



# Data Mapping

Data is stored throughout your organization - often in places you aren't even aware of. Organizations must properly store, protect, and govern content in a manner that complies with regulations AND builds customer trust and loyalty. Data maps help you understand how data was collected, who has access to it, and how it is being processed, ensuring that it is used properly and helping you stay compliant with privacy regulations.

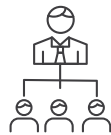
## DATA MAPS INCLUDE THE FOLLOWING:



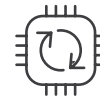
Software with dashboards and reports to track assets and activities



Up-to-date information about each data source



Employees and/or contractors that have access to the data source



Processing activities for each data source

## DATA MAPPING ROADMAP:

1

### IDENTIFY

Define goals and objectives; define and create data sources; define and create processing activities; keep data sources and processing activities up-to-date; analyze visualizations

2

### REFINE

Integrate data discovery tool(s); refine data sources

3

### MEASURE

Measure risk exposure

4

### RESPOND

Automate Data Subject Access Request (DSAR) lifecycle

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