

2018 Privacy Tech **VENDOR REPORT**

V.2.4e

OneTrust

Privacy Management Software

THE WORLD'S MOST WIDELY USED DEDICATED PRIVACY MANAGEMENT PLATFORM

**Trusted by 1,500 Enterprise
and 10,000 Community Customers**

Available for FREE to IAPP Community



Privacy Program Management

Assessment Automation
PIA | DPIA | PbD | InfoSec

Data Inventory, Mapping,
Records of Processing

Data Protection by
Design and Default (PbD)

Global Readiness and
Accountability Tracker



Marketing Consent, Preferences & Rights

Cookie Consent and
Website Scanning

Universal Consent
Management

Preference
Management

Data Subject
Rights Portal



Incident and Breach Response

Privacy and Security
Incident Intake

Global Data Breach
Law Engine

Incident Risk
Assessment Automation

Notification and
Reporting Obligations



Vendor Risk Management

3rd Party Privacy &
Security Risk Assessments

Vendorpedia
Intelligence Network

4th Party Sub-Processor
Auto-Detection

Contract &
DPA Management

WHY OVER 1,500 ORGANIZATIONS CHOOSE ONETRUST



**Most Mature
and Feature Rich
TECHNOLOGY**



**Most Up to
Date Privacy & Security
KNOWLEDGEBASE**



**Expert Global
SERVICES & SUPPORT**



**Largest
Active User
COMMUNITY**

1500
CUSTOMERS

600
EMPLOYEES

6
GLOBAL LOCATIONS

50
LANGUAGES

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Privitar	95	Trunomi	120
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Radar	100	Vysk	123
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Product Category Descriptions

Privacy Program Management – solutions designed specifically for the privacy office

Assessment managers tend to automate different functions of a privacy program, such as operationalizing PIAs, locating risk gaps, demonstrating compliance, and helping privacy officers scale complex tasks requiring spreadsheets, data entry, and reporting.

Consent managers help organizations collect, track, demonstrate and manage users' consent.

Data mapping solutions can come in manual or automated form and help organizations determine data flows throughout the enterprise.

Incident response solutions help companies respond to a data breach incident by providing information to relevant stakeholders of what was compromised and what notification obligations must be met.

Privacy information managers provide organizations with extensive and often automated information on the latest privacy laws around the world.

Website scanning is a service that primarily checks a client's website in order to determine what cookies, beacons and other trackers are embedded in order to help ensure compliance with various cookie laws and other regulations.

Enterprise Privacy Management – solutions designed to service the needs of the privacy office alongside the overall business needs of an organization

Activity monitoring helps organizations determine who has access to personal data and when it is being accessed or processed. These solutions often come with controls to help manage activity.

Data discovery tends to be an automated technology that helps organizations determine and classify what kind of personal data they possess to help manage privacy risk and compliance.

De-identification/pseudonymity solutions help data scientists, researchers and other stakeholders derive value from datasets without compromising the privacy of the data subjects in a given dataset.

Enterprise communications are solutions that help organizations communicate internally in a secure way in order to avoid embarrassing or dangerous leaks of employee communications.

Vendors by Product Category

Activity Monitoring

Alation
AvePoint
BigID
CENTRL Inc
Chino.io
CipherCloud
Clearswift
Compliance Technology Solutions bv
CompliancePoint
CompLions-GRC BV
CUBE
D.Day Labs
DataGravity
Dataguise
Datex Inc.
DLP Assured
DocEx
Draftit Privacy
DSS Consulting Ltd.
Egnyte
Exonar
Global IDs
Heliometrics
HexaTier
Immuta
Indica
Informatica
Integris
Janusnet
Kryptowire
The Media Trust
Mentis
Mighty Trust Limited
Miner Eye
NextLabs, Inc.
OptInsight
Prifender
Privacera
Privacy Company
Privacy Lab
Proofpoint
Protenus
Proteus-Cyber Ltd
SafeHarbour BV
SAS Global Data Management
SecuPi
SecureB2B
SkyHigh
Solidatus
Surecloud
Tealium

