

# **Accelerate GDPR Readiness with IBM® Watson Explorer™**



**DISCOVER** ♦ find data from different structured and unstructured sources

**EXPLORE** ♦ identify where personal data resides

**ANALYSE** ♦ examine and scrutinise personal data

**ADVISE** ♦ recognise patterns and determine relevant actions

**PROTECT** ♦ reduce the chance of a data breach and manage data access rights

**CONFORM** ♦ determine effective practices for GDPR readiness as they apply to your organisation

## What is GDPR?

According to the European Union's (EU) new General Data Protection Regulation (GDPR), started on May 25th of 2018, organisations that collect, retain, or otherwise process any personal data that belongs to EU data subjects will be subject to GDPR requirements. The GDPR is intended to unify data protection regulations for those countries that fall under the protection, while also addressing the export of personal data outside the EU. This new regulation presents a paradigm shift in the global treatment of personal data.

With the new regulation comes new expectations for the types of personal data and the way it is processed.

There is no discernment between protection

requirements for different types of personal data, meaning that a data owner's personal identification information and their IP address must be treated equally.

The regulation applies to transactions globally, when an EU data subject is involved. Additionally, GDPR also set rules for the export outside the EU of any personal data that belongs to EU data subjects.

Under GDPR, data subjects are also granted specific rights to choose what happens with their personal data, including what information is used, who uses it, and how it is used. Your customers may ask your organisation to correct, access, delete, export, or refrain from processing their personal data, and your organisation will be required to comply with these requests.

Organisations should be ready for GDPR by the May 25th deadline or be subject to penalties – which may include significant fines.

GDPR readiness is no easy task, and failure can have steep consequences. The increased amount of information that requires protection, as well as the added protection requirements, present unique challenges for many organisations. With little precedent for GDPR readiness, many organisations have struggled to identify and develop readiness solutions.

With so much on the line, organisations need content analytics tools to help automate data searches, proactively identify issues, and centralise resources on risk areas, allowing for rapid progress toward regulatory readiness.



**According to GDPR, your organisation is required to protect different types of personal information equally, including:**

### Internet data

(i.e., IP addresses or cookies)

### Personal identification information

(i.e., names, addresses, or identification numbers)

### Other personal information

(i.e., racial/ethnic information, sexual orientation, or political affiliation)

### Health information

(i.e., medical conditions, surgeries, and medical records)

## Organisational impacts of GDPR

*How does GDPR affect your organisation, including organisational roles?*



The new GDPR requirements affect your business if your organisation processes personal data that belongs to EU data subjects, regardless of whether your organisation is headquartered in an EU country.

As GDPR creates new requirements for your organisation, roles and responsibilities may shift to accommodate these changes. Watson Explorer can help these roles manage changes in job responsibilities and achieve readiness in a timely manner.

The GDPR has identified several roles that may be responsible for regulatory compliance. These include any person, department, or role that may control or process protected personal data.

In response to heightened data security requirements, GDPR specifically calls out a position that, until now, was unheard of: data privacy officer. This new position is filled by a person that specialises in the legalities of data privacy requirements and shares responsibility for compliance.

Some organisations, particularly those with large quantities of at-risk personal data, have created entire departments that are dedicated to the proper maintenance and management of personal data.

In other instances, rather than hire for a new position (or department) altogether, some organisations have chosen to modify existing jobs and/or departments.

These modifications may lead to some drastic job changes for anyone that touches personal data, regardless of role.

- **Chief data officers** can expect to see an increase in data governance requirements, as well as increased compliance accountability. They may also experience an increase in compliance audits, especially as the EU regulatory authority attempts to enforce compliance and determine deficient organisations. Watson Explorer's ability to create auditable track records can help chief data officers document and respond to these information requests.

- **Analytics leaders** will likely experience increased protection requirements in data processing, analysis, and warehousing. They will also experience an increase in the type of information that requires protection as more information becomes classifiable as personal data. Watson Explorer helps analytics leaders determine the type and location of data within your organisation's enterprise.

