



RPA: The Silver Bullet to Ensure GDPR Compliance



EXECUTIVE SUMMARY

Enterprises faced with GDPR compliance have the following challenges:

- ❖ Streamlining and processing data
- ❖ Ensuring data privacy including complying with the “right to be forgotten” and the “right of portability.”
- ❖ Ensuring timely compliance
- ❖ Ensuring data security

Robotic Process Automation (RPA) offers effective tools to overcome all such challenges and ensure enterprises can deliver GDPR compliance with 100% accuracy, and without a drain on their resources.

WHITEPAPER

With the European Union (EU) General Data Protection Regulation (GDPR) coming into effect from May 25th 2018, businesses inside the EU or operating with any entity in the EU have no option but to adopt new data protection practices as mandated by GDPR.

Full GDPR compliance, however, is a tough ask, requiring enterprises to make extensive changes in existing processes, technology, and other systems. Robotic Process Automation (RPA) promises a solution, helping companies overcome the pressing challenges related to GDPR compliance.

CHALLENGE #1: STREAMLINING AND PROCESSING DATA

Trying to comply with GDPR regulations manually is almost impossible.

- ❖ The compliance process is highly repetitive, time-consuming, monotonous, and costly.
- ❖ GDPR requires “data protection by design” or a change in data architecture, to ensure data remains protected as per compliance requirements in the default state.
- ❖ GDPR forces enterprises to process vast amounts of information. The GDPR statute consists of 99 articles and co-opts a broad range of requirements.

Mistakes, including human errors in the processing of data, can be costly and even sound the death-knell of the enterprise. The penalty for using the data of Europeans in violation of GDPR stipulations is 4% of the company’s global annual revenue or €20 million, whichever is higher.



HOW RPA HELPS

RPA automates and simplifies the task of managing customer data, making compliance easy.

- ❖ Software robots perform the vexatious copy-paste procedures and cross-system shares that are faster, accurate, efficient, and more cost-effective, when compared to human hands.
- ❖ Software robots track and record their own actions, generating reports and audit logs by default.
- ❖ RPA tools powered by Artificial Intelligence, natural language processing (NLP) and optical character recognition (OCR) capabilities process images and text, to simplify and streamline time-consuming processes. Robots “view” and interpret texts written by individuals to automate the process of identifying and classifying data.

GDPR is mostly procedural law, mandating enterprises to follow a series of rules. It is relatively easy for robots to perform tasks in confirmation with rigid-rules.

CHALLENGE #2: ENSURING PRIVACY

GDPR enhances the level of privacy guaranteed to individuals. Simultaneously it increases the accountability of companies handling personally identifiable information.

GDPR requires enterprises to:

- ❖ Get the individual's permission to use their information, through a straightforward process.
- ❖ Allow individuals the "right to be forgotten," or able to withdraw consent to use their personal data, in an easy way.
- ❖ Obtain parental consent for using personal data of children under 16 years.
- ❖ Notify individuals of any breach which may pose a risk to their personal data that, within 72 hours.
- ❖ Allow individuals to find out where and how the enterprise is using their personal information, and get a copy of such personal information.
- ❖ Honor customer requests to port their PII data to another provider of their choice, which is something new for most enterprises.



HOW RPA HELPS

RPA tools with intelligent capture capabilities auto-classify documents, identify individuals whose PII data is included in such documents and apply pre-defined record policy to help meet GDPR.

- ❖ Software robots and other RPA tools:
- ❖ Make it easy to aggregate relevant content specific to events or customers, in real time.
- ❖ Trigger an alert if PII data does not meet an established policy.

- ❖ Track changes down to a unit of content, and apply comparison filters on the content.
- ❖ Monitor inbox, web form, and other channels, to identify requests to delete PII data, verify the request, act upon it immediately, and acknowledge the customer.
- ❖ Automatically check customers' consent and revoke requests, and take automated decisions to act accordingly. RPA tools are capable of handling customer consent consistently, across various systems.

Deploying RPA tools also make it easy to comply with the requirement of data anonymity, such as storing pseudonyms instead of real names in the system.

CHALLENGE #3: TIMELY COMPLIANCE

The challenge of timely compliance becomes pressing for enterprises, as delays can become costly for enterprises in a GDPR environment.

The challenge for the enterprise is compounded by the fact the impact of GDPR is not universal. The impact of GDPR on the company's day-to-day operations depends on the nature of operations and several other company-specific factors.



HOW RPA HELPS

Adopting RPA makes the enterprise flexible. It allows the enterprise to automate tasks in the most efficient way suited to the business.

- ❖ Facilitate intelligent capture of information and real-time access.
- ❖ Delete PII when required, across multiple systems and overriding password-protected silos.
- ❖ Alert team members when a GDPR related request is due, or when complying with a request could be harmful.

- ◆ Identify potential GDPR violations automatically and route exceptions to a staff member to resolve issues in a timely manner.

CHALLENGE #4: CHALLENGE OF DATA SECURITY

The spate of cyber-attacks in the recent past has eroded trust in digital and online transactions. One of the main objectives of GDPR plans to set it right and restore trust in the system.

GDPR heralds the concept of “privacy by design” approach to compliance with an overriding emphasis on transparent handling of PII data.



HOW RPA HELPS

Big-time security breaches do not require big errors. Cyber criminals are always on the lookout to make their entry by exploiting small and seemingly unimportant careless mistakes. RPA powered automation shuts the door to such breaches.

RPA tools:

- ◆ Inform customers about potential data breaches in real-time, minimizing the inconvenience and damage when disaster strikes.
- ◆ Enables standardizing terminology across input sources, allowing the enterprise to remain in control over data from disparate sources, and apply uniform rules to all data.

Companies doing business in or with EU need to audit their systems and identify the extent to which they comply with GDPR. Having decided on what exactly needs to be done, they may use RPA to save the day. RPA not only handles customer data in conformity with GDPR regulations, but also improves safety, accuracy, and overall efficiency.

REFERENCE

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