ChainSys

dataZense™

DataZense for

PII Data Profiling and Data

Masking

Why DataZense for PII and Data Masking?

- Data Profiling

- Data Masking

- Business Validation Process

- Governance, Risk, and Compliance

- Human-centric design & UX

- Historical Tracking

- Cloud-based platform

- Enterprise data management

- Flexible' Pay to use' pricing model

Key Features

Column level Profiling

Structure and Unstructured data Profiling

Data Lineage

Metadata management

Metadata Importing/Exporting

Predefined and Configurable Business Rules

Data Search capability

Scalable and Repeatable

Supports governance & compliance

Reduced data risks

Dashboards and Reports

PII Data Profiling and Masking Overview

Personal information or personally identifiable information (PII) is any data that could potentially identify a specific individual. PII's broad definition creates security and privacy challenges, especially when specific and stringent safeguards, passed in regulations such as the European Union's (EU's) General Data Protection Regulation (GDPR), CCPA, SOX, and other audit requirements.

ChainSys dataZense part of the Smart Data Platform provides the complete end to end solution in identifying the PII data across different Applications and different Databases, implementing the different Remediation types for protecting and securing the data. The Data Governance feature provides the functionality of continued profiling of already scanned DBs to check for added PII elements after the last scan and remediate the data as needed.

PII Identification → PII Data Remediation/ → PII Governance
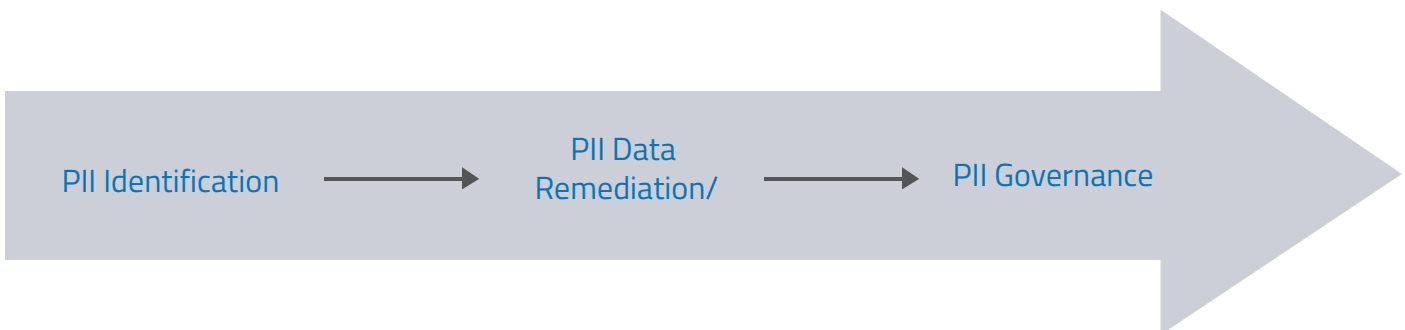
Supported Application

Oracle E-Business Suite

Oracle Cloud Applications

SAP® R/3, ECC6 & S/4HANA, S/5HANA

Salesforce® (SFDC)

JDEdwards®

Peoplesoft®

Siebel®

Microsoft Dynamics®

PROCORE®

Any ERP

Impala Data Lake

Snowflake Data Lake

XLS, CSV, XML Data Sheets

Interfaces With

Web Services/APIs/BAPIs

XML/SOAP

REST, JSON

OData

Webhooks

IoT (Machine data)

