

Qlik and General Data Protection Regulation (GDPR)

The General Data Protection Regulation (EU 2016/679), or GDPR, is a new regulation which will affect any organisation, regardless where they are based, that processes personal data from EU residents. Coming into effect on 25 May 2018, it calls for greater transparency & increased accountability on these organisations. GDPR is grabbing the headlines as it imposes large sanctions for those found to be in violation. With maximum fines of 4% of global revenue or 20 million euros (whichever is greater) and even stopping organisations from processing data altogether.

This new regulation also gives enhanced rights to EU citizens to make requests: about what personal data is being used and why, to stop processing their data, to move it to another company and even delete it forever.

The challenge for many organisations, apart from potential changes in policies and procedures, is understanding not only what personal data they have in their multiple systems, and even individual files, but also understanding the relationships and connections of that personal data as well as who has access to it. For example;

- **Who has opted in and who hasn't, when managing consent to sending marketing information**
- **Ensuring that any opt-in/opt-out requests remain consistent for all services such as email campaigns, newsletter and SMS**
- **Understanding which 3rd party suppliers have signed up-to-date contracts and which have not?**
- **Monitoring data governance policies including controls that only authorised employees can see personal data within your systems**

These are just a few examples of the many GDPR compliance issues that need to be answered when managing your organisation's personal data supply chain.

Qlik, your partner in a new era of privacy regulation

GDPR heralds a new era of privacy regulation, but it is more about people and processes versus technology which serves a small but important part. There is also no single silver bullet when it comes to technology and GDPR. Therefore cross functional teams and strong partnerships will be important pieces of the jigsaw puzzle that is GDPR compliance.

Trust in Qlik as a GDPR compliant vendor.



Qlik is working towards its own GDPR compliance with a cross functional team that includes Legal, IT, R&D, Consulting, Sales, Marketing and Support. The team is building comprehensive internal processes to ensure Qlik's compliance with the new GDPR requirements. We are committed to protecting our data, the data of our customers and partners, and communicating in an open and transparent manner while respecting their choice and control over their data.

Confidence in Qlik's products and services.



Qlik invests heavily in our technology strategy, which includes the important topics of data governance and sovereignty. We utilize privacy-by-design methods to ensure all of our solutions support our customers' needs to protect their data whether it's on-premise and in the cloud. This includes compliance with all data protection laws, including future GDPR requirements. In addition, only Qlik can deliver the Associative Difference™ across all your disparate data sources, becoming the glue that combines all of your data protection and privacy systems together. This results in clear visibility and actionable insights as part of your ongoing responsibilities for GDPR compliance.

Leverage Qlik to help achieve GDPR compliance.



As a leading data analytics platform, Qlik helps customers of all sizes manage and understand their data for a range of risk management and compliance orientated use cases. The many years of collective knowledge and experience in Qlik Consulting Services, along with our diverse and strong partner ecosystem of global System Integrators, technology partners, OEM and resellers, can all be leveraged to help you build and promote a compelling offer as part of your overall GDPR compliance strategy.

Mitigating the risks with Qlik

The question is not whether software is compliant with GDPR, but how software can support an organization to meet the GDPR requirements. Qlik's Associative Engine can greatly support this process, with its ability to retrieve data from multiple sources, highlight relationships and, just as importantly, connect what was once disconnected.

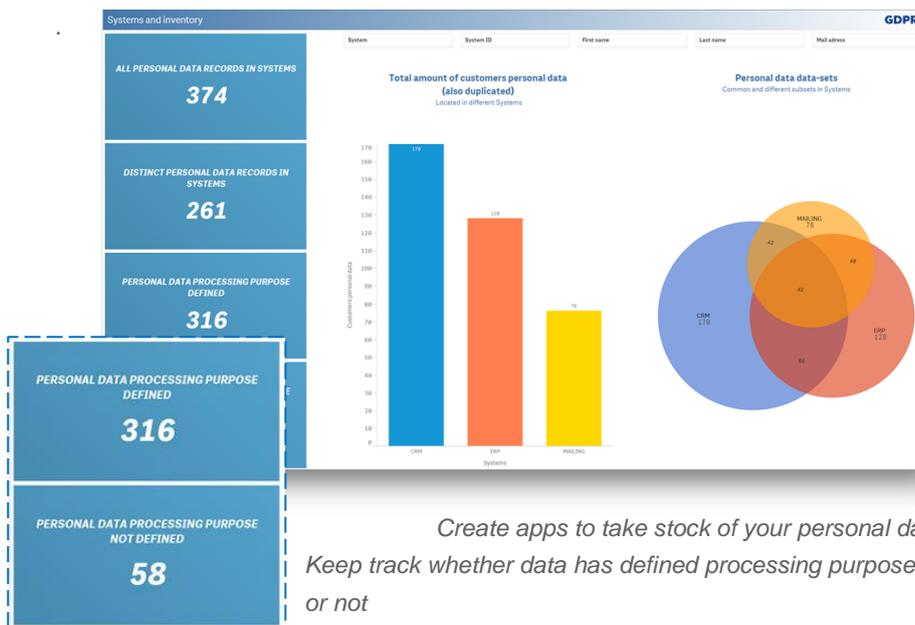
Qlik's strong governance capabilities and open APIs can both strongly align with your data protection policies and allow for self service capabilities to leverage the collective intelligence while maintaining compliance.

Creating Trust through Transparency

To keep customers' trust, most enterprises will strengthen safeguards against security breaches. While this is important, it is not enough. In complying with GDPR, organizations have an opportunity to move to the next level of digital trust by enabling better relationships with their data. Trust can be enhanced by providing transparency on what personal data is held and how it is used. Organizations can identify inconsistent or unauthorized data across different systems with the help of Qlik's Associative Engine and communicate in an open and transparent manner through Qlik's unmatched mashups capabilities.

Become a trusted data custodian

Qlik can be your ideal partner to raise the level of digital trust with your customers. Contact your local Qlik representative today for more information.



Learn more about Qlik

www.qlik.com

Qlik's Associative Difference
www.qlik.com/us/products/why-qlik-is-different

Try Qlik
<https://www.qlik.com/try-or-buy>

Use Qlik
<https://demos.qlik.com>

Learn Qlik
<http://qcc.qlik.com/>

Develop Qlik
branch.qlik.com

Learn more about GDPR

European Commission: Data Protection
https://ec.europa.eu/info/strategy/justice-and-fundamental-rights/data-protection_en

Find your local Data Protection Authority:
http://ec.europa.eu/justice/data-protection/article-29/structure/data-protection-authorities/index_en.htm

Read and navigate the complete GDPR text nice & easily:
<https://gdpr-info.eu/>



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