- **Data scientists** may encounter increased analytics requirements as the EU regulatory authority makes compliance-based requests, and as customers are granted the right to make individual data requests. All requests will require a response whether they originate with a governing body or an individual, ultimately increasing the volume of requests for the collection, analysis, and interpretation of datasets. By facilitating enterprise data searches, Watson Explorer helps data scientists respond to these requests.

- **Business analysts** may be tasked with creating solutions to satisfy GDPR readiness and may have to work with select members of their data privacy team to identify risk factors and come up with GDPR readiness solutions. Watson Explorer facilitates information access, allowing business analysts to create and implement GDPR readiness solutions.

Although the changes to these positions may vary, all the above roles may experience an increase in responsibilities as GDPR comes into effect.

Failure to comply with GDPR requirements—whether accidental or deliberate—can be quite costly.

## GDPR readiness

*What can your organisation do to become GDPR ready?*

The first step in your GDPR readiness journey is to assess all the data sources in your organisation. Once all personal data sources are identified and inventoried, your data managers can evaluate how the personal data in these data sources are being managed now in comparison to how they will need to be managed according to GDPR standards. This step is often called a gap analysis.

After performing a gap analysis, your organisation's data management team can find ways to close the gaps in your businesses. During your gap resolution phase, your organisation may need to consider and change where data is stored, how it moves throughout your system, the ways that you respond to customer requests, and what to do in the event of a data breach.

Considering the massive amounts of data that many companies retain, these tasks may seem overwhelming. Fortunately, IBM has tools that can help.

### ***How can IBM's Watson Explorer help?***

Watson Explorer can help data managers within your organisation perform a gap analysis to identify and determine where data assets reside. Using Watson Explorer's machine learning powered cognitive search and exploration features, your business' data management team can discover data resources across multiple formats. Armed with this information, they can make critical decisions about how to move forward with GDPR readiness.

Although Watson Explorer's flexible interface and powerful search parameters create a powerful data management tool that is applicable to almost any

organisation, we have found significant use cases for the following sectors:

Banking and Finance

Insurance

Healthcare

Government

These industries present a compelling use case for Watson Explorer as they tend to collect, retain, and process significant quantities of personal data, often over a broad geographical region that may include affected countries.

### ***What can Watson Explorer do for your customers?***

Watson Explorer was designed with the customer's data needs in mind. By helping your organisation manage data assets, Watson Explorer can help you develop increased transparency to customers and regulators alike by helping your business in your GDPR preparedness.

At the same time, these steps can have a positive impact on customer experience by showing your consumers that you hear and value them as your organisation exhibits the ability to keep their personal information accurate, private, and accessible.

Watson Explorer can help connect your organisation to appropriate information and insights regarding critical data assets—allowing data managers to make timely and educated strategy decisions, aiding in the facilitation of GDPR readiness.



## Watson Explorer

### The Watson Explorer Solution

Watson Explorer allows increased data transparency, ultimately allowing your organisation to enhance data management strategies and make educated decisions regarding GDPR readiness.

Watson Explorer helps your organisation increase data transparency by allowing you to do the following:

- Discover:** find data from different structured and unstructured sources
- Explore:** identify where personal data resides
- Analyse:** examine and scrutinise personal data
- Advise:** recognise patterns and determine relevant actions
- Protect:** reduce the chance of a data breach and manage data access rights
- Conform:** determine effective practices for GDPR readiness as they apply to your organisation

Watson Explorer is highly configurable, making it easy to tie in to your organisation's existing solutions via connectors and API calls. It is based on open standards and offers maximum flexibility in deployment environments, including public, private, or hybrid cloud.

Access rights can follow the practices established by your organisation, although we suggest a least-privilege methodology. After login, users can navigate Watson Explorer via an intuitive customer interface.

