

**GDPR
demands
compliance...**

**and unlocks
opportunity**



Happy regulators, delighted customers: both halves of the GDPR

Complying with the GDPR is unavoidable and requires significant investment, but there's good news too—getting compliance right gives your organization better data management, better data security, and shows your commitment to protecting people's personal data.

The GDPR implementation date is not an end point, but a beginning. Better data management and security will accelerate your digital agenda, and a commitment to protecting personal data is not only the ethical thing to do—it will build trust with your internal and external stakeholders. It is also a chance to use compliance remediation to protect data assets and safeguard the privacy of both personal and corporate data in a sustainable and profitable manner.

Unlocking the benefits

We have been helping our clients manage, protect, and derive valuable insights from data for decades. Our experience across data, IT, cloud, and IoT, plus our domain knowledge covering private and public sector industries, means we have the right people, tools, and processes to help you make the most of the GDPR.

Unlike most other partners, we don't just consult, we implement too. And we're ready to get hands-on straight away, helping you understand the full implications of the GDPR's 99 regulations, and how to benefit from them.

Get the support of professionals from across our global Consulting, Insights & Data, and Cybersecurity practices for assessment, remediation, and assurance. We can partner end-to-end, across the full GDPR lifecycle or at specific, targeted points in your journey.

Our GDPR accelerators—pre-built solutions, services, and processes—can fast-forward your journey towards compliance. And, with a deep understanding of the technological landscape, we are well positioned to help you make the technology choices that are right for your organization.

GDPR opportunities are knocking at your door

Drive your digital transformation

The GDPR can help drive your digital strategy because many compliance requirements, such as breaking data out of silos, are also key elements of digital transformation. Planning for compliance can help you clarify your approach to cloud technologies, or how you derive value from data.

Accelerate the promise of Big Data

To truly move to a data-centric culture and finally make the most of Big Data, you need a framework that can create order from its many different sources—a level of organization that GDPR compliance delivers.

Increase customer, citizen, and employee trust

Demonstrate that you're protecting "natural persons", defined as anyone who can be identified directly or indirectly through their data. Show that you can use their personal data safely and people will trust you and consent to share their data with you more freely.

Create more business

Trust will deliver an uplift in trade, in terms of more products and services sold, and new propositions developed. And that, in turn, will ensure that you stand out from the competition.

Build long term efficiencies

You'll find these in a number of areas including dramatically reduced data breach costs and less time spent on searching and cleaning data.

Proving a point: do you know where your data is?

An obvious starting point for GDPR compliance is understanding what data you have and where it is. It sounds obvious, but finding the personal data in a large data landscape is a big challenge for many organizations, especially the unstructured part. For a European public sector organization, we mapped out where the personal data resides in their landscape. This allows them to adequately respond to individuals who want to execute their rights and protect the data from being breached.

Capgemini: hands-on and ready to go

Our ability to see the opportunities behind the GDPR, rather than just the potential fines, is based on our hands-on experience in data governance and management, and helping organizations develop and implement their digital transformation programs. Our powerful and flexible end-to-end solution matches your specific needs, appetite for risk, and organizational structures. And, as a global partner, we are able to help you move toward GDPR compliance across any country you operate in—with the knowledge to accommodate the adjustments required to comply with local laws.

Our solutions are scalable to suit any size organization, and modular to meet individual needs. The development of proof of concepts can help guide decisions on where best to prioritize resources, while our As-a-Service, cloud-based models allow you to start small and cost-effectively, if you wish.

We can accelerate your GDPR journey thanks to our:

Experience—we've been working on security fundamentals and digital, data-driven strategies for years. 50% of the non-legal requirements of the GDPR relate to how you secure your data and we will help you increase security, while deliver ongoing awareness of the efficiency of your controls and the changing threats you face. Both our security and data strategies are designed to focus on the needs of the individual, by building trust into the way data is managed.

Tried and tested services—our proven tools and methodologies can help you answer the strategic questions you face, judge your current readiness, and implement the responses you need to take. We are also with you for the long haul; maintaining and monitoring systems and processes on an ongoing basis.

