



AXtension®

Data Anonymizer



What is GDPR?

European privacy and data protection legislation

Basic starting point of GDPR:

A European citizen always is and remains owner of his/her own personal data

The consequence for companies doing business with European individuals:

- There is always explicit permission required from an individual to store and use personal data
- Personal data may not be used for other purposes than for which permission is granted
- Personal data may not be accessible for users that do not serve the purpose
 - Storing this information needs to meet security standards
- A person always has the right to get insights in all personal information that is kept by a company
- A person has the right to demand changes in this information, remove personal information and also can demand to remove all personal data



Why Anonymization

GDPR:

- Right to be forgotten
- Data retention & deletion
- Usage of production data in test environments

Customer Engagement:

“True Customer Engagement starts with understanding and respecting your customer. We have developed this app because we recognize that a good relationship with your customers is built on trust.”



GDPR: Key Areas as related to Dynamics 365

Get compliant using AXtension® Data Anonymizer

Consent (Article 7) - Under the new regulation, all consent must be explicit. Furthermore, the person who is providing the information must also have the right to withdraw consent at any time. This changes a lot of things such as the way marketing and sales activities are managed. Furthermore, the acquisition of external databases might also need to be re-examined from the aspects of how does it guaranteed the proper consent of information

Rights to access (Article 15), **rectification** (Article 16), and **erasure** (Article 17)- Under the GDPR, there need to be mechanisms for data subjects, those whose data you may process and store in Dynamics 365, to request access to their personal data and receive information on the processing activities of their personal data, to rectify personal data if incorrect, and to request the erasure of their personal data, sometimes known as the "right to be forgotten".

Data portability (Article 20) - GDPR gives individuals the right to require their data to be provided in a commonly used electronic format. When we think about the personal data collected by healthcare provider or a bank today, we can assume there is work to be done with business applications to avoid heavy penalties that can go up to 4% of global turnover.

Anonymize/delete data on demand or automatically at end of data retention period

Documentation (Articles 24 and 30) - An important aspect of the GDPR in order to maintain audit trails as evidence to demonstrate accountability and compliance with the GDPR requirements, and to maintain an inventory of your organization's data subject data detailing categories of data subjects and their personal data held by the organization

Data transfer (Articles 13, 14, and 46) – It will be important for you to track and record personal data that is forwarded to third-party controllers and processors and to maintain an inventory of data transfer contracts with third-parties.

Privacy by design (Article 25) is key for all applications and particularly important for CRM and ERP applications whereby privacy controls need to be embedded, designed into the application, as they are with Dynamics to implement data protection principles and to minimize the amount of data subject personal data collected.

Data security (Articles 25, 29, and 32) – For users of Dynamics 365, the requirements to provide mechanisms to grant and restrict access to data subject personal data (e.g., role-based access, segregation of duties); to pseudonymize, encrypt, or otherwise secure personal data; and implement appropriate technical security measures to confirm the ongoing confidentiality, integrity, and availability of personal data and processing systems, similar to Dynamics 365 is essential.

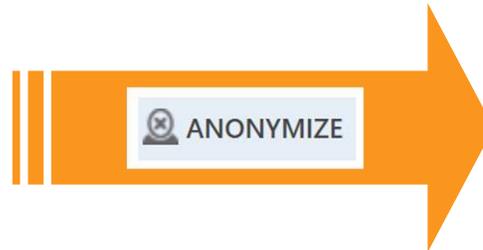
Scramble personal data in non-production environments



Anonymize on demand

- GDPR's right to be forgotten: erase personal data by anonymizing Contact/Lead records with just a single mouse click

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Anonymize after data retention

- Delete personal data at end of your data retention period using automatic anonymization

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Anonymize non-production environments

Scramble all personal data in your database by replacing it with sample data

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Features

- Fully configurable
- Installed with default configuration
- Delete or anonymize record
- Clear field or replace value
- Replace with fixed, random or sample data
- Include related entities
- Delete notes, attachments and posts
- Extensible with plugins



Why do I need an app for this?

Can't I do this manually?

This is error prone and may take some time...

You can't change inactive records by hand

Can't I just delete the contact?

Before you can, you need to delete all related records first

You want to keep part of the data for reporting/analytics

I don't need scrambling...

Sure? Any idea of the effort to build and maintain a test environment that is equal to production?

Or do you still use production data...?