulatory context
- Auto-populate responses to PIAs before distributing to stakeholders to provide supplemental information
- Leverage assessments to supplement discovered information through input from business subject matter experts
- Automatically create an up-to-date mapping of your IT systems, business processes and vendors, and the many-to-many relationships between them

**FLAG RISK
& POLICY
VIOLATIONS**

- Auto-apply regulatory requirements to know what regulations and classifications are in scope across business systems and understand areas of overlap
- Assess, track and report on privacy risk across assets, vendors, processing activities for projects or products
- Automatically flag risk and policy violations based on AI-driven discovery and classification and a rules-based policy engine
- Enforce data policies for access, retention, and minimization in other business systems through simple integrations

**GENERATE
REPORTING
& DATA
VISUALIZATION**

- Generate both visual data maps as well as compliance reporting like Article 30 records of processing (ROPA) with a single-click
- Document and visualize cross-border data flows, the transfer mechanisms relied on, and supplementary measures and controls
- Auto-generate data lineage diagrams to understand the data lifecycle, relationships, and dependencies

**ESTABLISH A
FOUNDATION
FOR BROADER
PRIVACY
INITIATIVES**

- Leverage the power of a single privacy platform to connect your data map with other critical privacy workflows
 - Quickly fulfill DSAR requests by pinpointing where consumer or employee data lives across systems
 - When responding to an incident, automatically pull information from the data map to quickly and accurately understand the nature and scope of the incident
 - Embed real-time, contextual information about your data processing into consumer-facing privacy policies for full transparency
 - Streamline the third-party, vendor, or supplier lifecycle by pre-populating vendor assessments
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Data Discovery

Visibility into all your data, where it lives, and how it's protected

Every modern enterprise relies on data to grow. Along with that data comes the need to protect, monitor, and use it responsibly. The foundation to any security, privacy, or data governance program begins with knowing what data you have within your organization.

How OneTrust helps

OneTrust Data Discovery enables complete data visibility so your security and privacy teams can reduce the risk associated with data sprawl across your enterprise. Once Data Discovery scans and classifies your data, you can easily implement data governance actions, ensure data protection, and maintain trust with your users and customers.

With privacy in our DNA, OneTrust is the only platform that can help you understand the regulatory implications of your data through AI-powered classification models trained on the world's largest regulatory research data set.

Broad coverage for your organization's entire data footprint, including:

- Structured databases
- Semi-structured data
- Unstructured data
- Cloud data stores
- SaaS applications
- On-prem data stores
- Big Data platforms
- Messaging and email platforms



Data Risk Mitigation

Identify at-risk data and orchestrate remediation actions through native integration with source systems



Data Minimization

Reduce obsolete data with deletion policies for compliance and risk management



Data Access Governance

Identify data access policy violations and remediate through masking, access controls, and more



Data Retention

Identify stale data and files and orchestrate retention policies in line with legal requirements



Data Migration

Understand your data to ensure it ends up in the right place with appropriate controls



Data Security Posture Management

Understand the security posture of assets and prioritize issue remediation



Data Breach Mitigation

Accelerate breach response with compromised account analysis, notification guidance and templates



Privacy Automation

Automate privacy compliance activities like PIAs, RoPA, DSARs and notices

DISCOVER

Intelligently discover and classify sensitive data for central visibility into data risk

- Connect to 200+ cloud and on-premise data sources or create custom connectors through the no-code connector SDK.
- Discover structured, unstructured, and semi-structured data including files, images, SaaS applications, big data, emails, and messaging.
- Classify data based on business and regulatory profiles using AI and ML technology.
- Correlate personal data across systems, creating an identity graph to streamline DSAR fulfillment.

CONTROL

Effectively protect and govern sensitive data through automated policy orchestration and remediation actions

- Identify and remediate data issues such as out of place data, obsolete data or failed controls.
- Document and enforce data policies like data retention and access governance.
- Connect to over 500+ third-party applications for remediation actions such as deletion, archival, quarantining, masking, or redaction.
- Redact sensitive data found in documents within file storage systems such as SharePoint, OneDrive or network drives, leveraging OneTrust native redaction technology.
- Assess the impact of a breach and manage response with guidance for 300+ jurisdictions.