Transcend
Tresorit
Trust-Hub
USoft
Varonis
Veritas
WireWheel.io

Assessment Manager

2B Advice
Advanced Metadata
Aptible Inc.
AuraPortal
Automated Intelligence
AvePoint
BitSight
CENTRL Inc
Clarip
Clearwater Compliance
Collibra
CompliancePoint
CompLions-GRC BV
ConsentEye
CSR
CUBE
CyberSaint Security
Data Protection People
Data Solver
Dataguise
Datastreams.io
Didomi
Direct Line To Compliance, Inc.
DLP Assured
DPOrganizer
Draftit Privacy
DSS Consulting Ltd.
ECOMPLY.io
eDatask
EuroComply
Fastweb
Information Builders
InnoSec
Integris
ISMS.online
Kroll
MEGA International
MetaCompliance
Mexon Technology
Mighty Trust Limited
Nymity
OneTrust
Opus
Prince Group NL

Privacy Company
Privacy Lab
PrivacyAnt Ltd.
PrivacyPerfect
Privaon
Privatar
Proteus-Cyber Ltd
Radar
Raptor Compliance
SafeHarbour BV
Secure Digital Solutions
Security Scorecard
Sensorpro
Senzing
Signatu
Smart Privacy
SoftwareAG
Spearline Risk and Compliance
Stratrai Ltd
SuitePrivacy
Surecloud
Sytorus
Transcend
TrustArc
USoft
Whistic
WireWheel.io
Wizuda

Consent Manager

3PHealth
AuraPortal
AvePoint
Baycloud
BigID
CENTRL Inc
Clarip
ComplianceLog
ConsentEye
Consentric
Consentua
Cookiebot
Crownpeak
Data Solver
Datastreams.io
Didomi
digi.me
DLP Assured
DocEx
DSS Consulting Ltd.
eDatask
Ensignten
EPI-USE Labs

Vendors by Product Category

Evidon
 Faktor
 Integrus
 iWelcome
 JLINC Labs
 Lenos Software
 MEGA International
 Metrisolve
 Munvo
 Obsequio Software
 OneTrust
 OptInsight
 PactSafe
 PlanetVerify
 PossibleNOW
 Privacy Lab
 PrivacyCheq
 Proteus-Cyber Ltd
 Retrospect
 SAP
 SecuPi
 Sensorpro
 Senzing
 Signatu
 Smart Privacy
 Spearline Risk and Compliance
 Stratrai Ltd
 T Closeness
 Transcend
 Trunomi
 TrustArc
 Trust-Hub
 USoft
 WireWheel.io

Data Discovery

Advanced Metadata
 Alation
 Automated Intelligence
 AvePoint
 BigID
 CENTRL Inc
 CipherCloud
 Clarip
 Colibra
 CompLions-GRC BV
 D.Day Labs
 DataGravity
 Dataguisse
 Direct Line To Compliance, Inc.
 DLP Assured
 DSS Consulting Ltd.
 Egnyte

EPI-USE Labs
 Exonar
 Global IDs
 GTB Technologies
 HexaTier
 Immuta
 Indica
 Informatica
 Information First
 Infosum
 Integrus
 Janusnet
 The Media Trust
 Mentis
 Miner Eye
 NextLabs, Inc.
 Nortal
 OneTrust
 OptInsight
 Opus
 Predesto
 Prifender
 Proofpoint
 Protenus
 Proteus-Cyber Ltd
 Qixium
 Raptor Compliance
 Rever
 RISMA Systems
 SAP
 SAS Global Data Management
 Senya Limited
 Senzing
 Solidatus
 Structure Systems
 SuitePrivacy
 Systnaps
 T Closeness
 Tealium
 Transcend
 Varonis
 Veritas
 WireWheel.io
 ZLTech

