

# Implementing a comprehensive solution to GDPR



Success story

Building a portal to consolidate  
personal data from multiple systems



Compliance with GDPR regulation



Better targeted marketing  
campaigns



Creation of a customer golden  
record to be used across the  
company

DATA ENGINEERING



## THE CHALLENGE

### Adopting a strategic approach to data rights

- The General Data Protection Regulation (GDPR) seeks to ensure the fair and proper use of information about people
- In financial institutions, data protection is fundamental to innovation and building customer trust – people must be sure their data is not being misused and under GDPR, data breaches carry massive fines and huge reputational risk
- This leading insurer needed a single data rights solution that consolidated data held on multiple systems across the enterprise

## THE ENGAGEMENT

### The need for a customer golden record

- The unique portal collates data from six disparate sources to provide a single version of the truth
- GFT built the solution on Informatica MDM, which manages data around the “data subject” using a definition of rules that are aligned with GDPR compliance requirements
- Data recorded includes: personal data, records of consent, reference keys of source systems, references of external sources related to the data subject
- The solution also manages data subject access requests and offers a full audit trail of data rights interactions

## THE BENEFIT

### GDPR compliance assured

- The company has a single, secure repository for all data rights information that enables GDPR compliance and can be easily adapted to meet evolving data rights requirements
- With a consolidated source of data rights information the company can be confident that is is GDPR compliant and can demonstrate this if required