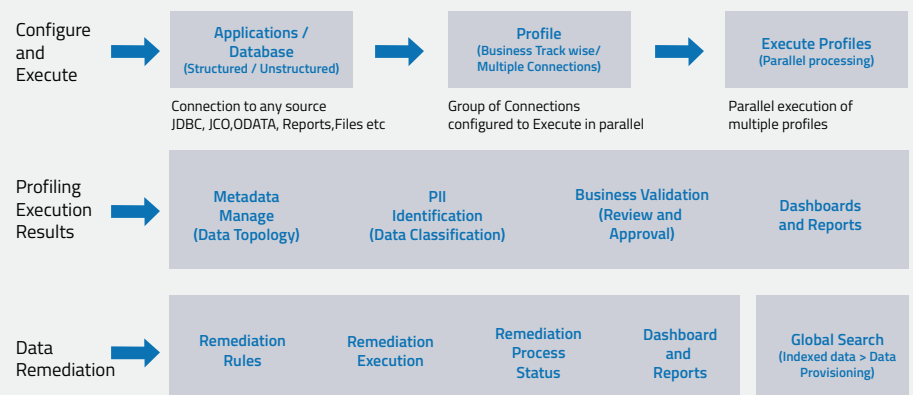Database Level

File systems

Impact and Importance of PII Data Profiling and Remediation

No company can claim 100% compliance, but they have to make "Good Faith Effort" to cover most of the ground. Social Security numbers, driver's license number, bank account number, passport number, mailing or email address, and phone numbers have most commonly been considered PII. Still, technology has expanded the scope of PII considerably. The AI-driven profiling engine can identify all PII category attributes such as IP address, login IDs, social media posts, and digital images. It can also identify Geolocation, Biometric, and Behavioral data.

The new rules grant people more rights regarding how companies handle their personally identifiable information (PII). It imposes hefty fines for non-compliance and data breaches--up to 4 percent of a company's yearly revenue

For security teams, this means making sure that PII is adequately protected and that the proper reporting processes are in place. Companies are at high risk of significant fines, data breach, brand reputation, and potential loss of customers if they do not mitigate the risk of adhering to all regions' proper compliance levels.

DataZense for PII Data Security : Overview

Configure and Execute	Applications / Database (Structured / Unstructured)	Profile (Business Track wise/ Multiple Connections)	Execute Profiles (Parallel processing)
	Connection to any source JDBC, JCO,ODATA, Reports,Files etc	Group of Connections configured to Execute in parallel	Parallel execution of multiple profiles

Profiling Execution Results	Metadata Manage (Data Topology)	PII Identification (Data Classification)	Business Validation (Review and Approval)	Dashboards and Reports

Data Remediation	Remediation Rules	Remediation Execution	Remediation Process Status	Dashboard and Reports	Global Search (Indexed data > Data Provisioning)

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PII Data Categories

The dataZense application categorizes Personal data attributes into Critical and Confidential Data Elements.

- **Critical Data Elements/Categories**
  Critical data elements are those elements by which you can directly identify individual/person such as their social security number, National Identifier, Visa Number, Passport Number, Employee Number, etc.

- **Confidential Data Elements/Categories**
  Confidential data elements are information that can able to identify individuals when combined with other personal data elements. E.g., First name, Last Name, Date of Birth.

PII Data Profiling and Data Masking

The Audit team can execute the three steps within dataZense for PII Identification and Data Masking:

- PII Data Identification
- Business Review and Approval
- PII Data Remediation and Governance (Data Masking)

