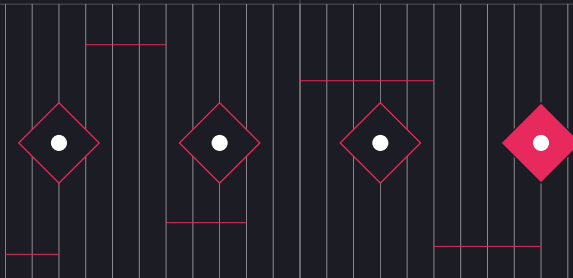




# GET FUTURE READY.

**THE COMPLETE DATA PRIVACY  
OPERATIONS PLAYBOOK.**

**ALL  
INFORMATION  
IS MADE  
INSIGHTFUL.**



**AIIMI.COM**

DATA.  
INFORMATION.  
INSIGHT.

YOUR STEP-BY-STEP GUIDE  
TO SUPERCHARGING YOUR DATA  
PRIVACY & COMPLIANCE OPERATIONS.

01

# Thanks for downloading the playbook.

Your step-by-step guide to supercharging your data privacy and compliance operations with automation.

## CONSIDER HOW MANY:

- SARs and deletion requests you get in a typical month
- Documents, records and files make up a typical SAR response or deletion process
- Complex monthly SARs you get (like those from employees)
- File types contain employee or customer data, especially in unstructured formats (emails, PDFs, etc)
- IT systems store employee data and customer data

## THEN, TAKE A SECOND TO THINK ABOUT WHETHER YOUR BUSINESS HAS:

- Any tools to identify and flag improperly stored or accessible personal data
- A customer-facing app on the Apple App store
- Operations across multiple countries or regions

When you look deeper, it's easy to see how quickly your data privacy and compliance can get out of hand. Read on to learn how you can confidently tackle these challenges, no matter how your organisation's needs change.

## TAKE OUR QUIZ

### How does your business measure up?

Take this free, two-minute quiz to find out where your business' data privacy and compliance needs sit on our complexity scale—so you can stop firefighting and start future-proofing with automation.

[TAKE THE QUIZ →](#)

# Foreword from Matt Eustace.

**It's no secret data privacy and compliance is one of the most pressing areas of focus for businesses today. And every day, I see how fast user rights are changing. Businesses need to do whatever they can to keep up with the demand for transparency on how user data is used, shared, and stored. But this is not just exclusive to the UK. 137 countries have laws in place to protect individuals' data and privacy – and 9% of the globe has legislation in the works to address it.**



**Matt Eustace**  
Head of Solution  
Engineering & DPO,  
Aimi

We're standing at the cusp of mass adoption of 5G, Internet of Things (IoT), and AI—where data will perfectly converge into aspects of daily life. Now, the race is on for companies to get full visibility of all the ways their data is distributed, stored, reproduced, and accessed across their IT infrastructure. Businesses that drag their heels for too long run the risk of being left behind. Meanwhile, the organisations ready to unlock the full potential of their data universe will come out with a win.

That's why I believe automation is the way forward. From maintaining accuracy and total transparency to lowering costs and saving time and resources—automation makes all your data privacy operations simple. It doesn't take much to lay the foundations for data privacy and compliance excellence, though. Getting confident in your operations is all you need to do to lead the way in our increasingly digital world.



# Introduction.

**At Aiimi, we make data privacy and compliance operations better for everyone with a helping hand from the relevant tech and automation. That's why we created this playbook—so you have everything you need to transform your data privacy operations.**

## HERE'S THE PLAY-BY-PLAY

- What makes data privacy operations complex
- How and when to invest in the data privacy and compliance system that's right for you
- Must-have features for your ideal system
- Key questions to ask when shopping around
- Build your business case for automation
- How to start your transformation today

## WHY DATA PROTECTION MATTERS

Typically, you only have one month to respond to a subject access request (SAR). Between 2020 and 2021, the ICO fined seven UK organisations—including the Home Office and Ministry of Defence—for missing these deadlines. The Ministry of Defence has yet to respond to nearly 9,000 requests. People were typically waiting over 12 months for their information.

Personal data is personal. When organisations struggle to protect, manage, or store sensitive data, people notice. It's not just about protecting your business' credibility—it's about keeping people—and their information—safe.