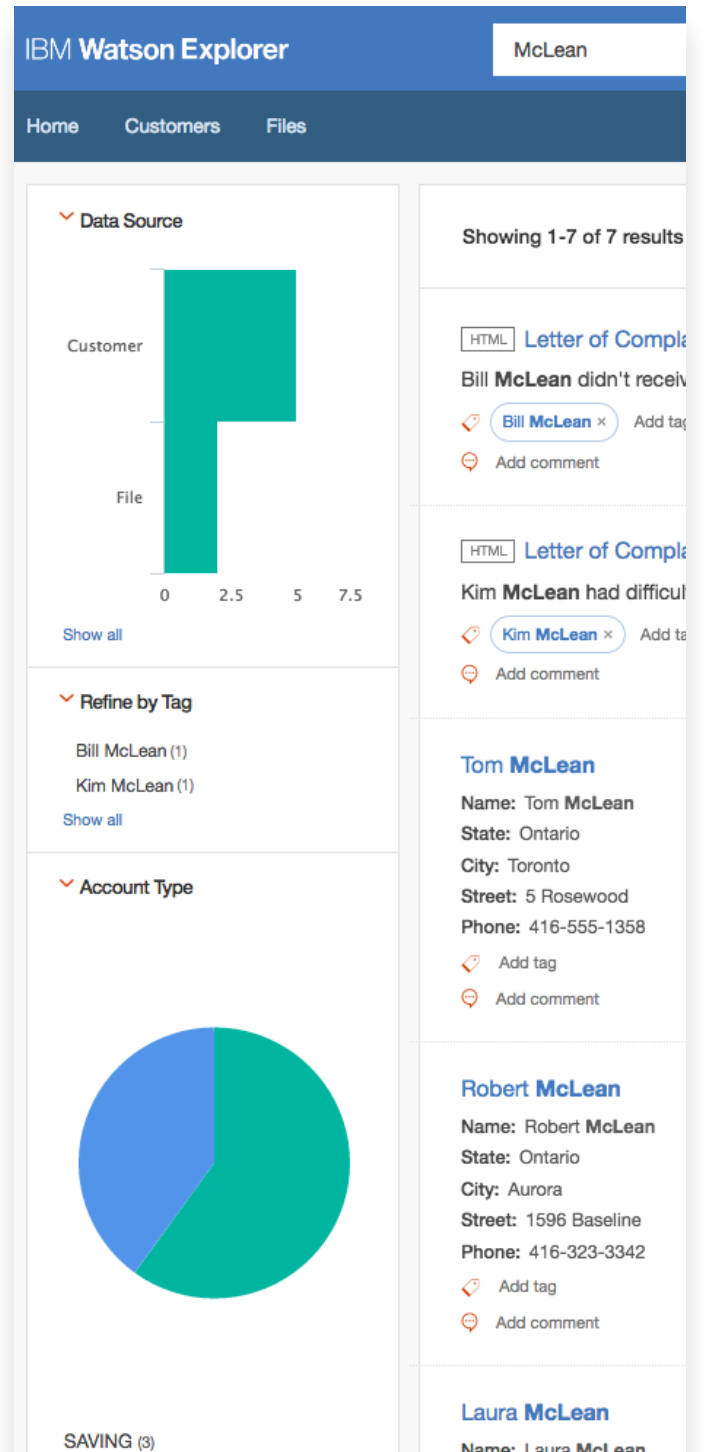
### Watson Explorer: Discover

Using cognitive search capabilities facilitated through a user-friendly interface, Watson Explorer helps data managers within your organisation find personal data from both structured and unstructured sources within your organisation's system.

Structured data examples	Unstructured data examples
financial records	emails
customer data	design documents
sales analytics	customer letters

Watson Explorer leverages [Natural Language Querying](#) (NLQ) to help simplify your organisation's data subject searches and allow users to locate the desired information.

Your organisation's data managers can search for data via broad categories and refine data results to detect patterns based on various singular or combined data categories. Search parameters are configurable and can be as broad or narrow as the search requires.



