

Companies that conduct business in the European Union and California are required to enable consumers to exercise their data privacy rights such as Right to Access and Right to Delete. Responding to data requests is challenging and costly due to massive data sprawl across hundreds of data stores and systems. Additionally, organizations must run independent and thorough Data Protection Impact Assessments (DPIA) according to Article 35 of the General Data Protection Regulation (GDPR) if data processing is likely to result in a high risk to data subjects. The California Privacy Rights Act (CPRA) enacted its own version (Privacy Impact Assessments) for companies processing data of California citizens, which effective in 2023, will need to be sent to the California Privacy Protection Agency (CPPA) annually.

Manual processes such as Excel spreadsheets and surveys to discover and correlate individual Personal Identifiable (PI) data are time-consuming and error-prone leading to high overhead costs, and in some cases, SLA breaches. This translates to risk of regulatory fines, and most importantly, losing consumer trust.



CYTRIO helps organizations comply with the following regulations

- General Data Protection Regulation (GDPR)
- California Consumer Privacy Act (CCPA)
- California Privacy Rights Act (CPRA)
- Virginia Consumer Data Privacy Act (CDPA)
- Colorado Privacy Act (CPA)
- Utah Consumer Privacy Act (UCPA)
- Connecticut Data Privacy Act (CTDPA)

CYTRIO Platform Features

- Automated DSAR Management
- Automated DPIA
- Automated Data Discovery
- Automated Records of Processing Activity (RoPA)
- Built-in Response Workflows
- Implement in < 1 hour

ONE PLATFORM | ONE COST

With CYTRIO, organizations can automate over 80% of manual tasks, resulting in significant time and cost savings, automate compliance with response SLAs, and minimize risk of regulatory fines, all while building consumer trust.

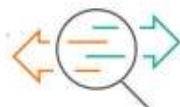
Put your Privacy Rights Management on Autopilot with CYTRIO

CYTRIO enables organizations to meet a complex set of regulatory requirements through a secure data request intake portal, identity verification, AI-driven PI data discovery, identity correlation, DSAR response orchestration, Data Mapping, Records of Processing Activity (ROPA), Data Privacy Impact Assessments (DPIA) and detailed audit records.



1. Intake Request

- ✓ Submit Request Easily
- ✓ Verify Identity
- ✓ Share Data Securely



2. Discover and Correlate PI Data

- ✓ Discover all PI data & correlate with Identity
- ✓ Implement Security Controls to Protect PI Data



3. Fulfill Request

- ✓ Triage and Respond to Requests
- ✓ Reviews & Approve
- ✓ Maintain Audit Record

Build Consumer Trust & Loyalty

Privacy Center:

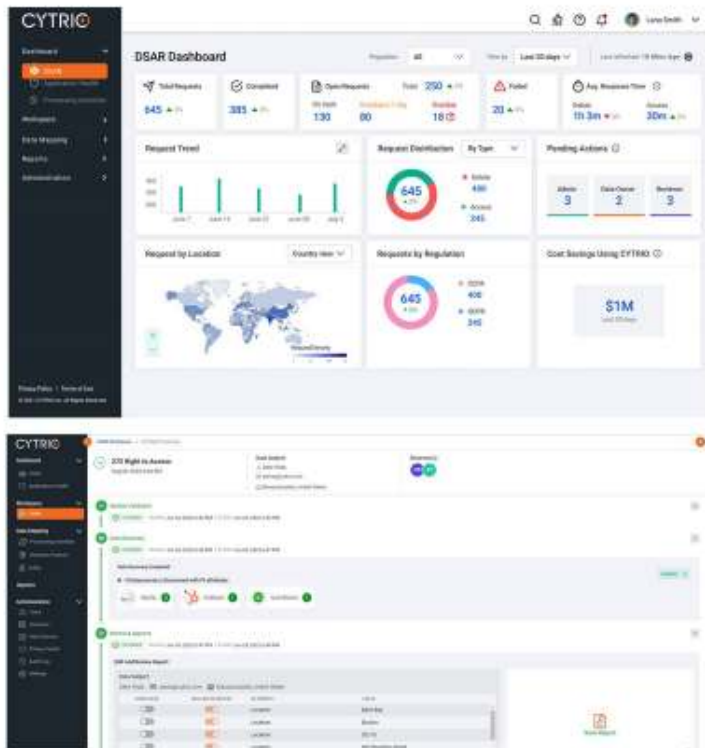
Consumer Privacy Center for Easy Request Intake:

- In less than 60 seconds, customize the Privacy Center to meet your company branding guidelines
- Build customer trust and transparency with a simple and secure 2-click data request process
- Automatically validate data subject identity