Data Mapping

Advanced Metadata
 Alation
 Aptible
 Automated Intelligence
 AvePoint
 BigID
 CENTRL Inc

CipherCloud
 Clarip
 Clearswift
 Compliance Technology Solutions bv
 Compliancelog
 CompLions-GRC BV
 CUBE
 D.Day Labs
 Data Solver
 DataGravity
 Dataguisse
 Datastreams.io
 DLP Assured
 dpify bvba
 DPOrganizer
 Draftit Privacy
 DSS Consulting Ltd.
 ECOMPLY.io
 eDatask
 Egnyte
 Exonar
 Global IDs
 GTB Technologies
 Heliometrics
 Immuta
 Informatica
 Information First
 Infosum
 Integrus
 MEGA International
 MetaCompliance
 Mighty Trust Limited
 Miner Eye
 NextLabs, Inc.
 Nortal
 Nymity
 OneTrust
 Opus
 Predesto
 Privacera
 Privacy Company
 Privacy Lab
 PrivacyAnt Ltd.
 PrivacyPerfect
 Proofpoint
 Protenus
 Proteus-Cyber Ltd
 Qixium
 Raptor Compliance
 Rever
 RISMA Systems
 SecuPi
 Senya Limited

Vendors by Product Category

Senzing
 Signatu
 SkyHigh
 Smart Privacy
 Solidatus
 Spearline Risk and Compliance
 Stratrai Ltd
 Structure Systems
 Surecloud
 Systnaps
 T Closeness
 Tealium
 TrustArc
 Trust-Hub
 USoft
 Varonis
 Veritas
 WireWheel.io
 ZLTech

De-identification/Pseudonymity

Aircloak
 Anonos
 Arcad
 AvePoint
 CRM Partners
 Cybernetica
 Data Solver
 Datex Inc.
 DE-ID Data Corp
 HexaTier
 Immuta
 Informatica
 Information First
 Lenos Software
 Mentis
 Privacy Analytics
 Privatar
 Protegrity
 Qixium
 SAS Global Data Management
 SecuPi
 Sensorpro
 Smartpipe Solutions
 Statice
 Structure Systems
 Systnaps
 Truata
 Wizuda

Enterprise Communications

3PHealth
 AuraPortal
 Canon USA

CompliancePoint
 Cryptshare
 Datex Inc.
 DocEx
 Echoworx Corporation
 Frama Systems India
 HaloPrivacy
 Hotshot Technologies, LLC
 Janusnet
 JLINC Labs
 NextLabs, Inc.
 priVapp
 Privus
 SophiMail
 Tresorit
 Virtru
 Vysk
 Wickr

Incident Response

Aptible
 AuraPortal
 AvePoint
 BigID
 Clearswift
 Clearwater Compliance
 CCompliance Technology Solutions bv
 Compliancelog
 Complions-GRC BV
 CUBE
 D.Day Labs
 Dataguise
 Draftit Privacy
 DSS Consulting Ltd.
 Informatica
 ISMS.online
 Kroll
 The Media Trust
 MEGA International
 MetaCompliance
 Mighty Trust Limited
 OneTrust
 Proofpoint
 Proteus-Cyber Ltd
 Radar
 Resilient
 SecureB2B
 SkyHigh
 Smart Privacy
 Spearline Risk and Compliance
 Stratrai Ltd
 Surecloud
 USoft
 Veritas

Privacy Information Manager

AuraPortal
 AvePoint
 BigID
 Bloomberg Law
 Canon USA
 CUBE
 DataGuidance
 Dataguise
 dpify bvba
 GTB Technologies
 Information First
 JLINC Labs
 Mighty Trust Limited
 Munich Re
 NextLabs, Inc.
 Nymity
 OneTrust
 PactSafe
 Privacy Company
 Privatar
 Smart Privacy
 Stratrai Ltd
 Surecloud
 Thomson Reuters
 WEKA MEDIA GmbH & Co. KG