## Inquire: A Case Study

Marco Smith wanted to know what information his branch of local government had on file for him, so he submitted an official data inquiry. The government branch used Watson Explorer to run a cognitive search for his information using his surname. Using Watson Explorer, they found three different affiliated addresses, which they were able to bundle together using the workspace feature. This bundling made it easy to gather all of the records on Marco and return the findings to him, as he had requested.

In order to assist your data team in the discovery phases, there is also a collapsible sidebar that houses relevant information about the search subject, which can be previewed as needed to verify information accuracy.

## Watson Explorer: Explore

Watson Explorer's machine learning powered cognitive search allows users to search for data at a high level, and then hone in on areas of interest. By linking to different data sources, users can survey all possibilities, instead of being limited by search locations. Allowing users to survey an entire system at once maximises efficiency as users don't have to search locations individually or jump from window to window, allowing them to locate and identify where personal data resides within your organisation's system in an integrated user-friendly dashboard.

The screenshot shows the IBM Watson Explorer interface. At the top, there's a search bar with the text 'search'. Below it, a navigation bar includes 'Home', 'Customers', and 'Files'. The main content area is divided into two columns. The left column, titled 'Accounts', lists three account types: 'Current', 'Regular Saver', and 'Personal Loan'. Each account type has associated details like 'First Name', 'Family Name', 'NINO', 'Date of Birth', 'Phone', and 'Email'. The right column, titled 'Recent Subject Access Requests', shows a table with columns 'Case', 'Status', and 'Last update'. Below this, there's a section for 'Primary Account - Recent transaction' with a table showing transaction details like 'Date', 'Type', 'Detail', 'Debit', 'Credit', and 'Balance'.

This screenshot provides a more detailed view of the IBM Watson Explorer interface. The top navigation bar includes 'Home', 'Customers', and 'Files'. The main content area is divided into three columns. The left column, titled 'Tom McLean', displays personal information such as 'State Ontario', 'City Toronto', 'Street 5 Rosewood', 'Home Phone 416-555-1358', 'Office Phone 012-123-456', and 'Gender Male'. Below this is a 'Follow' button. The middle column, titled 'Recent Subject Access Requests', shows a table with columns 'Case', 'Status', and 'Last update'. The right column, titled 'Account List', lists various account types: 'Product - Current', 'Product - Regular Saver', 'Product - Personal Loan', and 'Product - Personal Loan'. Each account type has associated details like 'Name', 'Number', and 'Status'.



## Correct: A Case Study

A leading insurance provider received a request from one of their clients, Natalie Doe, to change her surname from Doe to Jones and update her marital status from single to married. Leveraging Watson Explorer, the insurance provider was able to perform a cognitive search through all their records. The search returned a number of records for the surname Doe. They were then able to use Watson Explorer's cognitive exploration tools to narrow their search by gender and zip code, until the search returned only records that were associated with Natalie Doe. After isolating Natalie's results in this way, the provider was able to update the matched records to reflect her new surname and marital status, per her request.

Watson Explorer can understand that different information is relevant for different customers and is designed to allow users to access different databases by customer profile. Using the customer profile, Watson Explorer can display information that is housed in multiple different systems on one dashboard.

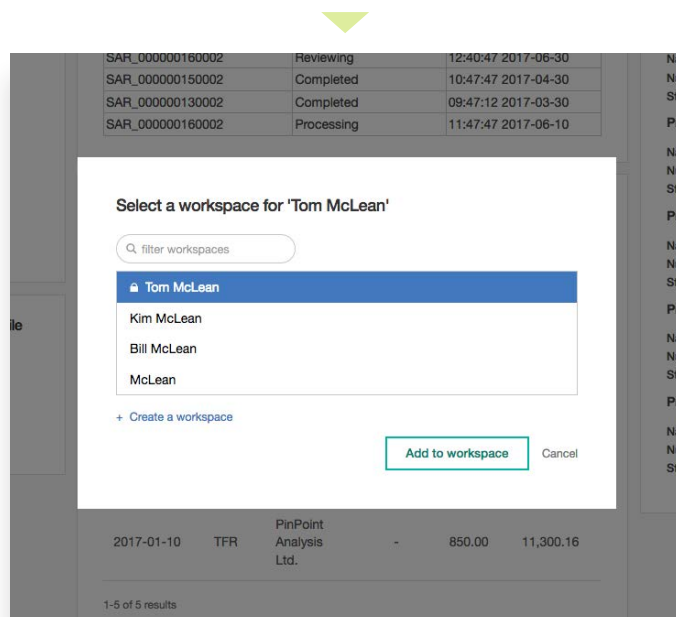
Watson Explorer's cognitive search combines content and data from many different systems throughout your enterprise. Additionally, it filters content through a natural data processing system, which allows it to recognise text that may be relevant to a personal data entry. Content and data results are presented in a unified view.

