



Samsara builds its world-class, intelligent data privacy program on Relyance AI

An innovator in Connected Operations

Samsara is a leading industrial Internet of Things ("IOT") company bringing real-time visibility, analytics, and AI to operations. With tens of thousands of customers across North America and Europe, Samsara is a proud technology partner to the people who keep our global economy running, including the world's leading organizations across construction, transportation and warehousing, field services, manufacturing, retail, logistics, and public sector.

Due to the scale of devices used across its large customer base, Samsara collects and processes terabytes of data every day to help its customers understand how their operations can run more efficiently. With data core to its business, Samsara's customers place a high degree of trust in the company to handle data securely and transparently.

"Relevant legislation now has teeth. While privacy used to be a niche area, today it is a core competency for any service provider like us."

— **Lawrence Schoeb**
Director Legal, Samsara



Solution Overview

Customer Profile

- Samsara is the pioneer of the Connected Operations Cloud
- The company's applications allow businesses that depend on physical operations to harness IoT (Internet of Things) data to develop actionable business insights and improve their operations

Objective

- Enable privacy, security, and IT teams to build a unified data privacy program that achieves both legal and technical privacy objectives.

Key Challenges

- Slow, manual data collection process with spreadsheets and meetings
- Static snapshots quickly become outdated
- 600+ vendors, lots of changes every week
- Costly staff investments in IT, legal, and engineering

Relyance AI Benefits

- Privacy vendor procurement program now requires only approximately 5% time from 1 project manager
- Automated data inventory and mapping
- Live insights quickly spot issues and inconsistencies
- Universal ROPA is complete and accurate
- Drill down into root cause of any data privacy issue



Moving beyond meetings and spreadsheets

Due to the company's rapid growth, managing data privacy at scale has become a significant focus for Samsara. Notes Schoeb, "we needed to get a full picture of how we manage our data without it being manual and a major time suck on systems and business owners." And the picture was static, "as soon as you walk out of a meeting, that snapshot can be outdated. There needs to be an ongoing way to ensure it stays accurate".

"Privacy by design means it's everyone's responsibility to ensure data is where it's supposed to be."

— Joss Nichols

Head of Compliance, Samsara

When a company grows rapidly, there's a tendency to add system upon system that may, as Nichols describes "build up silos of information across the company." Understanding how data is being processed across these systems requires a massive investment in resources across legal, IT, engineering, and others. Nichols estimated a person in each function could spend 50% of their time each week cobbling together information into spreadsheets, ensuring records of processing are accurate, and creating custom reports to understand where and how data is flowing throughout the organization.



Wanted: a new foundation for data privacy built on machine learning

As Schoeb and Nichols sought a better approach, they realized that any solution would require machine learning that could understand both the legal and technical perspective: “From a legal perspective, what are the primary requirements and biggest risk areas; from a technical perspective, we wanted a solution that our engineers would understand, isn’t intrusive, and could obtain a comprehensive view of where data is going”.

And something that worked. Noted Nichols, “There were a lot of promises out there that suggested we could get this vision but when put to the test, didn’t do the job. When testing the information that other tools would provide, we weren’t satisfied that the typical problems that we were facing or queries that we were making were going to lead to accurate results.” Inaccuracy would lead to more work on Samsara’s end to continually verify the system itself.

When Schoeb and Nichols were first introduced to Relyance AI, they immediately saw a smarter, more complete approach. “Relyance AI understood the problem we were trying to solve,” explains Schoeb. “Other products were either over-engineered and required technical expertise or were a glorified Excel spreadsheet that still required manual input”. Relyance has helped solve both the technical and privacy requirements we were looking for.” Together, Schoeb and Nichols saw that, as a solution built on machine learning, Relyance AI could accurately understand what data is being captured, where it lives, and how it’s being handled. And this understanding could happen quickly. “Time to insight is very important for us,” remarked Schoeb.

Privacy. It’s in the code.

Relyance AI provides a global, cross-functional, one-stop privacy, data governance, and compliance solution for all organizations to manage privacy, compliance, and data protection seamlessly.

Relyance AI delivers business value

- Delivers trust-as-a-service
- PrivacyOps runs at DevOps speed
- Lower staff costs and time to insight
- Drill down into root cause of any data privacy issue

For more information

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From privacy automation to confidence


Once the decision was made, Samsara started using Relyance AI to meet its legal obligation under the GDPR as a data controller to have an article 30 Record of Processing (“ROPA”). Samsara needed to show what processing activities were being carried out and what personal data is being processed across their vendors, with changes occurring each week. “To comply with GDPR Article 30, we’d need an army of people constantly interviewing system owners, data stewards, and data owners to try and figure out what’s happening with our personal data. But instead of having such a manual, out-of-date operating process to comply with the legal requirements, we leverage Relyance and their Universal ROPA which is automated, dynamic, and more accurate given it is aligned to our actual contracts with our vendors. Now our team focuses on the intelligent insights, which has dramatically helped free up the time of our privacy project manager to focus on other privacy program priorities.”

While automation has helped enabled a scalable program, Relyance needed to also prove and ensure that their data and insights were accurate. So as Samsara was deploying Relyance, Samsara validated the results concurrently with a team of data protection and privacy lawyers to validate and help ensure such accuracy. Explains Schoeb, “We were putting Relyance at the center of our privacy program and its automated data maps and ROPAs were produced very quickly. But when we flipped the switch to go live, we were pleased to know through our first-hand validation that their data and intelligent insights were accurate. We therefore then had the confidence to really leverage and utilize Relyance, saving us lots of time and effort,” concludes Schoeb.

“Relyance AI insights have helped elevate our privacy compliance through proactive issue spotting.”

— **Lawrence Schoeb**
Legal Director, Samsara





Samsara + Relyance AI: partnering to deliver a world-class data privacy program

In Relyance AI, Samsara has found a partner that they can trust to be the foundation for their entire data privacy program. “The data map gives you the big picture. Then you start clicking down, adding notes, seeing what data insights have been gleaned from the ML processes. You overlay whatever information you want and then Relyance AI becomes the central point of your privacy program. Without it, you’re just playing whack-a-mole.”

Concludes Schoeb, “Relyance AI has taking our privacy program to the next level. They have moved us from a manual, static approach to a truly data-driven technology approach.”

Looking forward, “record retention, data protection impact assessments, and other ongoing privacy audits with embedded data protection and security reviews, will hang off Relyance AI because you know what data you have, who you’re sharing it with, where it’s going, and then what you want or need to do with it. I think a lot of privacy programs out there feel on the back foot because they’re never confident in the underlying data. But with Relyance AI, we have built a strong foundation for an intelligent, world-class data privacy program.”

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