ACTIVATE

Enable privacy, data, and business teams to automate compliance activities and use data responsibly

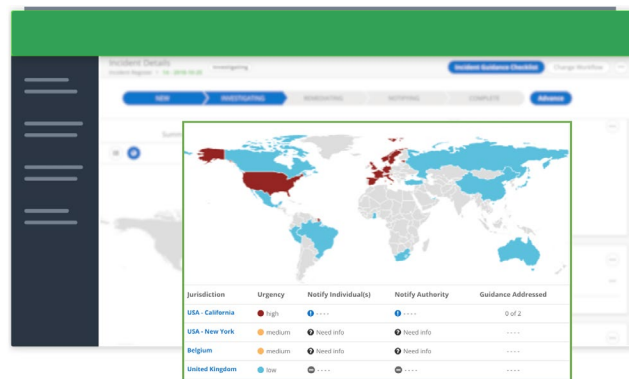
- Enrich data catalogs with accurate classification and tagging.
 - Apply sensitivity and context to data flows to improve data lineage.
 - Ensure privacy and data protection in data warehouses like Snowflake or Databricks by masking data based on sensitivity and user consent.
 - Automate core privacy workflows including data mapping, privacy impact assessments (PIAs), DSAR request fulfillment, privacy notices, and data retention.
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OneTrust Privacy Incident Management

Streamline incident investigation to comply with global notification requirements

In recent years, data breaches have become front page news as well as one of the leading causes for enforcement actions and fines by regulators across the globe. Adding to the complexity, breach notification laws are unique in their incident reporting requirements and timelines. Now more than ever, organizations need robust incident management programs and technology to both comply with regulations and ensure they are trusted in the eyes of customers, employees, and other stakeholders.



HOW ONETRUST HELPS

OneTrust Privacy Incident Management centrally manages incidents, automates tasks, and keeps records for compliance and notification, helping comply with global laws. OneTrust DataGuidance®, an in-depth portal of the latest changes and updates to hundreds of privacy and security laws and frameworks, is integrated directly into the OneTrust platform, enabling teams to build context-aware automated workflow to react to incidents based on the regulations for each jurisdiction. Bridge the gap between privacy and security by automating incident notification and storing the audit trails needed for compliance. OneTrust also mitigates future risk and improves workflows by initiating a root-cause analysis to identify outstanding system and application-level threats and find opportunities to refine the notification process.

Centrally Manage Incidents

Gather all the key metrics and context needed to understand the impact of an incident

Automate Notification Tasks & Workflows

Auto-generate guidance and respond confidently with notification templates for 300+ jurisdictions

Reduce Privacy Incidents

Automate root cause analyses after every incident to reduce the chances of the same incident occurring again

**IMPROVE INCIDENT
VISIBILITY**

Intake incidents immediately through pre-built, configurable incident web forms or integrations to your existing SIEM/DLP, email provider, and ITSM tools. Enable business administrators to add incidents and capture key incident metrics up-front or track breach response progress and notification deadlines with easy-to-use centralized dashboards.

**STREAMLINE
INVESTIGATION**

Simplify incident response with rule-based automated workflows based on law, location, or severity. Gather all the context needed to understand the impact of an incident with a centralized record of the activity history, subtasks, and supporting documentation. You can even link incidents to your data map and vendor inventory to aggregate critical information, including contractual obligations, data stored, and potential risks.

**AUTO-GENERATE
GUIDANCE
THROUGH MULTI-
JURISDICTIONAL
ANALYSIS**

React faster with initial breach assessment automation using OneTrust DataGuidance® intelligence. Respond confidently with built-in breach notification assessment templates from 300+ jurisdictions and leverage a single assessment that gathers all the necessary information for each jurisdictional requirement to inform the appropriate response strategy.