Website Scanning

Audito
 AvePoint
 Baycloud
 Clarip
 Cookiebot
 Cryptzone
 Didomi
 Ensignten
 Evidon
 Kryptowire
 The Media Trust
 OneTrust
 SafeHarbour BV
 Tag Inspector
 Transcend
 TrustArc

Privacy Tech Vendor Category Matrix

	Activity Monitoring	Assessment Manager	Consent Manager	Data Discovery	Data Mapping	De-identification/Pseudonymity	Enterprise Communications	Incident Response	Privacy Information Manager	Website Scanning
2B Advice		●								
3PHealth			●				●			
Advanced Metadata		●		●	●					
Aircloak						●				
Alation	●			●	●					
Anonos						●				
Aptible Inc.		●			●			●		
Arcad						●				
Audito										●
AuraPortal		●	●				●	●	●	
Automated Intelligence		●		●	●					
AvePoint	●	●	●	●	●	●		●	●	●
Baycloud			●							●
BigID	●			●	●					
BitSight		●								
Bloomberg Law									●	
Canon USA							●		●	
CENTRL Inc	●	●	●	●	●					
Chino.io	●									
CipherCloud	●			●	●					
Clarip		●	●	●	●					●
Clearswift	●				●			●		
Clearwater Compliance		●						●		
Collibra		●		●						
Compliance Technology Solutions B.V.	●				●			●		
Compliancelog			●		●			●		
CompliancePoint	●	●					●			
CompLions-GRC BV	●	●		●	●			●		
ConsentEye		●	●							
Consentric			●							
Consentua			●							

Privacy Tech Vendor Category Matrix

	Activity Monitoring	Assessment Manager	Consent Manager	Data Discovery	Data Mapping	De-identification/Pseudonymity	Enterprise Communications	Incident Response	Privacy Information Manager	Website Scanning
Cookiebot			●							●
CRM Partners						●				
Crownpeak			●							
Cryptshare							●			
Cryptzone										●
CSR		●								
CUBE	●	●			●			●	●	
Cybernetica						●				
CyberSaint Security		●								
D.Day Labs	●			●	●			●		
Data Protection People		●								
Data Solver		●	●		●	●				
DataGravity	●			●	●					
DataGuidance									●	
Dataguise	●	●		●	●			●	●	
Datastreams.io		●	●		●					
Datex Inc.	●					●	●			
DE-ID Data Corp						●				
Didomi		●	●							●
digi.me			●							
Direct Line To Compliance, Inc.		●		●						
DLP Assured	●	●	●	●	●					
DocEx	●		●				●			
dpify					●				●	
DPOrganizer		●			●					
Draftit Privacy	●	●		●				●		
DSS Consulting Ltd.	●	●	●	●	●			●		
Echoworx Corporation							●			
ECOMPLY.io		●			●					
eDatask		●	●		●					
Egnyte	●			●	●					

Privacy Tech Vendor Category Matrix

	Activity Monitoring	Assessment Manager	Consent Manager	Data Discovery	Data Mapping	De-identification/Pseudonymity	Enterprise Communications	Incident Response	Privacy Information Manager	Website Scanning
Enlighten			●							●
EPI-USE Labs			●	●						
EuroComply		●								
Evidon			●							●
Exonar	●			●	●					
Faktor			●							
Fastweb		●								
Frama Systems India							●			
Global IDs	●			●	●					
GTB Technologies				●	●				●	
HaloPrivacy							●			
Heliometrics	●				●					
HexaTier	●			●		●				
Hotshot Technologies, LLC							●			
Immuta	●			●	●	●				
Indica	●			●						
Informatica	●	●		●	●					
Information Builders		●								
Information First				●	●	●			●	
InfoSum				●	●					
InnoSec		●								
Integris	●	●	●	●	●					
ISMS.online		●						●		
iWelcome			●							
Janusnet	●			●			●			
JLINC Labs			●				●		●	
Kroll		●						●		
Kryptowire	●									●
Lenos Software			●			●				
The Media Trust	●			●				●		●
MEGA International		●	●		●			●		

