



# FASTER PERSONAL DATA COMPLIANCE WITH MAPR AND TALEND GDPR DATA LAKE SOLUTION

## SOLUTION OVERVIEW

Talend on MapR accelerates data lake deployments, while addressing the data storage, retention, and security requirements mandated by GDPR. The MapR/Talend GDPR data lake addresses challenges related to data classification and lineage, data capture and integration, data anonymization, self-service curation, data portability, and more.

## ABOUT TALEND

Talend (NASDAQ: TLND) is a global leader in cloud and big data integration solutions that helps companies turn data into a strategic asset that delivers real-time, organization-wide insight into customers, partners, and operations.

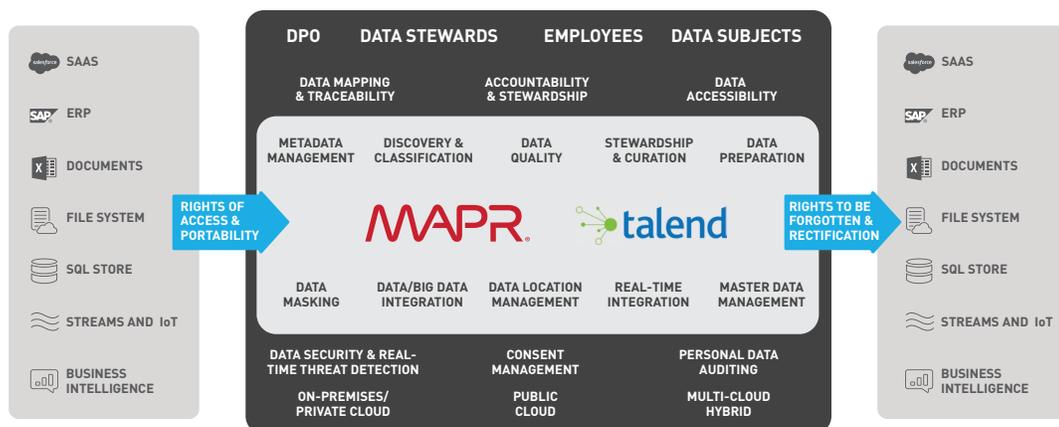
## WHY YOU SHOULD CARE ABOUT GDPR

The European Union (EU) General Data Protection Regulation (GDPR) was approved by the EU Parliament on April 14, 2016. The goal of the regulation is to protect all EU citizens' data confidentiality and reshape how organizations approach data privacy. GDPR is an overarching regulation for organizations located both inside and outside the EU that process EU citizen data. Thus, it is not just a European issue. In fact, according to a survey by PWC, "GDPR compliance is a top data protection priority for 92% of US organizations in 2017." GDPR goes into effect on May 25, 2018, after which point, any organizations around the world that deal with EU citizen data will face heavy fines for being noncompliant. The cost for noncompliance can be up to 4% of a company's revenue, so the implications are significant.

## KEY REQUIREMENTS OF GDPR

To comply with GDPR, companies around the world are required to have a clear plan around data governance, stewardship, and accountability. The following points summarize the key tenets of this legislation:

- **Easier access to personal data.** Individuals in the EU will have more information on how their data is processed in a clear and understandable way.
- **A right to data portability.** It will be easier to transfer your personal data between service providers.
- **A right to be forgotten.** When the individual no longer wants her data to be processed, and provided that there are no legitimate grounds for retaining it, the data will be deleted.
- **A high standard for consent.** It has to be freely given, specific, informed, unambiguous, provable, and easy to withdraw.
- **A right to know when your data has been hacked.** Firms must notify the national supervisory authority of serious data breaches as soon as possible, so that users can take appropriate measures.



## MAPR BENEFITS

### All Data, One Platform, Every Cloud

One unified platform for all data (files, tables, streams), deployable on any cloud, on-premises, or hybrid environment.

### Proven Production Readiness

Benefit from both open source community innovation and MapR architectural enhancements.

### Consistent High Performance

Eliminate downtime and performance bottlenecks while ensuring business continuity.

## TALEND BENEFITS

### Unified Platform

Whether data is on-premises, in the cloud, in hybrid or multi-cloud environments, Talend easily manages any data in real time, with a unified platform for integration, self-service, machine learning, governance, and compliance.

### Native Code Generation

Integrate once, deploy anywhere with native code generation, leveraging the full capabilities of MapR.

### Open Source

Closely tied to the entire Apache™ ecosystem, Talend's open source-based solutions allow customers to keep pace with the latest cloud and big data technology innovations.

## CONTACT US

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Talend [talend.com/contact](http://talend.com/contact)

## TRY MAPR

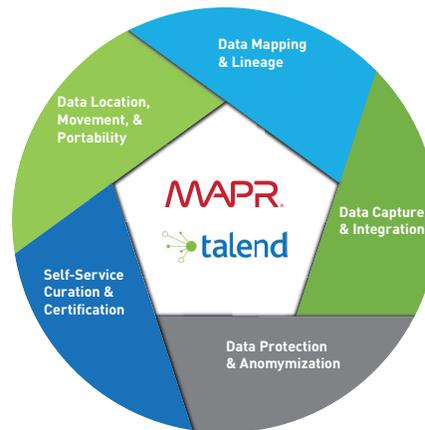
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# BENEFITS OF MAPR AND TALEND

## SOLUTION BENEFITS

As an organization controlling personal data (data controller) or processing personal data (data processor) of EU residents, to be GDPR compliant, you need a solution that allows you to demonstrate that personal data is being captured, processed, and protected in a controlled, lawful, and fair manner. You need to ensure that data is appropriately anonymized, being retained as well as shared in a transparent way with your data subjects and deleted when asked to do so.

The MapR and Talend solution can accelerate data lake deployments to address the data storage, retention, and security requirements mandated by GDPR. The GDPR data lake is built on the following five pillars for GDPR compliance:



The **MapR Converged Data Platform** provides several features to help you comply with GDPR, including MapR Volumes, which logically groups personal data (EU vs. non-EU) and immediately applies policies and permissions to this data; high-performance auditing to log data access; and mirroring and replication to easily control the movement of 'portable' data.

Talend's data integration platform, **Talend Data Fabric**, combines data quality, metadata management, data stewardship, data lineage, data services, and big data integration to collect, standardize, reconcile, certify, protect, and propagate personal data.

## PREPARING FOR GDPR

With the looming deadline, firms worldwide should see this as an opportunity to begin managing EU consumer data, according to the legislation. GDPR is a forcing function for firms to adopt a big data platform that helps consolidate data, maintain better control of it, and implement a forward-looking data and analytics solution. With GDPR, firms are required to prepare themselves in the following ways:

- Diagnose the maturity of your GDPR compliance
- Set up milestones and priorities for compliance
- Map data to identify how and where personal data is collected, accessed, and stored
- Create a foundation to manage personal data through a data lake
- Master compliance operations - from data inventory to transfers and subject access rights
- Establish proper data governance, security, and monitoring systems in place for continuous compliance



For more information visit [mapr.com](http://mapr.com)

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