**SIMPLIFY PRIVACY
INCIDENT
RESPONSE
AND BREACH
NOTIFICATIONS**

Save time deciding what to put into applicable global notification reports with built-in templates. Consolidate the notification process with assigned owners, deadlines, and automated reminders. Find the right information faster with flexible reporting customization and intuitive filtering.

**MITIGATE RISKS
AND INCREASE
COMPLIANCE
READINESS**

Demonstrate compliance with auto-generated, exportable audit trails or automate root cause analyses after every incident to identify downstream mitigation tactics to reduce the chances of incident re-occurrence. Optimize your incident response program with KPI tracking and incident reporting dashboards for key stakeholders.

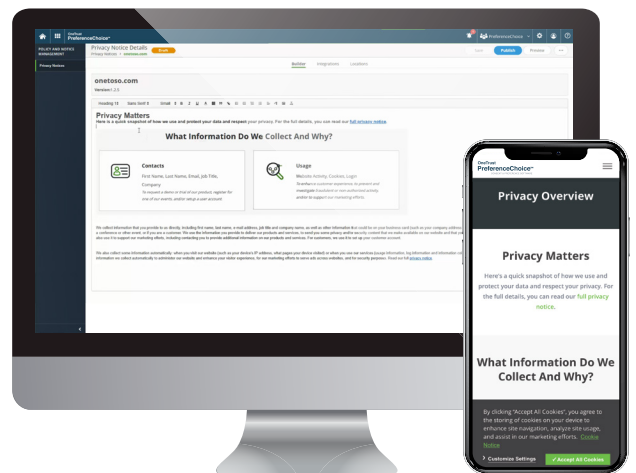


Privacy Notice Management

Centrally update, host and manage internal and external policies, notices and disclosures

Global privacy laws like the CCPA and GDPR have created many challenges for organizations trying to manage privacy policies, notices and disclosures throughout their digital channels. The complexity of maintaining internal and external policies across teams, privacy regulations, geographical regions, languages and digital platforms has become unscalable for businesses of all sizes.

Companies need to be able to identify web forms, policies and disclosures that exist across their digital properties and update and publish them within specific time periods to adhere to the range of global privacy regulations. The Privacy Notice Management solution simplifies the complex process of creating, updating, and monitoring policies across websites and applications into one central location while eliminating the need of complex development work.



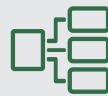
Privacy notice capabilities



Scan Websites &
Mobile Apps for Policies



Design, Upload & Host
Policies & Disclosures



Integrate with Websites
& Applications



Manage & Monitor
Updates & Versions

AUTOMATE UPDATES ACROSS DIGITAL PROPERTIES AND MINIMIZE DEVELOPMENT WORK

Privacy Notice Management helps organizations eliminate the manual processes of identifying and tracking policies across their websites and apps and allows businesses to display unique policies based on the geographical region and regulations specific to the visitor's location. Businesses can also enable policies with multilingual capabilities to display in local languages based on browser preferences. The Privacy Notice Management solution enables organizations to centrally manage and update policies across their digital assets while eliminating the need for custom coding and manual backend development processes.



**SCAN WEBSITES
AND MOBILE APPS
FOR POLICIES AND
NOTICES****Identify policies across all of your digital properties to update and maintain for consistency**

- Schedule websites scans to locate policies and detect missing policies
 - Locate consumer notices and disclosures on public facing sites and behind user logins
 - Build an inventory of current policy lists and where they are linked on websites
 - Detect hosting pages that may be missing needed policy or notice links
-

**DESIGN, UPLOAD &
HOST POLICIES &
DISCLOSURES****Build policies with responsive designs and multi-languages capabilities**

- Design and create policies leveraging the template gallery, rich editing and responsive designs
 - Leverage role-based access control based on the individual and organizational group
 - Create a single policy and scale across 100+ languages with multilingual capabilities
 - Centralize storage of policy designs, templates, and versions in a single repository
 - Auto-populate updated cookie list into your cookie policy using OneTrust Cookie Consent
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**INTEGRATE WITH
WEBSITES AND
APPLICATIONS****Publish policies across your digital channels with minimal development work**