**BBC NEWS**

# What makes data privacy operations so complicated, anyway?

**Data privacy and compliance have loads of moving parts. So, it's no surprise to see businesses get lost in a web of complexity trying to tackle it head on.**

In this section, we'll break down the areas responsible for making data privacy and compliance such a complex undertaking. Understand these, and you can cut complexity right at the source with the right software.



### IT SYSTEMS

How many systems store customer and employee information across your business? More systems mean more room for human error. Plus, legacy systems have a reputation for not always playing nice with newer ones.

### BUSINESS OPERATIONS

Operating in multiple regions means staying on top of distinct system or data requirements and file structures—which makes consistency tricky. Language, time zone, and collaboration barriers can get in the way, too.

If your business has an app on the Apple App Store, 'In-app data deletion' buttons allow users to request all their data be deleted with a single tap. This gets especially tricky if they have any pending orders, customer support tickets, debts, or refunds.

### SARS

If you're in a customer-facing industry, you'll probably see a lot of SARs. But regardless of industry, SARs are time-consuming for teams to process and respond to. And, when you're dealing with something like employee SARs, processes can take even longer. To process a SAR, you not only have to identify the subject's personal information in every document it appears, but you also have to redact anyone else's personal information in those documents before you send them. The more personal entities in a document, the more complexity is involved in discovery and redaction, especially when you're doing it manually. Without digitisation and automation, costs—and compliance issues—can spiral out of control.

### DATA TYPES

While you may have a handle on discovery across structured data, unstructured data is difficult to keep track of, and even more complicated for someone to review. Businesses adapting their digital strategies often have to conduct regular data impact assessments to monitor the risk levels of personal data. The more personal data you have, the more likely it is that there's improper storage or access rights issues. If you're part of a larger business, it can be extremely time-consuming to remove flags from data that's not actually at risk, prioritise risk levels, and correct at-risk items.

### DATA DELETION

Data deletion can be just as complicated. A high number of deletion requests can be disruptive across teams when data isn't easily monitored or accessible. If your business is ever hacked, deletion requests can appear in huge waves while customers panic to recover their information. You might get an influx of them from third party companies, too. Apple's latest privacy policy updates mean companies with apps in the App Store have to enable "one click" data deletion requests.

# Here's how to find the solution that's right for you.



Deciding what kind of suite is right for you is the next step. Here are the features that any automated suite worth its salt has:

