


	✓	✓	-	✓
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**NEED TO KNOW**

*Leveraging Data Mapping*

# for GDPR Compliance

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# How Data Mapping Helps Businesses Comply

Data mapping can make it easier for businesses to comply with the GDPR privacy regulation and make their data usable and structured.

This guide details more about data mapping and how it can help your business comply with the European data privacy requirements.

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# What is Data Mapping?

Data mapping is the process of matching and correlating data fields between two (or more) different databases, enabling their collaboration on data.

It enables data communication and drives business processes.

In our digital world, growing global volumes of data are continuously being transmitted and consumed. **By ensuring data is consistent across databases, the data mapping process ensures standardization, structure, and accuracy of these processes and the data. In addition, it helps identify risks and enables data consumption and manipulation.** This process makes the data usable at each destination so it can be migrated, integrated, and analyzed for business insights.

Data mapping is essential for complying with regulations that require data management, like the GDPR and the CCPA, as it provides businesses with control over their data so they can manage it, track it, delete it, and other actions as required by the regulations.

Data source	Data categories	Purpose of processing	Subject categories	Location
Sendgrid	Contact Info, Identifiers	Product Analysis	Consumers	-
UserZoom	Contact Info, Identifiers, Sensitive Info, Social, Location, User Content, Health, Financial Info	Usability Testing, Market Research, Product Analysis, Business & Product	Consumers, Employees, Applicants	US, EU, Asia
Shopify	Contact Info, Sensitive Info, Social, Location, User Content, Financial Info	Usability Testing, Market Research, Product Analysis, Business & Product	Consumers, Customers, Employees, Applicants	US, EU, Asia
Intercom	Contact Info, Sensitive Info, Social, Location, User Content, Health, Financial Info	Market Research	Consumers	-

## Manual Data Mapping vs. Automated Data Mapping



When mapping data, businesses can take a manual or an automated approach.

- Manual data mapping requires technical or security teams to track and update their systems or spreadsheets for new data fields, often based on employee interviews. This option is very resource-intensive, occasional, prone to errors, and requires diverting employees from the main focus of the business.
- Automated data mapping, on the other hand, integrates with a company's tech stack and allows for continuous data governance by creating an automated blueprint of all past and current data sources. This more efficient solution provides quicker and more accurate results that don't depend on the team's memory or due diligence. In addition, it maintains the map and updates it regularly to reduce privacy and security risks.

# Data Mapping and GDPR Compliance

GDPR sets various requirements for businesses to protect the personal data that they collect on their EU's data privacy requirements.

Mapping this data and creating a data inventory can significantly help with managing and tracking the data.

Data mapping provides information about how data is stored and gathered, making it easier to minimize unnecessary data and to apply security measures and security risks.

In addition, data mapping helps with tracking consent and accuracy, keeping detailed documentation of the data, and locating data for access and deletion requests.



# GDPR: Breakdown of the relevant requirements

## ARTICLE 30

### Records of Processing Activities (RoPA)

According to Article 30, businesses need to maintain a record of processing activities.

The RoPA needs to contain:

- The controller's details
- Data processing purposes
- A description of the data categories
- Information regarding personal data transferred to a third country
- Security measures in place
- Records of all processing activities that are carried out



#### How Data Mapping Helps Comply with GDPR Article 30

Data mapping can help with recording and creating a trustworthy data pool that makes it easier to create a RoPA and find the required information. Data mapping also provides insights into data conduct and management.