- Generate unique scripts for your policies with no need of development work
 - Integrate policies with your existing Content Management System (CMS) via plugins
 - Deploy policies and notices across domains or apps via a tag manager or mobile SDK
 - Embed code into CMS and mobile SDKs to automatically update on your sites and apps
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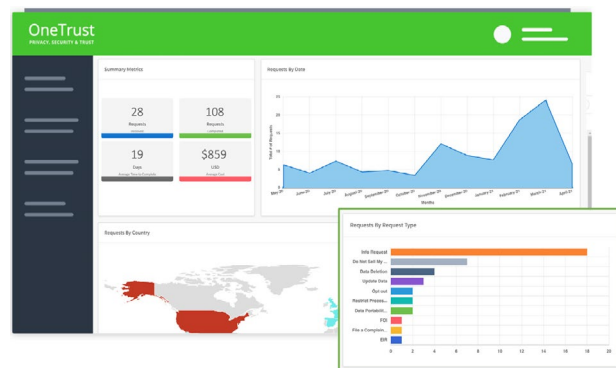
**MANAGE AND
MONITOR POLICY
UPDATES AND
VERSIONS****Update policies with built-in access controls and granular version control**

- Grant relevant team members access rights to collaborate on policies during updating periods
 - Maintain version control for both public facing version and internal version history
 - Monitor policies on a regular basis for consistency across websites and applications
 - Maintain version history logs with granular details of changes for recordkeeping
-

Privacy Rights Automation

Fully automate requests from intake through fulfillment

Responding to privacy rights requests is a timeconsuming process full of manual tasks, making it a challenge to comply with global regulatory requirements. As individuals become more aware of their rights and businesses rely more heavily on the processing of personal data to create value, fulfilling these tasks manually is no longer a scalable solution for any organization. Each new regulation introduces new complexity to the definition of data subjects adding complexity to privacy rights fulfillment processes.



With the inclusion of employees in scope under GDPR and forthcoming CPRA, businesses must also be prepared to fulfill an influx of requests while simultaneously mining through large amounts of data across multiple systems. The time to automate your data subject's rights workflow is now.

HOW ONETRUST HELPS

Eliminate the most manual and time-consuming components of privacy rights workflows. OneTrust's Privacy Rights Automation solution enables organizations to automate every phase of the consumer request process including intake, identity verification, data discovery, deletion, data redaction and secure response. In combination, businesses can ensure fulfillment accuracy, improve response times, and scale their program when volume of requests increases.

Comply with privacy laws

Automate the nuanced timelines & requirements across GDPR, LGPD, CPRA & hundreds more with one platform.

Remove manual tasks

Fully automate manual tasks associated with request fulfillment through automated data discovery & robotic automation technology.

Satisfy all request types

Automate all requests in a single platform, whether from a consumer or an employee, a request for access or deletion.



**STREAMLINE
REQUEST INTAKE**

- Deliver the right intake experience with pre-built templates informed by the largest database of regulatory research and geotargeting to validate data subject's location
- Configure unique request intake forms and embed directly on websites, mobile apps or other digital properties with a single click
- Utilize dynamic forms to route requests appropriately based on the information provided
- Integrate with existing intake channels such as customer support or ticketing tools and privacy email inboxes

**SIMPLIFY IDENTITY
VERIFICATION**

- Enable subjects to attach evidence when submitting a request to verify their identity and proof of residency
- Leverage various identity validation approaches, including email, phone, login portals or security questions
- Verify identity to auto-detect duplicate and repetitive requests and auto-expire unverified requests
- Integrate with SSO/OICD, customer databases, and identity verification tools like Experian and LexisNexis

