

# Bridging the Identity Gap

## General Data Protection Regulation (GDPR)

Today is the day that GDPR is finally upon us, and still the vast majority of organisations have not fully implemented a solution to enable them to identify the personal data locked within their organisations. This is not because they haven't tried - it is because the data is not locked in places that they are actually aware of.

### Uncover Identities in Hidden [Dark] Data



*80% of organisations rely heavily on spreadsheet technology such as Microsoft Excel, and this means that although an organisation may have invested time and effort in creating a catalog of systems containing personal information, most of them just haven't even looked into the problem beneath the surface lurking in file systems and intranet storage environments like OneDrive or DropBox. This data is commonly referred to as dark data or dusty data, data that exists but far below the line of sight for many organisations.*

Alongside this growing problem of personal data anarchy we need to invest time and money in creating a solution that would allow us to satisfy information requests (Subject Access Requests - SARS) from individuals and customers within 30 days or face the possibility of a large and crippling fine. Let us suppose to one moment that we are unable to find all the references to a individual for a subject access request, because we simply didn't know it was there - how do we prove that we looked hard enough and how it this enough to defend us in the event of enforcement action leading to fines and probably loss of reputation?

The Data Gap exists because over the years we have allowed to to do so, and beyond the usages of solving the GDPR problem, there are many other opportunities that exist for bringing together data in these distinct lands - reduced risks including credit and operational, understanding your the share of the customers wallet and cross selling are just a few.

## EntityStream Custodian

Custodian from aims to unify identities across the enterprise, it does this by connecting the core systems in your organisation with the non core systems such as spreadsheets and files being maintained by employees and agents for your company.

### Broker



Custodian brokers are connections to the non core systems in your world, we can connect seamlessly to file systems containing spreadsheets, csv, XML or any type of text file. Also we can connect to systems such as dropbox or sharepoint where users may have stored the data online - hidden in plain sight in the organisation. Finally we encourage users to connect the custodian to identity data that may be stored within email systems such as Outlook 365 and Exchange Servers where information on each identity may also be referenced. Brokers live on your network on key nodes in your infrastructure and periodically reach out to resources within their colony of jurisdiction to monitor changed data and bring that data to the identity hub.

### Identifier



The Identifier takes data harvested from around the colonies and attempts to build a cross reference dataset that can be used to find a single identity across many many sources of data gathered by the brokers. The identifier uses fuzzy matching technology that has been developed over many years in a user configurable system to enable the organisation to accurately configure the matching to their environment and terminologies.

### Historian



Historian allows the user to search for a person or identity and locate all records that pertain to that person in your systems, from wherever they exist, including the source location and date and time of last observation. Historian allows you to simply solve SARS (Subject Access Requests) and requests for a Right to be Forgotten. It also gives you the ability to monitor the deletion of the records over the coming days and weeks to give you a reassurance that the information has been removed from record.

For more information visit us online at [www.entitystream.com/custodian](http://www.entitystream.com/custodian) where you can request a demo from us or one of our local resellers or distributors.