Watson Explorer's connector framework allows it to tap into most of the applications or data management systems to extract data. This feature allows Watson Explorer to search for information throughout your organisation's enterprise system—not just in one main database, system, or application—thus enabling users to explore multiple locations where personal information may reside—even email exchanges and scanned documents can be run through the natural data processing and included in the search.

Watson Explorer's smart search capabilities allow your organisation to maximise your search time and search smarter, not harder.

## Watson Explorer: Analyse

Once the data has been collected, Watson Explorer can help your users analyse personal data snippets to determine relevance. Users may also leverage Watson Explorer's workspace feature to collate similar data snippets into collective workspaces for storage, as well as for future analysis and retrieval.



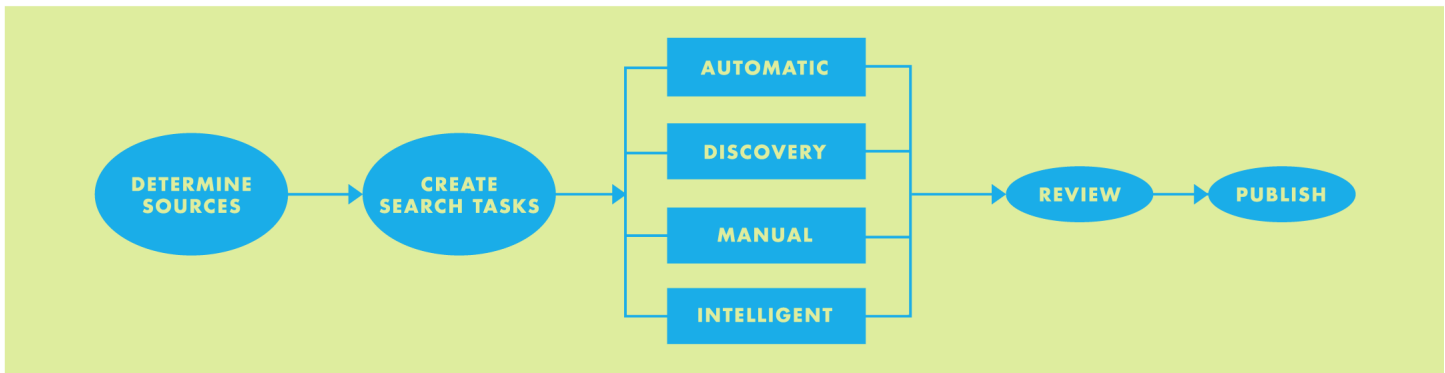
## Protect: A Case Study

Adam Smith switched to a new bank after being a long-term customer with another bank. He was worried that his previous bank possessed too much personal data about him because of his longstanding relationship with the bank. Adam submitted a formal request to his previous bank to mask all his information to protect his privacy. The bank performed a search across all their data records using Watson Explorer's cognitive search capabilities. The search returned numerous records associated with Adam across multiple databases, aggregated in one place.

As a result, the bank was able to find and mask his records and provide him with an attestation that the information had been masked from their records to prevent its use in the future.

Users may examine data packets, as well as filter through data using Watson Explorer's refinement features, to analyse and examine personal data.

Watson Explorer also has built-in tools that allow users to create indices, graphs, and charts of information to aid and expedite the analysis process.



