LTIMindtree

Privacy Rights Management Solution

Enable your consumer Privacy Rights Management process with a one-stop, fully automated, and Straight Through Processing (STP) solution, covering consumer consent, verification, and acceptance of consumer requests, identification of personal data, rules-based anonymization/deletion of customer personal data in impacted applications, and request responses to consumers.

Business Challenges

Organizations have begun to perfect their Rights Management processes and technologies. However, based on our experience, most of them struggle with these 6 key challenges:

- Lack of a single platform for cookie & consent management and rights fulfillment

- Inability to provide a seamless experience across channels to consumers while raising their requests

- Verify different kinds of consumers and authenticate requests before processing

- SLA compliance and real-time tracking with audit history of requests

- Reliable and accurate request fulfillment for complex requests like deletion, do not sell, etc.

- Consumer level view across multiple data environments on-premise/cloud, within company/third-party

Consumer Data Privacy - Key Principles

LTIMindtree works with organizations to solve the complex Privacy ecosystem including end consumers, user personas, business units,t and service operations.

Customer Centric

- User experience
- Unified user experience on websites, mobile apps, and social media
- Enhance brand image
- Consumer user authentication
- Consumer intake request form
- Easy to use request forms
- Regular status updates

AI-enabled automation

- Persona based automation
- In-built productivity
- Bot enabled productivity
- Integrate diverse platforms
- Data returns through multiple channels
- SLA alerts and reminders
- Intelligent reporting

Scalable Technology

- Flexible & configurable
- Diverse integration capabilities
- Rule engine integrating regulation with organization policies
- Narrow down efforts to impacted applications
- Rights fulfillment across Big Data, AWS, S3, Snowflake, scanned images, etc.

Business Alignment

- Cloud based deployment
- Customized processes and automation
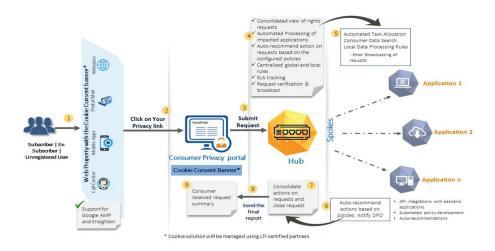- Alignment with organizations policies

Speed to Operationalize

- Regulatory expertise
- Reusable components
- Ready to deploy solution
- Synchronous/batch mode operations
- Multi-layered security enablement - password protection, encryption, AI enabled automation, etc.

How It Works

The EPRMS is designed to interact with consumers and business users (process/system/application owners) within the organization. The solution integrates with the MDM of the organization, which maintains the Golden Repository of the consumer. A rules & policy repository will be defined during due diligence as per corporate policies of organization, and laws of data privacy. The requested consumer data is processed using the rules and policies and recommended action notified to the system owners.

Sneak peek