**AUTOMATICALLY
DISCOVER AND
ACTION DATA
ACROSS SYSTEMS**

- Instantly discover, delete, rectify, or otherwise action a requestor's data across all relevant systems – no manual tasks required
- Support for hundreds of cloud and on-premise systems and both structured & unstructured data sets
- Automatically flag data for review for legal holds or other exception processes
- Store data only as long as required with configurable retention policies

**AUTOMATE THE
REDACTION OF
EMAILS AND FILES**

- Fulfillment of certain requests like employee requests involves large amounts of unstructured data that may contain hidden sensitive information that needs to be redacted before being shared
 - Automatically discover or manually upload unstructured emails and files for redaction
 - Scan files with Athena AI and NLP algorithms to automatically classify and redact necessary data
 - Review redacted documents with confidence scores and make any necessary adjustments
 - Automatically aggregate redacted files into a centralized report to share with the requestor
-



DataGuidance® Research

Build and maintain your compliance program with the most extensive and up-to-date privacy, security and third party risk research

Organizations need actionable information to monitor and manage the complex legal and regulatory environments across privacy, security, and third-party risk compliance. OneTrust DataGuidance® Research platform gives organizations the tools they need to make the right decisions when building a successful compliance program.

With more than 20 years of operations in the market, DataGuidance® has organized, summarized, and made searchable hundreds of global privacy and security laws and frameworks. Powered by a network of 40 in-house researchers and 1,500 legal contributors, DataGuidance® provides the most extensive and up-to-date regulatory research, news, and insights across 300 jurisdictions.

NEWS & INSIGHTS

Stay up to date on the latest regulatory news and global developments with customized notifications and alerts.

- Search news on guidance, laws and regulations, decisions, and case law to find relevant content for each function
- Create customized email alerts to stay up to date with breaking developments in your areas of interest
- Generate reports and newsletters that can easily be exported and shared with your team

RESEARCH & COMPARISONS

Review and compare regulations across multiple jurisdictions at a glance. Access detailed information regarding the jurisdictional and legislative complexities, with over 2,500 expert Guidance Notes.

- Leverage high-impact research portals to track and interpret key requirements for implementation of global privacy laws
- Choose from over 20 comparison charts on specific topics like employment, data breach notification, data transfers, health & pharma, and compare the regulations in your desired jurisdictions
- Support your research with detailed analysis from regulators and privacy experts on the current compliance landscape



**RETENTION &
RESIDENCY**

- Extend your regulatory research to understand specific data retention requirements, geographic storage obligations, and data transfer criteria.
- Access expert-defined retention schedules to understand global requirements across 150+ jurisdictions, industries, and critical business functions
- Understand how retention periods vary from country to country and gain insights on what to store, minimum and maximum storage periods, and dates from when records need to be held
- Leverage Data Residency to stay up to date and comply with global residency and localization requirements across 50+ jurisdictions and data topic types

**REGULATORY
CHANGE
MANAGEMENT**

- Leverage collaborative workspaces for cross-functional teams to communicate, plan, and operationalize key regulatory updates critical to your privacy program.
- Create customized workspaces for specific projects, jurisdictions, and topics and save regulatory content most relevant to your business
- Communicate important updates and share News, Guidance Notes, Opinions, and other relevant content directly in workspaces
- Collaborate with colleagues, assign tasks, and track progress to ensure your privacy program is updated to reflect new requirements

ASK AN ANALYST

- For additional support with further research, regulatory insights, or assistance with the platform, submit a question directly to our expert in-house analyst network and receive a personal response to your question within 48 hours.
- Gain insights on applicable legislation and supervisory authorities' guidance
- Engage in discussions regarding the latest regulatory developments
- Ask questions specific to your privacy program and address your unique compliance concerns
- DataGuidance® is integrated directly into OneTrust products, enabling organizations to leverage OneTrust to drive compliance with hundreds of global privacy and security laws and frameworks. This approach provides the only solution that gives privacy departments the tools they need to efficiently monitor and manage the complex and changing world of privacy management.