Privacy Tech Vendor Category Matrix

	Activity Monitoring	Assessment Manager	Consent Manager	Data Discovery	Data Mapping	De-identification/Pseudonymity	Enterprise Communications	Incident Response	Privacy Information Manager	Website Scanning
Mentis	●			●		●				
MetaCompliance		●			●			●		
Metrisolve			●							
Mexon Technology		●								
Mighty Trust Limited	●	●			●			●	●	
Miner Eye	●			●	●					
Munich Re									●	
Munvo			●							
NextLabs, Inc.	●			●	●		●		●	
Nortal				●	●					
Nymity		●			●				●	
Obsequio Software			●							
OneTrust		●	●	●	●			●		●
OptInsight	●		●	●						
Opus		●		●	●					
PactSafe			●						●	
PlanetVerify			●							
PossibleNOW			●							
Predesto				●	●					
Prifender	●			●	●					
Prince Group NL		●								
Privacera	●				●					
Privacy Analytics						●				
Privacy Company	●	●			●				●	
Privacy Lab	●	●	●		●					
PrivacyAnt Ltd.		●			●					
PrivacyCheq			●							
PrivacyPerfect		●			●					
Privaon		●								
priVapp							●			
Privitar		●				●			●	

Privacy Tech Vendor Category Matrix

	Activity Monitoring	Assessment Manager	Consent Manager	Data Discovery	Data Mapping	De-identification/Pseudonymity	Enterprise Communications	Incident Response	Privacy Information Manager	Website Scanning
Privus							●			
Proofpoint	●			●	●			●		
Protegrity						●				
Protenus	●			●	●					
Proteus-Cyber Ltd	●	●	●	●	●			●		
Qixium				●	●	●				
Radar		●						●		
Raptor Compliance		●		●	●					
Resilient								●		
Retrospect			●							
Rever				●	●					
RISMA Systems				●	●					
SafeHarbour BV	●	●								●
SAP			●	●						
SAS Global Data Management	●			●		●				
SecuPi	●		●		●	●				
Secure Digital Solutions		●								
SecureB2B	●							●		
Security Scorecard		●								
Sensorpro		●	●			●				
Senya Limited				●	●					
Senzing		●	●	●	●					
Signatu		●	●		●					
SkyHigh	●				●			●		
Smart Privacy		●	●		●			●	●	
Smartpipe Solutions						●				
SoftwareAG		●								
Solidatus	●			●	●					
SophiMail							●			
Spearline Risk and Compliance		●	●		●			●		
Static						●				

Privacy Tech Vendor Category Matrix

	Activity Monitoring	Assessment Manager	Consent Manager	Data Discovery	Data Mapping	De-identification/Pseudonymity	Enterprise Communications	Incident Response	Privacy Information Manager	Website Scanning
Stratrai Ltd		●	●		●			●	●	
Structure Systems				●	●	●				
SuitePrivacy		●		●						
Surecloud	●	●			●			●	●	
Systnaps				●	●	●				
Sytorus		●								
T Closeness			●	●	●					
Tag Inspector										●
Tealium	●			●	●					
Thomson Reuters									●	
Transcend	●	●	●	●						●
Tresorit	●						●			
Truata						●				
Trunomi			●							
TrustArc		●	●		●					●
Trust-Hub	●		●		●					
USoft	●	●	●		●			●		
Varonis	●			●	●					
Veritas	●			●	●			●		
Virtru							●			
Vysk							●			
WEKA MEDIA GmbH & Co. KG									●	
Whistic		●								
Wickr							●			
WireWheel.io	●	●	●	●	●					
Wizuda		●				●				
ZLTech				●	●					



AI Driven Data Intelligence for Privacy Automation

Privacy and personal data protection begin with effective data intelligence that can understand what personal data an organization collects, to whom it belongs, and how it is being used.