PII Data Profiling and Remediation Conceptual View
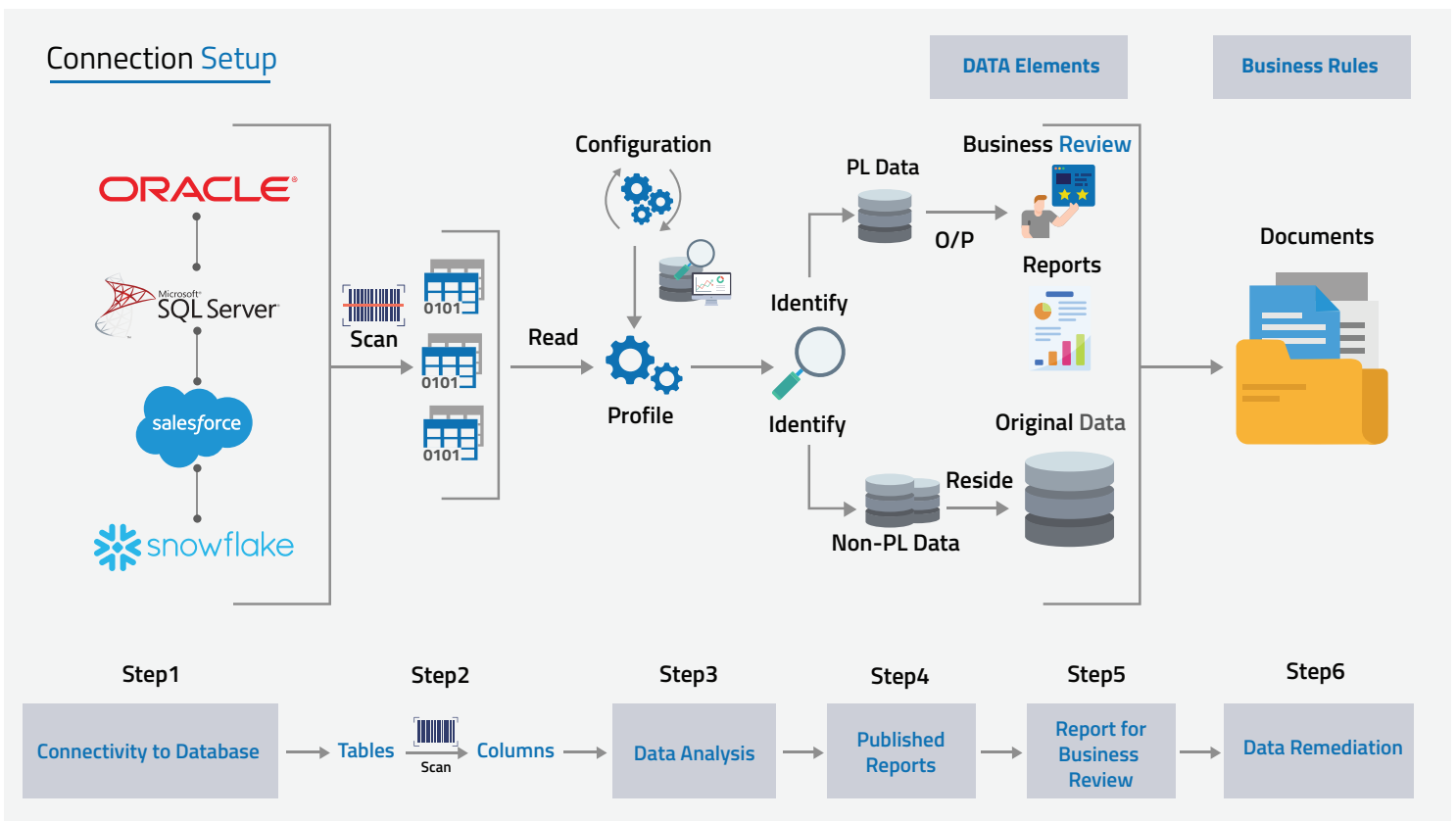
Here is an example for Masked/Scrambled Data in Oracle E-Business Suite Application