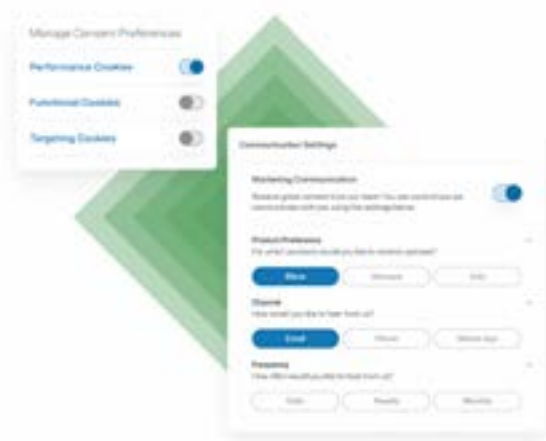
Universal consent and preference management

Capture, manage, and enforce consent and preferences

Data is the foundation of digital transformation and innovation in the digital-first economy. Responsible data management unlocks endless possibilities for businesses.

As massive digital and privacy-centric shifts change the way organizations use data to engage and retain audiences, businesses are evolving their consent strategy beyond a CMP to a universal consent and preference management program. This empowers organizations to honor consent throughout the data lifecycle to mitigate compliance risk, drive personalized experiences, and build brand trust.

OneTrust Universal Consent and Preference Management enables customers to use one platform as a central system of record to manage consent, preferences, and durable identifiers across the customer journey, from data collection to channel activation, while ensuring compliance with data privacy laws. Built to scale, OneTrust captures over 450 million consent transactions per day and over 3 billion consent transactions a week.



Personalize experiences at scale

Use web forms and preference centers to collect consent, preferences, and durable identifiers that are enforced into marketing systems to drive personalized campaigns.



Increase marketing effectiveness

Collect and activate reliable consented data to improve privacy-first campaigns and inform marketing strategies.



Unlock business innovation

Gain value beyond compliance by leveraging consented data to drive business growth, research, and innovation in the era of AI, ML, and data-driven decision-making.



Cultivate trust and loyalty

Generate brand trust and build long-term connections with data transparency, choice, and control at every touchpoint as individuals convert from an unknown to known user.

As a centralized consent system of record, OneTrust integrates with thousands of systems to govern consented data and enforce consent from multiple touchpoints.

CAPTURE

Create multi-touch digital experiences that collect and track person-based preferences and durable identifiers throughout the consumer journey.

- Configure data collection web forms and preference centers using dynamic and logic-based displays to capture durable identifiers and preference choices.
- Leverage low-code/no-code drag and-drop configurations with options to customize layouts, branding, design, and languages.
- Create experiences using identity validation and authentication to verify known users with saved preferences.

MANAGE

Use OneTrust's unified consent platform as a centralized view of your audience's consent choices, status, and validity.

- Maintain real-time consent and preference records to demonstrate proof of compliance, enhance customer profiles and consistently honor real-time choices.
- Create profiles that contain all consent and preference-related information in one place, even linking anonymous consent with known-user consent.
- View opt-in/opt-out rates, timestamped consent receipts, interaction type and source in the reporting dashboard.

ENFORCE

Improve digital campaigns, grow relationships, and enhance personalization by preserving and activating consented datasets across your MarTech stack.

- Implement data governance controls to ensure personal data is being controlled and actioned with privacy guardrails in place.
 - Build configurable integration workflows and connect to your applications through APIs, SDKs, data feeds, and more.
 - Leverage native integrations to enable streamlined configurable data mappings and consent flow synchronization into systems such as Salesforce Marketing and Sales Clouds.
-

"We partner with OneTrust on our consent and preferences platform. Our goal is to go beyond data management and regulatory governance and build customer experiences that build trust so we can provide transparency and better personalized experiences in a privacy-enabled framework that is built on the consent and choices of the customer."