Record of Processing Activities

38 activities

Name of processing activity	Data subject	Data sources	Data categories
Marketing	Consumers		Contact info Identifier
Usability Testing	Employees, Consumer, Vendors		Contact info Identifier Manual Manual
Product Analysis	Consumers		Contact info Identifier Manual Health F
Business & Product Optimization	Consumers		Contact info Sensitive Manual Manual F
Advertising	Employees, Consumer, Vendors		Contact info Identifier Manual Manual
Monitoring & Analytics	Consumers		Contact info Identifier Manual Health F

Download report Add activity

#### Activity info

Purpose of processing \*  
Customer support

Data subjects \*  
Consumers + Add

Business process owner \*  
janedoe@example.com

Data retention policy \*  
Deleted after 60 days

Parties with access \*  
 Internal  External

Legal basis for data processing \*  
Contract with the data subject  
Contract with data subject's employer  
Information exchange between company's subsidiaries  
Protection of interests of data subject or another person  
+ Add

Cross-border transfer mechanism \*  
+ Add

ARTICLE 35

## Data Protection Impact Assessment (DPIA)

Article 35 requires businesses to assess the impact of processing operations before carrying them out. This is important to ensure they do not violate any privacy rights and help protect individuals.

The assessment should include:

- A description of the operations
- An assessment of the necessity of these operations
- An assessment of the risks
- Measures taken to address and mitigate these risks



### How Data Mapping Helps Comply with GDPR Article 35

To create their DPIA, businesses need to gain visibility into their data and how it is stored and used. Data mapping helps document the data, where it resides, and how it is processed.

### DPIA info

Do you want to assess data protection risk for this activity?  No  Yes

<b>External breach</b> Disclosure to unknown recipients. Factors to consider: <ul style="list-style-type: none"><li>• <a href="#">Cyber Posture rating</a> of your data sources</li><li>• Transfer of data to countries outside of EU</li></ul> <a href="#">Add mitigation or comment</a>	Likelihood * Low	Severity * High	Calculated risk High
<b>Internal breach</b> Unauthorized disclosure to known recipients. Factors to consider: <ul style="list-style-type: none"><li>• Unauthorized <a href="#">employee access</a></li><li>• Misplaced PII in your data sources</li></ul> <a href="#">Add mitigation or comment</a>	Likelihood * Low	Severity * High	Calculated risk High
<b>Data misclassification</b> Law violation of data accuracy. Factors to consider: <ul style="list-style-type: none"><li>• <a href="#">Data accuracy</a></li><li>• Reliability of your data sources</li></ul> <a href="#">Add mitigation or comment</a>	Likelihood * Low	Severity * High	Calculated risk Low

[Create & Generate DPIA](#)



ARTICLE 33

## Notification of a Personal Data Breach to the Supervisory Authority

Businesses are required to notify authorities of personal data breaches within 72 hours of becoming aware of them. The notification should include:

- The nature of the breach, including data subjects, categories, and the involved data records
- A contact person's details
- The expected consequences
- The measures that will be taken to address the breach



### How Data Mapping Helps Comply with GDPR Article 33

The tight 72-hour deadline requires businesses to be efficient and act swiftly. Data mapping in advance helps companies focus on what they need to do in these 72 hours rather than spend time and resources trying to understand which data resides where. Mapped data helps quickly understand and analyze the breach's impact, so they can examine the consequences and report to authorities on time.

ARTICLE 5

## Principles Relating to Processing of Personal Data

The GDPR's Article 5 depicts how businesses should process data. One of the requirements is to ensure personal data is "adequate, relevant and limited to what is necessary concerning the purposes for which they are processed ('data minimization')." Only the minimal data required for business operations should be collected, stored, and used.



### How Data Mapping Helps Comply with GDPR Article 5

Data mapping helps businesses track the data they are storing and processing. Visibility into the personal data kept in organizational systems helps ensure no excessive data is being used. Lack of visibility means businesses do not know if they are keeping the minimum amounts of data required, making it difficult for them to answer questions or provide reports.

ARTICLE 33

## Data Subject Request Fulfillment

The GDPR requires businesses to adhere to individuals' requests to access their personal data, delete it, update it, or restrict its processing. These requests must be fulfilled within 30 days. This is also known as a DSR (Data Subject Request).



### How Data Mapping Helps Comply with Data Subjects' Requests

A clear mapping of all personal data the business stores can help respond to these requests and significantly decrease the time required. It will make it easier to know what data was collected and where it is stored, and with automation also be easier to ensure the request is ultimately fulfilled.