Speed—we're ready to go as soon as you need us, and can help you benefit from automation, AI, and digital thinking quickly and efficiently. We are the only global partner with a dedicated, data-driven risk and regulation focus and boast well-established privacy assessment processes. We have shaped our response to the GDPR throughout its development stage and prior to its launch.



Customer trust and emotional engagement: the top-line benefits

5%

revenue uplift can be expected from emotionally engaged consumers.¹

80%

of executives believe that consumers trust their organization;

only **52%**
of consumers agree.³

39%

of consumers will spend more when convinced that the organization protects their personal data.³

57%

of consumers are likely to act when an organization is not ensuring data privacy.³

Proving a point: please do forget about me!

GDPR gives individuals the right to be in control of their personal data, including ultimately the erasure of that data. As there was no prior need to do this, many organizations do not have an easy way to dispose of data without violating the integrity of the data landscape. For a large automotive manufacturer, we implemented a full data lifecycle solution, including the process of data erasure.

Sources

1: <https://www.capgemini.com/resources/loyalty-deciphered/>

2: <https://www.capgemini.com/consulting/resources/data-privacy-and-cybersecurity-in-banking-and-insurance/>

3: <https://www.capgemini.com/resources/seizing-the-gdpr-advantage/>

Every course or à la carte: it's your choice

Our approach to moving you toward GDPR compliance and helping you realize the benefits from building greater trust among all your stakeholders, is built around the comprehensive services below. They cover the initial assessment, implementation, and ongoing monitoring and can be used in their entirety, or individually as you require.

Assessment Services

Delivers a view on your processing compliance, strategic vision, and GDPR awareness, and integrates all internal and external teams.

Program Services

Designs the program to get you moving toward GDPR compliance and allows you to adapt and customize GDPR principles to your specific challenges, context, processes, and culture.

Data Discovery Services

Allows you to understand and document where personal data exists throughout your organization and is the starting point for many aspects of the GDPR, such as responding to access requests.

Data lifecycle services

The GDPR requires organizations to only use as much data as is required to successfully complete a given task. It cannot be reused for another purpose without valid legal ground (such as consent). Individuals have the right to request their data to be erased, and our lifecycle services ensure that care is taken during the creation, processing, and disposal of data.

Consent and Individual's Rights Management Services

Analyses where consent is needed and how it can be (re)obtained. Implements processes and systems, which allow individuals to invoke their rights, such as the right to access their data and the right to be forgotten.

Breach Management and Reporting Services

Security-Operations-Center-as-a-Service for monitoring external threats and vulnerabilities, plus Data-Leak-Prevention-as-a-Service

Assurance Services

Once you are compliant, our Assurance Services ensure you remain so by monitoring, maintaining, and updating your systems, processes, and policies.



Pseudonymizing Services

Provides role-based access, masked and anonymized data for purposes like testing, marketing, and analytics, and allows you to share data with external and internal audiences.

Data Protection Services

Defines and implements controls and solutions to ensure the proper protection of structured and unstructured data, and so reduce risk. Controls include access, encryption, key management, and database access monitoring.

for monitoring personal data repositories and flows.

Proving a point: there is no hiding after a data breach!

The GDPR requires organizations to report personal data breaches within 72 hours. Many have difficulties meeting this timeline and, moreover, fear the reputational damage of a breach. For a large international bank, we implemented a broad range of security solutions, including a Security Operations Center to prevent breaches and control them if they do occur.

You have questions, we have answers

Not all organizations want a comprehensive approach to the GDPR. Some may just require a roadmap, while others may need advice and assistance with data management or governance. You may have questions around the security posture of your third-party data processors. Whatever your needs, we can work with you to address them, while helping you benefit from outcomes, such as moving into new territories, optimizing how you work with data, or minimizing the impact of any data breach, whether it's malicious or accidental.

Whichever way you want to approach the GDPR, it is likely to have implications and opportunities for many different functions within your organization.