| Susan Somersille Johnson

CHIEF MARKETING OFFICER, PRUDENTIAL FINANCIAL

REQUEST A DEMO TODAY AT [ONETRUST.COM](https://onetrust.com)

onetrust

As society redefines risk and opportunity, OneTrust empowers tomorrow's leaders to succeed through trust and impact with the Trust Intelligence Platform. The market-defining Trust Intelligence Platform from OneTrust connects privacy, GRC, ethics, and ESG teams, data, and processes, so all companies can collaborate seamlessly and put trust at the center of their operations and culture by unlocking their value and potential to thrive by doing what's good for people and the planet.
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Cookie Consent

The most powerful and flexible solution for Cookie Consent collection

PROVIDE TRANSPARENCY & CHOICE ON YOUR WEBSITE

The changing global privacy landscape with regulations including the General Data Protection Regulation (GDPR), ePrivacy Directive, and California Consumer Privacy Act (CCPA), and hundreds of others, have put a spotlight on how companies collect consent and preferences and how that data is shared with third parties. Businesses are seeking to build intelligent, data-driven websites that respect user's privacy, provide transparency, build trust and create loyal customers. Organizations can easily operationalize compliance and marketing activities with OneTrust Cookie Consent.

SIMPLIFY GLOBAL COOKIE CONSENT COMPLIANCE

Organizations accelerate their privacy program using OneTrust to uncover hidden cookies and trackers on websites, configure branded banners using unique consent approaches based on location, and measure and optimize consent rates for maximum optins. From world-renowned enterprises to small tech startups, large media companies to medium-sized businesses, OneTrust's robust technology is used around the world across every industry. Operationalize cookie compliance for the GDPR, LGPD, CCPA, the IAB TCF 2.0 framework, and hundreds of others using the most advanced, easy-to-deploy and scalable solution in the industry.

- 750,000+ websites and applications
- 4.1+ billion total monthly devices
- 45+ million categorized cookies



Scan your website



Auto-categorize
cookies and
trackers



Customize banner
and consent
approach



Auto-block cookies
and trackers



Monitor, report
and optimize

**SCAN YOUR
WEBSITE TO
UNDERSTAND
ITS PRIVACY
HEALTH**

- Audit your website against Cookiepedia, the world's largest database of pre-categorized cookies and trackers
- Conduct deep website scans to discover trackers, privacy policies and cookie notices behind login pages
- Automate the identification and categorization process of behavior tracking technologies on your website
- Schedule scans on a regular basis for ongoing monitoring to keep your team up-to-date on any changes
- Auto-populate updated cookie list into your cookie policy after each website scan

**CONFIGURE
THE USER
EXPERIENCE
WITH A TAILORED
COOKIE BANNER
& PREFERENCE
CENTER**

- Leverage a professionally designed library of pre-built templates to follow regulatory guidelines
- Tailor your cookie banner and preference center to match your company's brand including display, color, content and language
- Use geolocation rules to automatically display different banners and consent models based on region, country, or state
- Deliver specific templates to visitors by defining attributes and logic based on behavior, content and more

**DEPLOY
COOKIES &
TRACKERS
BASED ON USER
CONSENT &
CENTRALLY
STORE CONSENT
RECORDS**

- Automatically block cookies and trackers from deploying until proper consent is gained – no code required
- Integrate OneTrust with tag managers, content management systems, marketing, and IT systems
- Build a centrally located, historical consent database to demonstrate compliance to regulators and auditors
- Store records of modifications to cookie banner settings or preferences in a detailed, historical audit log

**MAXIMIZE
CONSENT
RATES WITH
ADVANCED
CONFIGURATION**

- Experiment with template designs, including colors, layouts, text, and more, using A/B testing
- View detailed dashboards and analytics to easily measure the highest performing variant and understand how effective each design was at achieving opt-ins
- Deliver specific templates to visitors by defining attributes and logic based on behavior, device, content, and more
- Synchronize consent of known users across devices and integrate with industry-wide ID solutions