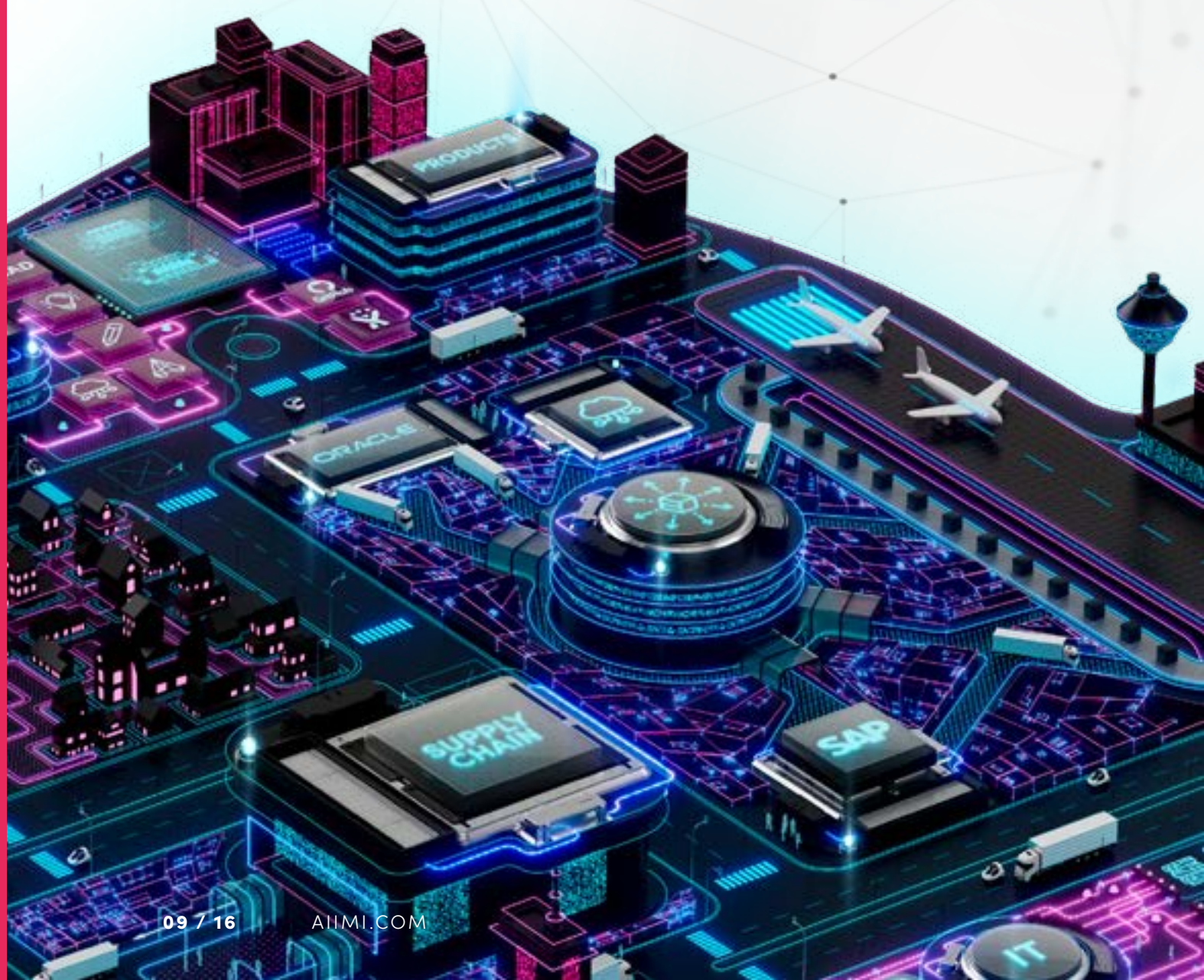
| FEATURE NAME   | WHAT IT MEANS  | WHY IT'S IMPORTANT  | QUESTIONS FOR VENDORS  |
|--|--|---|--|
| <b>FIND AND AUDIT SENSITIVE DATA.</b>                        | Find, audit, and protect your personal data and sensitive data, including Personally Identifiable Information (PII), Payment Card Information (PCI), and Intellectual Property (IP). | This is the foundation for data privacy tools. Without it, you can't understand the risk landscape of your data.  | Can your system detect all types of personal data? How does it achieve this? Does the tool need 'training' to improve the match rate?              |
| <b>'IN-CONTENT' READING (OPTICAL CHARACTER RECOGNITION).</b> | The tool can read the contents of a PDF, a video, an image, et cetera.   | Sensitive data often exists in items like meeting recordings and internal reports. So, tools that can't read within these content pieces aren't helping you see the whole picture, which leaves a large margin for error. | Can the tool read the contents of a PDF? Can the tool read the contents of a video – including speech? Can the tool read the contents of an image? |
| <b>SUBJECT ACCESS REQUEST MANAGEMENT TOOL.</b>               | It's a dedicated space and workflow to manage SARs from end to end.  | If your business receives a lot of SARs, this is a huge time-saver for your teams.  | Does it accommodate the entire SAR workflow? Does it tailor the UX and workflow to employee vs. customer SARs?                                     |

