

ACCELERATE GDPR COMPLIANCE WITH RUBRIK FROM ASSURED DP

On 25th May 2018, any business which processes data around EU citizens, regardless of the company's location, will be impacted by the General Data Protection Regulation (GDPR).

The wide-reaching regulation aims to standardise data privacy laws across Europe, protect EU citizen data privacy, and change how companies approach data privacy. Non-compliance can lead to steep penalties of up to €20 million or 4% of global annual turnover.

UTILISE MODERN DATA MANAGEMENT SOLUTIONS TO EASE INTO GDPR COMPLIANCE

To ease the path of GDPR compliance, businesses should invest in data management solutions that are equipped to:

- **Span modern enterprise IT environments from data centre to cloud while ensuring end-to-end data security (data encryption).**
- **Handle digital data growth so that data can still be managed in a single system.**
- **Automate data protection policies to reflect business SLAs and appropriate retention periods.**
- **Provide visibility and reporting on retention, compliance, system, user and log events.**
- **Define and exercise granular control of user access to data.**

Rubrik delivers this in a single platform, which unifies and simplifies complicated procedures to deliver data protection for the modern era.

Using one interface, businesses can easily execute data management. Legacy data protection solutions tend to fragment processes due to architectural complexity and inability to scale, increasing the difficulties for enterprises to meet GDPR compliance.

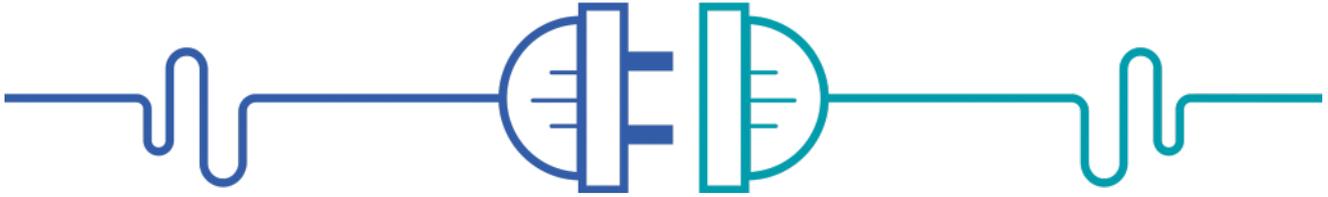
GDPR IMPACT ON DATA MANAGEMENT AND HOW RUBRIK HELPS

Below is a summary of key GDPR articles and how Rubrik can help enterprises meet GDPR compliance.

KEY GDPR ARTICLES	HOW RUBRIK HELPS
<p>Article 5</p> <p>Businesses must be accountable for how they comply with data privacy and protection via technical and organisational measures. A solution with strong reporting capabilities enables companies to demonstrate compliance.</p>	<ul style="list-style-type: none"> • Use Rubrik to deliver custom visual reporting on retention, compliance, and capacity. • Custom reports can be configured with a few clicks to span the entire Rubrik environment, on-prem to cloud. System, user, and log events are also readily accessible.
<p>Article 17</p> <p>The Right to be Forgotten requires companies to delete personal data when a data subject requests erasure of their personal data.</p>	<ul style="list-style-type: none"> • Rubrik can discover data for expiration through its global predictive search technology. All data is indexed with metadata maintained for all data managed on-premises or in the cloud which is searchable with 'Google' style predictive search when you begin to type.

<p>Article 6</p> <p>This article requires companies to define a clear use case for gathering data and obtain consent from EU citizens. Data should be deleted once the use case concludes. To comply, companies need to ensure the right data retention and deletion policies from data collection to storage.</p>	<ul style="list-style-type: none"> • Simplify the process using Rubrik to apply and ensure data retention and deletion. Users define retention policies that map to business SLAs or the data use case and what data sets should receive this policy. • Rubrik automates the execution of these policies, and reporting discloses whether compliance was met.
<p>Articles 25 and 23</p> <p>Article 25 Data Protection by Design and Default requires that data protection is designed into the development of business processes for products and services from the very beginning vs. tacking on data protection at a later point.</p> <p>Article 23 mandates that companies should hold and process only the data absolutely necessary for the completion of the use case, as well as limiting access to personal data to those needing to act out the processing. Privacy settings must be set at a high level by default.</p>	<ul style="list-style-type: none"> • By using Rubrik, businesses can leverage end-to-end encryption to enforce data security and privacy. Users can choose from hardware or software based encryption to encrypt data-at-rest. Any data sent to the public or private cloud is encrypted in-flight and at-rest to maintain privacy regardless of the location of the data. • Companies can also define and exercise granular control of user data via role-based access control. This limits access to user data to only those who should be processing the data.
<p>Articles 25 and 32</p> <p>State of the Art (SOTA), encourages companies to implement IT solutions and processes that always protect personal data in the best possible way. By investing in market-leading data protection and security solutions with a track record of rapid innovation makes it easier to comply.</p>	<ul style="list-style-type: none"> • By investing in Rubrik, companies are investing in a modern data management solution that aims to simplify data management for enterprises as they operate services on-prem or in the cloud.
<p>Article 32</p> <p>Companies must assess the risk of processing and accessing personal data and implement measures that ensure an appropriate level of security. This includes the ability to promptly restore the availability and access to personal data. The effectiveness of such security measures should be regularly tested and evaluated.</p>	<ul style="list-style-type: none"> • Data is stored on Rubrik in an immutable format such that a company can quickly recover without data loss with no downtime from technical and physical incidents including Ransomware attacks. • Leverage Rubrik's Instant Recovery (Live Mount) and API-rest platform to automate file and application recovery. Live Mount can also be used to test DR plans without impacting production workloads and to prevent creation of a separate copy for Dev/Test or DR.
<p>Articles 45, 46 and 47</p> <p>Companies using cloud services should understand what data is stored in the cloud, where it resides, and how compliance is being met. Data transfers to countries outside the EU should be either to countries with similar standards in data privacy protection or under an agreement that ensures compliance with the GDPR.</p>	<ul style="list-style-type: none"> • Rubrik is designed for the cloud era. Rubrik can deliver custom reporting to help users understand what data is stored in the cloud, where it resides, and whether compliance is being met. • Rubrik Polaris is the first Software-as-a-Service platform for data management which is a unified system of record which organises all business information to make it discoverable and usable, no matter where it is.

ASSURED DP & RUBRIK



Assured DP work exclusively with Rubrik because of its exceptional capabilities and how it is transforming the world of data management. For almost 20 years backup systems changed very little, so Rubrik looked at these traditional methods to see how the process could be improved. The aim was to create something fast and simple, from this an all in one solution was created, using advanced software and cloud technology to produce a Hyper Converged Scale-Out appliance.

No technology or tool can make an organisation fully compliant with the GDPR, however, choosing the right backup & data management solution can make all the difference in the path to compliance without a massive disruption to day to day operations.

Assured DP is committed to helping organisations manage data securely to accelerate GDPR compliance requirements, while increasing overall operational efficiency. We have over 100 collective years of industry experience and as Rubrik's leading MSP we can offer the solution as a managed service tailored to individual business needs on either a cap ex or op ex model making it affordable and achievable.

WANT TO KNOW MORE ?

To find out more please contact any member of the Global Assured DP team
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