Here is an example for Masked/Scrambled Data in Salesforce

For More Information, Visit:
http://www.chainsys.com/datazense

Write to us:
smartdata@chainsys.com

PII Home Dashboard

Provides the high-level summary of Profiled and Remediated Databases
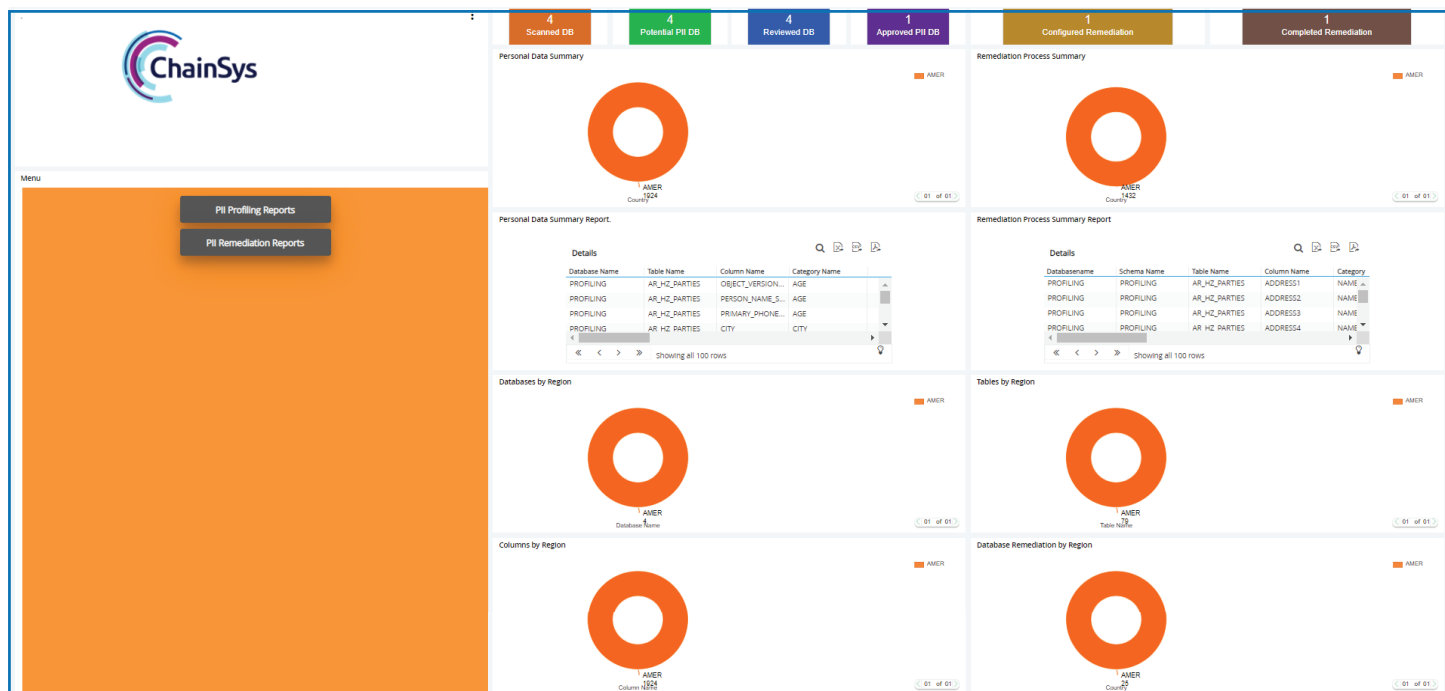
Final Suggestion

It is essential Companies should know where the personal data records exist, keep the PII data secure, and mask the data to ensure compliance with data privacy laws worldwide and avoid the risk of significant fines, data breach. dataZense® provides the end to end capability for Data Profiling, Data Remediation (Masking, Scrambling, and Encryption), and Data Governance.

For Case studies, references, or a FREE Proof of Concept Demonstration, Visit us at chainsys.com/datazense

About Chainsys

A Data Management innovator since 1998, best known for its Smart Data Suite of Data Management Tools, Chain-Sys is a leader in the data migration, integration & MDM areas. Chain-sys has successfully deployed its Smart Data Suite in several Fortune 500 companies worldwide, and continues to grow and innovate rapidly. Headquartered in Lansing, MI, and spread across 5 continents, Chain-Sys prides itself on its Product, Process & People which constantly push the envelope on innovation & creativity.

One Platform for your
End to End Data Management needs

Smart Data Platform™

dataZap™

Data Migration
Data Reconciliation
Data Integaration

dataZen™

Data Quality Management
Data Governance
Analytical MDM

dataZense™

Data Analytics
Data Catalog
Data Security & Compliance

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