CONTINUED

| FEATURE NAME                                      | WHAT IT MEANS  | WHY IT'S IMPORTANT  | QUESTIONS FOR VENDORS  |
|---|--|---|--|
| <b>SAR REPORT AUTOMATION.</b>                     | Once all documents are gathered and redacted, a tool generates a SAR report.   | Without automation, this can take hours for a SAR manager to do. When automated, this process can be done in seconds.   | Can the tool generate a SAR report automatically?<br>Can the report be produced to the standards of different regulatory bodies?   |
| <b>SAR PORTAL.</b>                                | It's a secure space to share responses with your data subject.   | Your business needs to be compliant when handling this data right up to the moment you send it to a data subject.   | Does your tool have a dedicated space for sharing responses securely with subjects?<br>What security measures are in place to make sure it's really them?<br>How do they access the tool?        |
| <b>AUTOMATED DATA AND CONTENT CLASSIFICATION.</b> | Automatically find and identify the exact personal data, documents, and files you need to comply with industry best standards.     | Cut down on the time spent evaluating the contents and risk profile of both structured and unstructured data—which is particularly important for employee SARs, where data appears in all sorts of files and documents. | Will the tool surface personal data found in all types of files and records?<br>How does it present this to the user?<br>Can the user filter and prioritise the results?                         |
| <b>ASSISTED OR AUTOMATED DATA REDACTION.</b>      | Before handing over content and records to the data subject, you need to redact all other data subjects and sensitive information. | On average, it takes 35 minutes to redact a single document. With automation, this can be done in as little as five minutes.  | To what extent does the tool help with data redaction in documents and files?<br>What are the limitations around redaction?<br>How long does it take your users to redact a file with your tool? |



But if you're shopping around for a more **comprehensive solution**, keep these advanced features in mind:



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| FEATURE NAME   | WHAT IT MEANS  | WHY IT'S IMPORTANT   | QUESTIONS FOR VENDORS   |
|--|--|--|---|
| <b>FULL VISIBILITY OVER ALL ENTERPRISE INFORMATION.</b>                              | Ability to connect to every internal system  | Advanced systems look everywhere for potential personal data to avoid mistakes and identify all risks. This is important for large and mature organisations with legacy systems. | What types of system can't your tool connect to? Does it leave the data in situ or create copies of it? Can it make changes within those systems? What happens if you can't connect to one of our systems? Are there costs associated with connection to systems? |
| <b>'ALWAYS-ON' PERSONAL DATA AUDITING AND DYNAMIC INDEXING.</b>                      | Get risk and threat alerts related to sensitive and personal data. And, as your business grows, get auto-updates as more data is created.  | You can manage risk in real time to get ahead of threats faster.   | How frequently is the tool indexing our information estate? Can notifications be configured based on new risks? Can we choose who these notifications go to? Can an individual mark when they've picked it up to avoid duplicate efforts?                         |
| <b>ABILITY TO AUTOMATICALLY MAP DATA DISCOVERY INTO DELETION BUSINESS WORKFLOWS.</b> | Discovering personal information is only one part of a deletion request. The tricky part is following through with the deletion of all data. Tools should be able to trigger your existing data deletion workflows to avoid admin pinch points or requests falling through the cracks. | Tools shouldn't just 'delete all data' the second a deletion request comes through—especially if that customer has open orders, refunds, or support tickets in place.            | How does your system handle deletion requests? Can we configure it to trigger actions and notifications in other existing systems? How much configuration time is needed to make this happen (and how much does it cost)?   |

CONTINUED 

05

| FEATURE NAME   | WHAT IT MEANS  | WHY IT'S IMPORTANT  | QUESTIONS FOR VENDORS   |
|--|--|---|---|
| <b>ABILITY TO AUTOMATICALLY TRIGGER DATA DISCOVERY FOLLOWING AN 'IN-APP DELETION REQUEST'.</b> | If you have a customer-facing app in the Apple App store, you need to get compliant with Apple's new regulations—or your business risks losing revenue, customer loyalty, and credibility. | If personal data discovery can't be triggered by the button click of the user in the app, then teams need to use support tickets or slow manual methods to process deletion requests. | Can we set up your tool to automatically run personal data discovery following a user clicking 'delete all data' within our app? How much configuration time is needed to make this happen (and how much does it cost)?   |
| <b>ASSISTED OR AUTOMATED REMEDIAL ACTION.</b>  | After personal data has been identified as 'at risk', compliance teams need to be able to move, delete or quarantine data, or change permissions.  | Simply identifying a list of at-risk data doesn't help your team across the whole workflow—instead leaving them to do it manually.  | What are the limitations around moving, correcting or quarantining data in our systems from within your tool? Can we manage access rights to data identified as 'at-risk' from within your tool? How much configuration time is needed to make this happen (and how much does it cost)? |
| <b>'MULTI-DIMENSIONAL' RISK-PROFILING AND RISK RATING.</b>                                     | Helps you prioritise and resolve the biggest threats, with configurable factors based on number of data subjects, amount of personal data, visibility, and activity spikes.                | This enables your teams to prioritise data risks based on severity—and it's tailored to the way your business operates and the resources of your compliance team.                     | Can we set up a priority risk register from within your tool for our at-risk personal data? Can different actions or workflows be assigned to those different risk priorities?  |