**Automated Data
Inventory**



**Personal Data
Classification**



**Data Subject
Rights Fulfillment**



**Breach Assessment
& Response**



**Consent
Governance**



**Sustainable
RoPA**

2018 Privacy Tech VENDOR REPORT

In the last year, the privacy technology market has gone from an emerging space to a full-blown, dynamic ecosystem. With the clock ticking to meet new and robust compliance requirements set forth by the EU General Data Protection Regulation, more than 100 new and established companies are now part of the privacy technology menu, and this is growing by the day.

As was highlighted in the **IAPP-EY Annual Privacy Governance Report 2017**, technology is playing a much greater role in modern privacy management. In fact, investment in technology was the second most popular tactic cited by survey respondents for complying with the GDPR, and 55 percent of the 600 privacy pros who were surveyed said they would make such investments, up from 29 percent the year prior. Concurrent with an uptick in the use of privacy technology, overall, privacy budgets increased from \$1.7 million in 2016 to \$2.1 million in 2017.

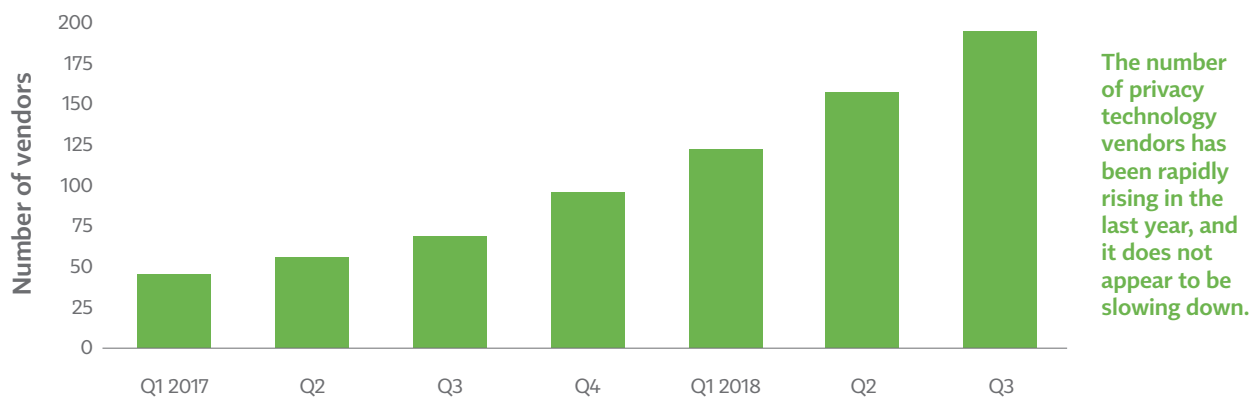
When the IAPP first published the 2017 Privacy Technology Vendor Report last February ahead of the RSA Conference in San Francisco, California, there were 51 vendors in the directory. This new 2018

report contains 192, more than doubling the amount of vendors in just one year. Not to be out done, existing vendors have also built out new privacy technology services in the last year, making for a rich marketplace.

This dynamic ecosystem is a positive development for the privacy profession. Pros can now shop among dozens of vendors to find solutions to challenges created by the forthcoming GDPR, as well as other multijurisdictional and regulatory requirements.

This rapid rise of privacy technology vendors, however, creates a new set of challenges for privacy practitioners who are doing the work on the ground. With more than 100 vendors out there, and growing by the day, how can a practitioner know which vendor will be the best fit? How does a privacy pro know the vendor is not selling “vaporware” or will not be bought out by a larger competitor or some other firm looking to enter the marketplace? How does a practitioner know what type of tech solution to pursue? What stakeholders should be involved in the vetting and onboarding process? What are the best ways to get internal staff to actually use the technology?

Growth of the Privacy Technology Marketplace



To help answer these questions and more, the 2018 Privacy Technology Vendor Report focuses on advice and tips from practitioners and consultants working for both large and small organizations across several industry verticals and who have gone through the vetting, negotiating, implementation, and training phases of privacy technology acquisition. These privacy pros have shared some of their experience and insight to help other practitioners make smart decisions when shopping for a privacy technology solution.