Customer service, marketing, and sales

- Do you have a clear view of all your personal data processing activities? Do you have a legal ground for each of them? For which activities do you rely on consent? Are there alternatives?
- Do you have a process in place for handling complaints about data privacy?
- Have you thought about what you could offer your potential customers in exchange for their personal information?
- Do you have a single system in place that manages all your consent data?

Human Resources

- How do you know where the personal data for future, past, and present employees is, and who uses it?
- How do you enforce data protection policies on your employees?
- Do you have a policy in place to archive and/or delete personal data when employees leave the organization?
- If employees ask you for a copy of any data you hold of them, can you easily provide that information?

Data privacy and security in any business function

- Do you have a procedure that performs (industrialized) personal data discovery and classification on the entire data landscape?
- Can you identify precisely which of your systems (applications and supporting infrastructure) process personal data?
- Do you have a policy and procedure to put a time limit to personal data storage, and destroy them after the expiry of the retention period in all environments?
- Is there a strong authentication mechanism, such as tokens or smart cards, to access sensitive personal data or personal data in the cloud?
- Are you confident in your capacity to detect and respond to a data breach?
- Does your organization perform penetration testing and vulnerability assessments on systems processing personal data?
- Can you encrypt structured and unstructured data, or data in the cloud?

Proving a point: who is really waiting for your newsletter?

Under the GDPR, explicit consent is required for many direct marketing purposes. Previously obtained consent, if given at all, will, in many cases, be invalid. Organizations fear significant loss of useful customer data and therefore direct marketing power. For a European Telco operator, we defined a consent strategy and implemented a consent management solution.

Experience where you need it

On your GDPR journey you'll want a partner you can trust to have deep experience in the domains that truly matter. We believe we are that partner.

Change Management and Digital Transformation

- Capgemini Consulting has worked with leading companies from a wide range of industries to design and guide them through a successful business transformation, enabling them to take advantage of shifting market dynamics. Our proven transformation and change management capabilities are based on insights and benchmarks.

Governance, Risk, and Compliance

- Over the years, we've built up a proficient Governance, Risk, and Compliance team that now boasts over 620 skilled people with qualifications and certifications that include CIPP, CIPM, CIPT, CISA, CISSP, CISM, CRISC, PMP, ISO 27001, ITIL, and chartered accountancy. They have helped a wide range of clients to get and stay compliant with many regulations such as GDPR, PSD2, Basel and SOX.

Security and Protection

- The scale and depth of our expertise in Identity and Access Management is backed by over 200 global experts who have helped more than 70 clients in the past five years with fully hosted or managed (on-premises) solutions.
- We have been helping hundreds of clients to protect their data and applications on a permanent basis for decades. With world-class audit, penetration test and R&D teams, an industrial approach, and best-in-class tools, we're trusted by national authorities and industries alike to help them transform securely.
- We operate strategically located 24/7 Security Operations Centers (SOCs) across the world and support clients to build their own optimized SOCs.

Data Management and Governance

- We have a long tradition in BI and ECM, pioneering work on big and fast data solutions, innovative partnerships, strong consulting skills, deep data science experience, and unparalleled data engineering strength.
- We have deep experience in data lifecycle, master data management, data governance, data retention, deletion, masking, encryption, anonymization, and pseudonymization or discovery. We have helped our clients to architect, select technologies, implement, and maintain such solutions.
- We combine our competence in the data field with advanced analytics and AI to provide sector and domain insights that fuel digital transformation. Of course, carrying privacy by design principles close to the heart.

Capgemini global GDPR expertise



11,000+
insight and data professionals



3,000+
management consultants



3,500+
cybersecurity professionals



250+
trained and certified CIPP-e/
CIPT/CIPM professionals

Proving a point: you over expose your personal data!

Privacy by design implies that you should not use personal data in test environments. One of our leading European manufacturing clients used live data in their test processes, and we implemented a dynamic data masking solution that allows for a seamless testing process, while respecting privacy rules.

Want to see both halves?

To discuss both GDPR compliance and the opportunities available from designing trust into the way you use data, simply visit www.capgemini.com/gdpr

About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services, from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of 200,000 team members in over 40 countries. The Group reported 2017 global revenues of EUR 12.8 billion.

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People matter, results count.