# Build a business case for transformation.

**There's never been a better time to invest in automating your data privacy and compliance. From minimising risk—no matter how your business evolves—to giving teams more time to work smarter, there's massive value in automation.**

**When it's time to present your case to the C-suite, the focus should be on the real risks the business faces—and the complexity your team faces—without automation. Data privacy and compliance isn't a buzzword or the latest trend. As businesses scale and evolve, it's hugely cost-effective and timesaving to automate these operations.**

When viewed side by side, it's easy to see the potential value of automating data privacy and compliance in your business. Once you've mapped out the time, resources, and costs of your current processes, you can work with your chosen vendor to design an "after" picture, all the way down to the numbers. And just like that, you've got a rock-solid business case to take to the C-suite.

**Here's an example of how to outline one:**



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**BEFORE AUTOMATION**

Service desk spent 3+ hours managing processes for each SAR and spent 4 hours a week on data deletion.

Tech and data warehouse teams spent 60 minutes per week on manual search and redaction.

Legal teams spent up to a week on verification and redaction for a single SAR.

**Systems involved in SARs and deletion:**

35 systems—only 12 are covered by existing processes

**Teams involved in...**

**SARS** – Legal, customer services, service desk, data warehouse, and tech.

**DELETION** – Customer services, service desk, data warehouse, and tech.

**'Interactions' between staff**

**For SARS** – Legal – service desk – customer services + data warehouse + tech – service desk – legal – cloud – service desk.

**For DELETION** – Customer services – service desk – data warehouse + customer services + tech – service desk

Spending thousands in fees, penalties, systems that don't work together, and extra hands to get the job done.

**AFTER AUTOMATION**

4+ people removed from these processes on a weekly or daily basis. With no manual effort needed from the service desk, data warehouse, legal, or tech teams.

10+ systems removed from processes

100+ days saved per year

**Systems involved in SARs and deletion:**

1 system

**Teams involved in...**

**Employee SARS:** Legal team

**Customer SARS:** Customer services

**Deletion:** Customer services

**'Interactions' between staff**

**For SARS** – Legal or customer services

**For DELETION** – Customer services

**1 system, fewer people hours, and even less manual effort.**



**Total budget required to make the transition: Get this figure from your data privacy and compliance system vendor.**

**TIMELINE: WEEKS, FROM MOBILISATION TO GOING LIVE.**

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# Want to discover more?

## YOUR COMPLEXITY LEVEL

**Start future-proofing your data privacy operations.**

Get your personalised complexity score in 2 minutes.

**TAKE THE QUIZ →**



## YOUR POTENTIAL SAVINGS

**Crunch the numbers on our ROI calculator.**

**TRY IT TODAY →**



## OUR LATEST GUIDE

**Ditch the Faff: 7 Steps to Smarter SAR Management.**

Are you ready to make the case for SAR automation? Say goodbye to faff and say hello to a smarter way to manage SARs—and build a business case in 7 steps.

**GET MY GUIDE →**



# Try smarter data privacy and compliance on for size.



**50% OF ENTERPRISE INFORMATION IS DARK.**

## But what if you could shine a light on all your dark data?

That's what the Aimi Insight Engine was built for.

