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DO YOU KNOW WHERE PII  
IS IN YOUR CONTENT?

## MEMBER TIPS

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## DO YOU KNOW WHERE PII IS IN YOUR CONTENT?

It's 2021: enterprises have made it past the most digitally disruptive year in recent memory. 2020 was a year of drastic change – it reconfigured the workforce, evolved the way data and content flows, and changed the way businesses and consumers operate. If last year was about adapting quickly and surviving uncertainty, 2021 is about laying a long-term foundation for the post-pandemic world and digital economy. A vital part of laying that foundation is enterprises knowing where all their customers' personally identifiable information (PII) is.

As privacy becomes a priority, organizations must be able to answer the question: where is your PII?

Here are three more questions to consider as organizations tackle regulatory compliance:



### Question One: Why are enterprises struggling to find PII in their content?

Companies are collecting and storing more information than ever before, especially since remote work has become the norm and employees are using more shared drives to store and collaborate on information. Yet, the pace of information gathering doesn't seem to be slowing.

As a result, enterprises are struggling to:

- locate sensitive information quickly
- determine which specific customer information is attributed to
- know who has accessed or viewed the PII
- understand how long the PII has lived in shared drives
- manage the storage and deletion and PII

To address these successfully in their compliance and governance strategies in 2021, organizations must adopt a solution to manage and govern their content.



## QUESTION TWO: HOW CAN ENTERPRISES OPERATIONALIZE PRIVACY COMPLIANCE?

Enterprises can tackle these challenges by elevating their governance strategies to know where personal and sensitive data lives and ensure its collection and use comply with regulations like the GDPR, CCPA, and upcoming state data protection legislation. To handle this immense task, organizations can deploy a content services solution.

### Question Three: How can enterprises leverage automation for compliance?

Implementing privacy-aware governance can seem like a daunting project, especially since the amount of content the average organization generates, collects, and stores is only set to rise. However, enterprises have automation on their side. Underpinning governance with automation can even deliver other benefits, such as reducing human error and operational costs by eliminating manual processes, freeing up valuable resources, and boosting team productivity.

In 2021, content should not be a source of risk just because it's been neglected in enterprises' data governance and compliance strategies. Instead, it should be tackled proactively and seen as an opportunity of untapped value, waiting to be governed, managed, and gleaned for insights. By laying this foundation now, enterprises will be able to better navigate current and future compliance and privacy regulations while improving the organization's productivity, flexibility and operation performance.