Some important takeaways from the start: There are no “silver-bullet” solutions. There is no single vendor that will automatically make an organization GDPR compliant. Some practitioners who informed this report believe third-party vendors are critical to operationalizing the needs of the privacy office, while others were more hesitant, believing that vendors could actually increase privacy risk. Additionally, it’s clear that shopping for, choosing, implementing, and training staff on a new privacy technology takes time and hard work.

Finally, be prepared to be challenged in unexpected ways.

When do you know you need a privacy technology vendor?

The obvious starting place for this report is identifying whether a third-party technology is needed or whether it’s a solution that can be built in-house.

For Jazz Pharmaceuticals Chief Privacy Officer and Senior Corporate Counsel Denise Farnsworth, it’s important to first understand what regulations the organization needs to be compliant with. “You go through the regulations and statutes that are relevant to your company, then you determine the thing that you need to comply with, and from there, you create a list of actions based on a gap analysis,”

she said. “Once you come up with that action list, then you start prioritizing.”

Understanding the organization’s business model is also critical for knowing whether to seek a third-party solution. KPMG Global Privacy Advisory Lead Mark Thompson expounded on this concept. “Technology is the endpoint and the last thing you need to focus on,” he said. “Seamless technology enablement is the thing you need to focus on. Technology isn’t going to solve the problem overnight. It’s critical to have the right governance structures and supporting processes in place first. Without this, technology can promulgate the problem and potentially increase risk to the organization.”

In fact, conducting a data inventory and map of data flows is the first of the IAPP’s “Top 10 operational responses to the GDPR.” “Without conducting the inventory and mapping exercise, a data protection

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professional cannot meaningfully build out a program that meets the GDPR's many obligations," IAPP Data Protection Officer Rita Heimes wrote. The third operational response centers on building out and maintaining a data governance system, which includes appointing privacy leadership, developing data management policies and procedures, as well as training of staff.

But it's a mistake to think these are things that are done once and that you have to decide right out of the gate whether you want technology to help with these tasks.

As is laid out in the directory portion of this report, there are several data discovery and mapping solutions available in the marketplace. But some practitioners interviewed for this report believe it's important for the privacy pro to get "in the trenches" first and gain an understanding of the organization's data flows before hiring a tech vendor. Farnsworth, for example, expressed a firm belief that data mapping must be done internally by a person responsible for data. This will go a long way in understanding potential gaps and redundancies and, eventually, in implementing a vendor. A preliminary effort can make it much easier to understand what makes sense for an ongoing solution.

Angela Saverice-Rohan, America's leader for privacy at EY, said there are a lot of discussions around data mapping and discovery, but some clients are questioning the accuracy rate of the tools. She also noted there has been some reticence to invest in this area: "These vendors want to have a GDPR story, and they are going to market around that. I think clients can easily be misled because they're not pushing the envelope on what a service actually does." She added, "We require companies to undergo a formal business-requirements-gathering session because we're looking

at the best overall solution architecture. The goal is to minimize the number of new processes and work flows to support all compliance challenges so as to not cause additional drag on the organization and to ensure informed spending."

Many practitioners will document how much staff time is spent working on an in-house solution to determine whether a third party is needed

"I try to explain and remind clients, 'You shouldn't be monitoring anything you're not really prepared to take action on. Make sure you have a plan to act on in the case you do find something in the process,'" Saverice-Rohan said.

KPMG's Thompson said determining in-house solutions versus third-party vendor depends on the organization. For many tech companies, it may be easier and cheaper to build a tool in-house. "If you have the skills," he said, "you can do it, but when organizations don't have those skill sets in-house, then it gets dangerous."