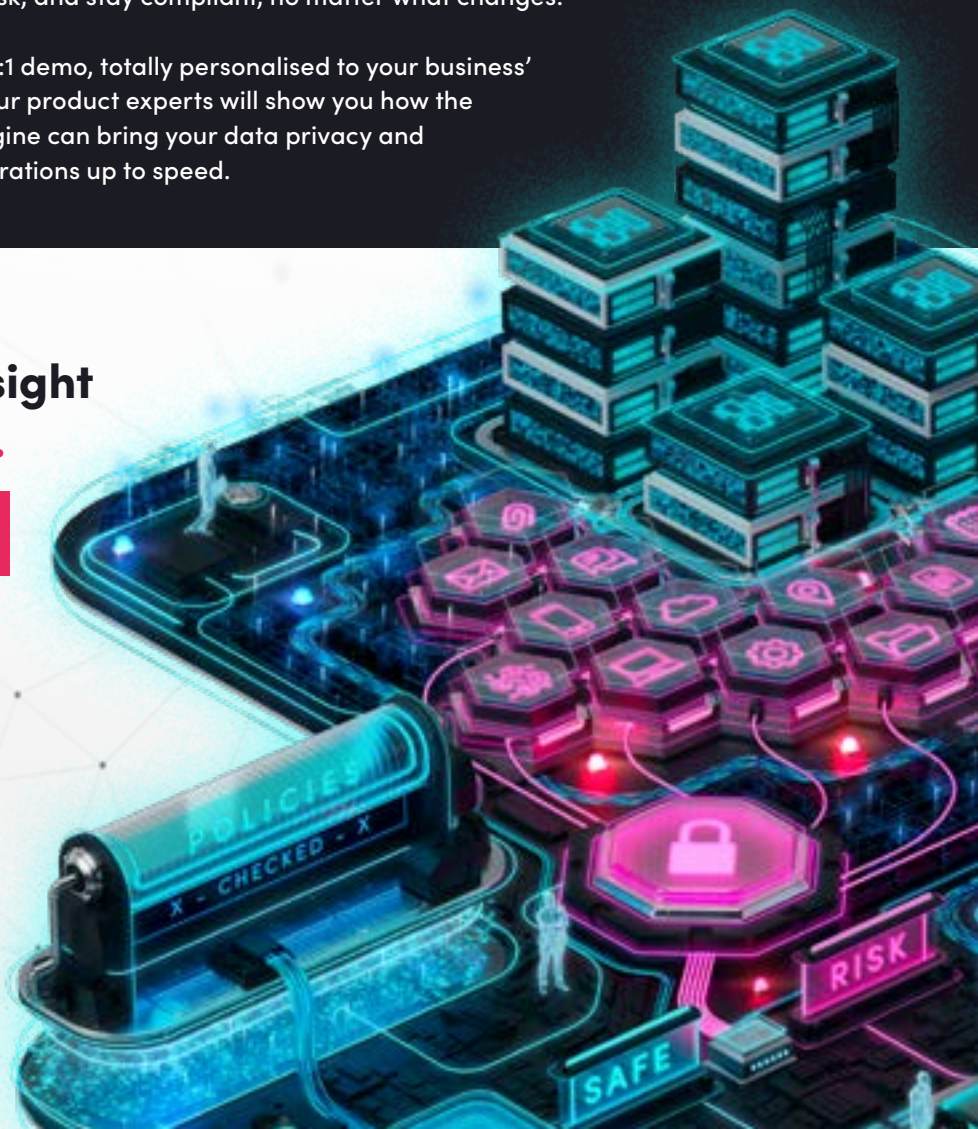
It discovers and classifies all your data, no matter where it's stored or what structure it's in. So you can pinpoint personal data faster, reduce risk, and stay compliant, no matter what changes.

Book your free 1:1 demo, totally personalised to your business' needs. One of our product experts will show you how the Aimi Insight Engine can bring your data privacy and compliance operations up to speed.

**START YOUR ENGINES**

**Take the Aimi Insight Engine for a spin.**

**BOOK MY DEMO →**



SPECIAL OFFER TWO-HOUR WORKSHOP

# Let's build a blueprint for DP&C automation.

**Your data universe may be expanding, but it doesn't have to be a minefield.**

Register for your free personalised workshop and tackle your data privacy and compliance challenges head on.