### ***Watson Explorer: Advise***

By allowing users to collect, create, and present data packets organised by different strata, users may recognise data patterns and correlations. Users can then use these findings to determine relevant actions. Multiple pieces of data can be stored in the same workspace, at the data searcher's discretion.

Once the user has added all desired information to the workspace, it can easily be imported into the case file for additional processing with a simple click of a button.

Additionally, Watson Explorer has a built-in Cognitive Miner that uses an intuitive navigation to filter data into smaller groups based on applicable search criteria (such as date, keyword, location, etc.). Cognitive Miner can also highlight trends and common variables in real time, use machine learning to understand your organisation's data, and help the user identify valuable insights.

### ***Watson Explorer: Protect***

Watson Explorer's data protection strategies are twofold.

First, only authorised users within your organisation's system get access to data searches and personal data.

Second, by enabling your organisation to identify the location and nature of personal information within your system, your organisation can develop security strategies to protect personal information, thereby reducing the risk of a breach.

### ***Watson Explorer: Conform***

Using data search results, collated information, and patterns, users can have more information to make educated decisions regarding your organisation's GDPR readiness strategies.

Watson Explorer can present critical data assets as a unified information display without any security concerns.

### ***Update: A Case Study***

The Williams family wanted to update their insurance records to reflect a child that was getting married, and would need to be deleted, as well as an information correction due to another child that had moved away for university. The Williams family also wanted to know what information had been retained about their family. Their insurance provider ran a search for all records within their system that had the surname Williams. Afterwards, they scanned and isolated the relevant records and retained them in a workspace for temporary storage. Their provider was able to show the Williams family what information they had retained, and then update and delete the relevant information.



## Watson Explorer in action

Satisfying a customer request is just one use-case example for Watson Explorer.

Assume your organisation has received a subject-access request from Jane Doe.

Your organisation's data management team can use Watson Explorer's cognitive search features to search for anyone with the surname Doe, then refine this search based on identification criteria from the requestor until all relevant information has been discovered. As new data pieces are discovered, they may be added to a workspace within the Watson Explorer search module to be stored for further exploration and analysis.

Based on these findings, your data management team can pursue proper protection and compliance measures.

## Try Watson Explorer today

Watson Explorer can help your organisation identify your GDPR readiness position so that your team can make decisions based on facts.

With a rapidly approaching governance deadline, doesn't your organisation need a solution that can help speed up your GDPR readiness journey?

Enjoy data transparency in your organisation and download the free trial of Watson Explorer today!

# Download The Watson Explorer Free Trial Today

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## Watson Explorer System Requirements

Refer to [ibm.biz/BdEj89](http://ibm.biz/BdEj89) for the most complete and up-to-date system requirements on all components.

### Hardware

#### Development system:

- Single Quad-Core 2 GHz CPU
- 8 GB RAM
- 250 GB disk space

#### Deployable server:

- Dual Quad-Core 2 GHz CPU
- 16 GB RAM
- 500 GB disk space

### Operating systems

#### Foundational components for x86-64 system:

- Red Hat Enterprise Linux 6.0, 7.0, or later fix packs
- Microsoft Windows Server 2012 R2
- Microsoft Windows Server 2016

#### Analytical components for x86-64 systems:

- Red Hat Enterprise Linux 6.0, 7.0, or later fix packs
- Microsoft Windows Server 2012 R2
- Microsoft Windows Server 2016

#### oneWEX for x86-64 systems:

- RHEL 7.0, or later fix packs
- Ubuntu 16.04 Long Term Support (LTS)
- Docker Engine
- Installer for oneWEX is provided as a helm chart supported on IBM Cloud Private

### Supported browsers

- Microsoft Internet Explorer 11 and Microsoft Edge
- Mozilla Firefox 52 ESR
- Google Chrome 60

### For more information

To learn more about IBM Watson Explorer, contact your IBM sales representative or visit [ibm.biz/watsonexplorer](http://ibm.biz/watsonexplorer).



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Produced in the United States of America

June 2018

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