Reduce your DSAR Response Time

Admin Console:



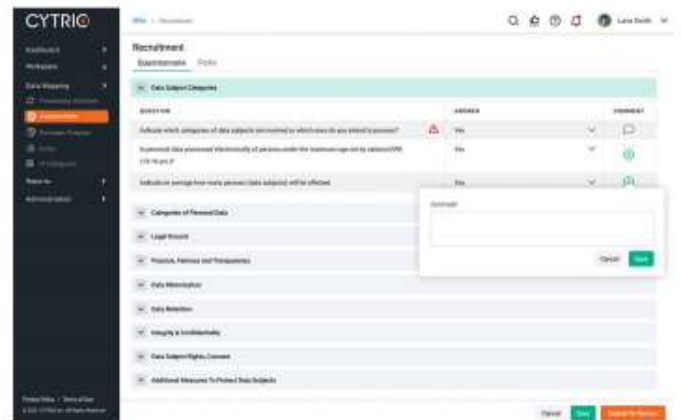
Centralized Admin Console to simplify your DSAR Response Process:

- Auto-discover and correlate all PI data with requestor identity
- Measure response SLA performance
- Leverage out-of-the-box fulfillment workflows to automate response
- Centralized collaboration workspace to streamline communications
- Capture all activity in a tamper-proof audit log
- Enhanced reporting for auditing and performance monitoring

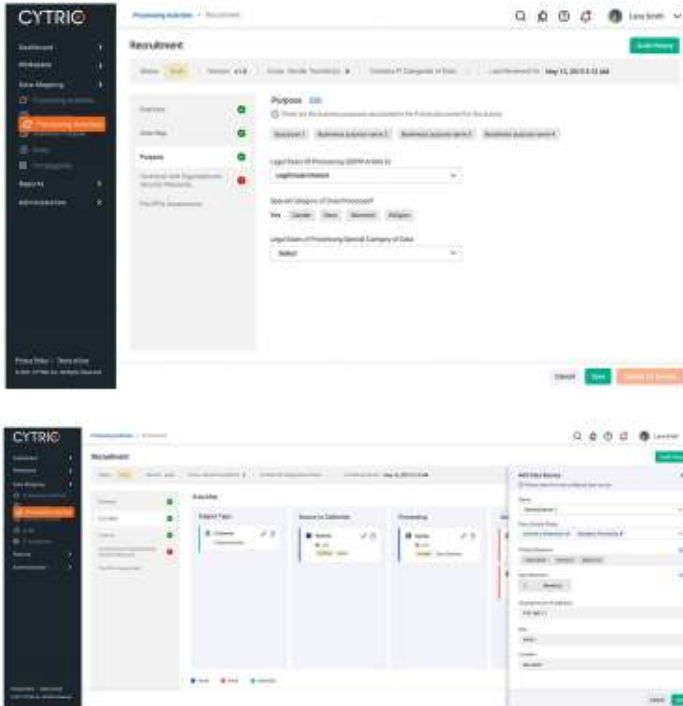
Automated DPIA Workflows to Comply with Audits

CYTRIO platform automatically runs Pre-DPIA screening as per guidelines by the European Data Protection Board (EDPB) in an easy-to-read and easy-to-understand format

Automated questionnaire template-based Privacy Impact Assessment workflows to comply with Audits



Data Mapping



For years, organizations used manual techniques to build and maintain their data maps, if one was kept at all. This poses several challenges for privacy teams:

1. Incomplete Asset Catalog

- a. Manually tracking data assets on spreadsheets, word documents and emails

2. Inaccurate/Stale Personal Data

- a. As personal data gets added or removed from data assets, organizations must ensure that they are disclosed accurately as part of their processing activities

3. Out-of-date Reports

- a. Infrequent updates to their data maps and records of processing activities (RoPA)

CYTRIO's Data Privacy Management platform automates the entire data mapping workflow allowing organization to quickly build and accurately maintain all their business processing activities in one central place and generate RoPA/Article 30 reports.

Key Benefits of Data Mapping

1. GDPR compliant processing activity template to record all your business processes
2. Ability to link data sources and third-party entities (vendors/processors)
3. Automatic detection of personal data being stored in any of the configured data sources

Why CYTRIO?

Continuous Privacy Compliance with up-to-date reports



Centralized Management of Privacy Risks

Lower Operational Overhead and Manual Costs



Automated DSAR workflows to meet required SLA



Automated Privacy Assessments



Click to Comply: Easy to Install, Easy to Manage