ARTICLE 33

## Consent Collection & Management

The GDPR requires the consent of individuals to process their data. Consent must be:

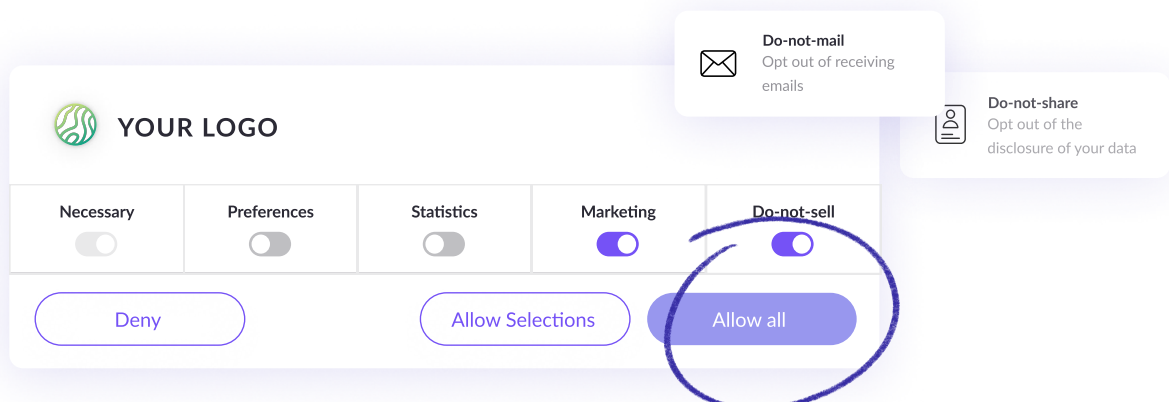
- Demonstrable by the business
- Easy to understand and accessible for the individual
- Easy to withdraw at any time

In addition, whether consent is required to receive a service must be clear.



### How Data Mapping Helps Comply with Consent Management

Consent is one of the underlying foundations of GDPR. Therefore, businesses should address it with care. Data mapping can help companies to identify the consent mechanisms in place, understand where consent has been given, and enable easy consent withdrawal.