In our free, two-hour workshop—either face-to-face or screen-to-screen—one of our resident experts will work with your DPO or a member of your compliance team to map out your business' current challenges, and design solutions together—giving your business a blueprint for transformative change. Zero obligations, infinite value. But keep in mind, slots are limited.\*

**SAVE ME A SEAT →**

**1** →  
**APPLY FOR  
THE WORKSHOP**

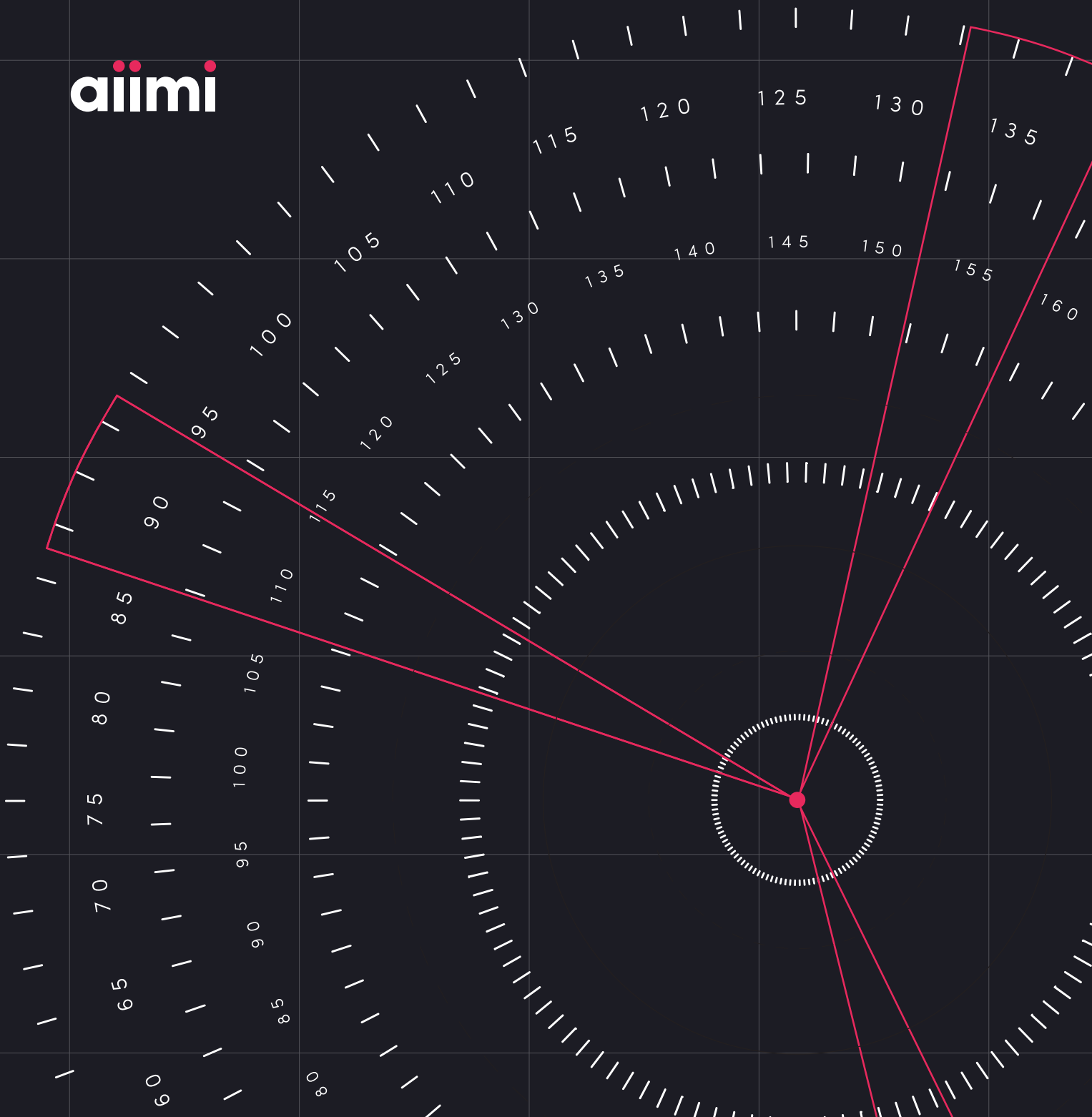
**2** →  
**WE CONSIDER ALL  
APPLICATIONS**

**3** IF ACCEPTED  
**SET UP A DATE/TIME  
BRING SENIOR COMPLIANCE MANAGERS  
BUILD BLUEPRINT FOR THE FUTURE**



\*We run a small number of these workshops each month. If no slots are available and you still want to attend a workshop, let us know. If a slot becomes available, a member of our team will get in touch to make sure it's worth your while.





# WE CONNECT PEOPLE TO ——— INSIGHT.

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