REQUEST A DEMO TODAY AT [ONETRUST.COM](https://onetrust.com)**onetrust**

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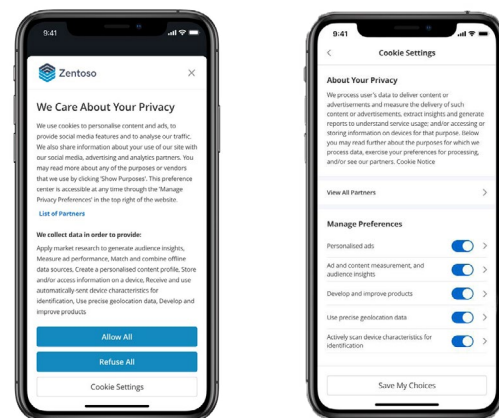
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Mobile App Consent

Expand your consent strategy to mobile applications

Now, more than ever, consumers are turning to their devices to consume content on the go. With over 6.3 billion smartphone users across the world, it's no surprise that the mobile app industry is thriving. App usage and smartphone penetration are still growing at a steady rate, without any signs of slowing down in the foreseeable future. As app usage grows, global privacy regulations like the California Consumer Privacy Act (CCPA) and the General Data Protection Regulation (GDPR) are putting a brighter spotlight on mobile app technologies and how apps collect data and share it with third-parties.

Additionally, tech giants such as Apple and Google have tightened privacy policy standards for iOS and Android applications. Companies developing mobile solutions and delivering upon mobile-first strategies are seeking solutions to build intelligent, data-driven applications that respect user's privacy, build trust and fuel brand loyalty.



MOBILE CONSENT COLLECTION AND RECORDKEEPING

Collect consent through mobile apps and maintain records for compliance. OneTrust Mobile App Consent gives organizations an understanding of the tracking technologies that may exist on their app as well as provides a mechanism to properly capture user consent and preferences. This solution scans an organization's mobile app for privacy permissions, frameworks and SDKs and generates a report to help business units and developers understand the app's privacy health. In addition, the platform provides organizations flexible methods to collect user consent within their applications and gives



Scan app
for tracking
technologies



Know the third
parties it's
sharing data
with



Collect valid
consent from
your users



Give users
greater control
over preferences



Maintain records
of consent for
compliance



SCAN YOUR MOBILE APP TO IDENTIFY THIRD- PARTY TRACKING TECHNOLOGIES

- Scan your app to identify privacy permissions, frameworks, and SDKs
- Understand third-party trackers on your app by leveraging a pre-categorized database of over 1200 SDKs and growing
- Adjust your consent approach based on findings from the scans to demonstrate compliance

COLLECT VALID CONSENT WHILE ADHERING TO GLOBAL LAWS AND NEW DEVICE POLICIES

- Enable mobile consent banners and preference centers that match your brand
- Leverage multiple, built-in global consent approach and configure rules to follow Apple and Google requirements
- Follow legal age requirements by adding an age verification message directly within the UI
- Capture who consented, when it occurred, and what they were told upon consenting
- Collect consent across various devices and platforms, including mobile, web and OTT

DEPLOY AND SYNC ACROSS YOUR TECHNOLOGY SYSTEMS

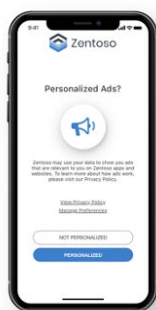
- Deploy on multiple devices and frameworks (iOS, Android, React, Native, Flutter, Cordova, and Ionic)
- Support the tools your developers are comfortable with with CocosPods and Maven
- Reduce compliance risk by syncing preferences and consent across marketing channels

MONITOR AND REPORT WITH INTERACTIVE DASHBOARDS

- Build a centrally located, historical consent database for data regulators and auditors
- Utilize detailed analytics and visual dashboards to track the progress of your privacy program

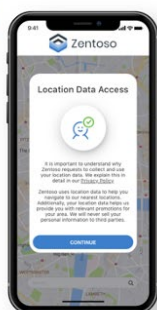
AGE GATE

1



IOS SYSTEM PROMPT

2A



2B



MOBILE APP PREFERENCE CENTER

3

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