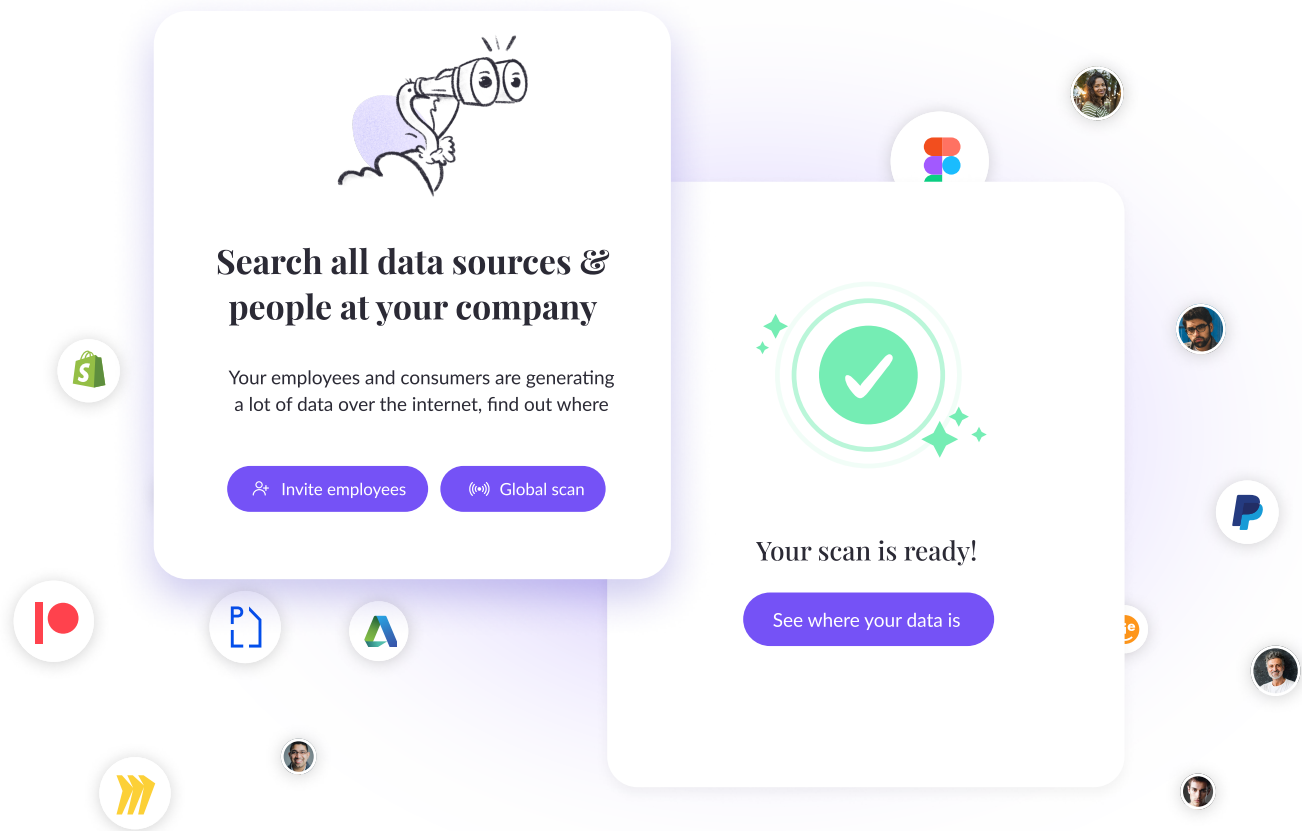


# Automating Data Mapping for GDPR

Automated data mapping can significantly improve businesses' abilities to comply with GDPR.

This process is mainly done by ensuring:

- **Reliability:** The data pool and data sources are kept up-to-date, making them trustworthy and enabling accuracy when reporting or updating data.
- **Visibility:** Data mapping provides visibility into how data is stored and processed, enabling businesses to create DPIAs and reports.
- **Efficiency:** Sometimes, businesses need to provide quick answers. Data mapping provides immediate insights and analyses, enabling swift and prompt reporting.
- **Comprehensiveness:** Automated data mapping provides a complete picture of data in a structured manner, enabling businesses to act on the data instead of spending time organizing it or combing through it.
- **Reduced Costs:** Automated data mapping provides immediate results and keeps data up-to-date, saving manual hours and reducing costs from manual errors.



# Taking Action to Ensure Compliance

Getting your data mapping on track quickly. Proactiveness is crucial and will help your business with:



Uncovering all your company's past and current data sources



Providing you with a solution for complying with GDPR



Facilitating privacy requests by locating and accessing user data faster



Providing you with actionable insights and threat intelligence into your data sources



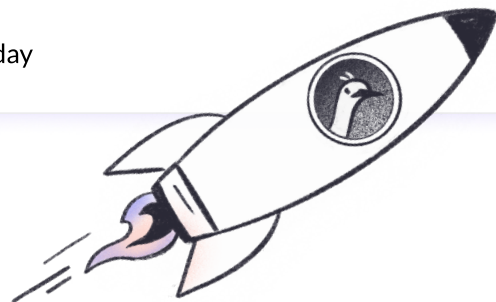
Helping you identify potential security and compliance risks



Quickly generating important records like RoPA reports



Reducing your compliance and security risks today





Complying with ever-evolving privacy regulations can be a daunting task in today's landscape. With a full privacy management suite like Mine PrivacyOps, businesses can ensure that their data privacy operations are appropriately managed and compliant with privacy laws, protecting their organization from possible fines, limiting risks, and maintaining users' trust.

For more info on emerging regulations and privacy laws, check out [Mine's business content hub](#).

## Mine PrivacyOps

Reveal up to 100% of all data sources and collected PII today with Mine, a no-code data mapping automation tool that provides real-time data mapping capabilities for GDPR compliance and RoPA reporting. [Learn more here](#)