For others, it's about human resources, time spent and corresponding cost. HCL Technologies Chief Privacy and Data Protection Officer, AVP, Joao Torres Barreiro said they use many of the services provided by their governance-risk-compliance vendor, which was already in-house. But his team has also procured other outside services. "When we see significant time spent building a tool in-house when there's an external tool that solves those obstacles at a comparable price, that's an indicator that we may need

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to acquire something,” HCL Technologies Deputy General Manager - Privacy and Data Protection Office Divyam Wadhwa said. With more than 100 offices across the world, HCL needs tools that can go global and are scalable in a hurry.

Cost versus savings

Many practitioners will document how much staff time is spent working on an in-house solution to determine whether a third party is needed. James Koons, who formerly worked at DotMailer and currently does private consulting, weighed out how much it would cost to build something in-house, including time spent, versus buying an annual license for a service. Often, it is cheaper to hire an outside technology than to hire several employees, and therein lies the business case for getting budget.

Jazz’s Farnsworth has a process for making a budget request. “Before I ask for budget,” she explained, “I justify the need for the

process I’m addressing, then put together the ‘good, better and best’ options. ‘If I can’t get budget for this, what would happen?’ I always get this question,” she warned. “Show me what the risks are if we don’t get this solution, then I talk about the solution if found.”

For EY’s Saverice-Rohan, figuring out whether to build versus buy often depends on what existing technology and third-party relationships the company has already invested in. “Although the GDPR is getting taken seriously,” she said, “the reality is that there’s still going to be hesitancy from the chief information officer, who often has the purse strings. For big investments, companies often have to go through the CIO, and when that investment involves privacy program management, that can be a hard sell. They see that as something that’s niche and can be managed by spreadsheets.”

Privacy departments are often seen as cost centers, so a practitioner often must try to make the case that she can save the organization money by acquiring a new technology. “Cost savings can be a real motivator,” IBM CPO, Canada; Director Corporate Privacy Anick Fortin-Cousens said. “In our case, the technology we purchased replaced an in-house tool that was broken and expensive. It’s also about cost savings in terms of human resources,” she pointed out. “There was no way we could have hired more privacy professionals to do all the assessment work we needed done.”

Fortin-Cousens noted that practitioners can make the case by pointing out what a solution can do for the overall risk and compliance posture of an organization. Once an organization has decided it needs to go out of house to acquire a privacy technology, determining the scope and desired outcomes from the vendor are also significant early steps.

When practitioners at Microsoft decided it was time to hire a privacy technology vendor to help its Sales and Marketing Privacy Program with documenting data processing for DPAs, Microsoft Senior Privacy Program Manager and Team Lead Emily Johnson and Privacy Program Manager, Central Eastern Europe Region Günter Swoboda explained that it was critical to understand the outcome of having such a vendor. Early on, they started collecting requirements from key stakeholders within the organization. Swoboda said they asked these kinds of questions: “What are the key items we need in marketing? What are our internal requirements? What should the process look like?”

They gathered together the key requirements they would need from different departments and what the process should look like. Then, they initiated research on vendors.

IBM’s Fortin-Cousens described a similar process. “We had a long list of business requirements that any outside solution would need to meet,” she said, noting they identified 90 total requirements.

Vetting vendors

Several of the practitioners who were interviewed for this report stressed the importance of identifying what gaps the organization needs addressed prior to purchasing a privacy technology. “It could be a new requirement, like the GDPR, or a new interpretive guidance that viewed risk in a way that’s new, or if you’re not going to get a solution to a new requirement built in time to meet the deadline,” Katherine Licup, VP, enterprise compliance programs and CPO at Discover, explained.

“Once we found a gap, we would start looking for vendors,” she said. Licup also pointed out that as a financial services organization, Discover is already regulated

by stringent oversight requirements, so acquiring a new vendor can be risky. “Any PII going into a tool creates more risk for us. It’s not worth it.” She also said they will often give “first dibs to companies we’ve already done business with. The onboarding process is easier, and we already know the company.”

Though not outlined in this report’s directory, well-established consulting firms and GRCs often already have business relationships with clients. Licup said Discover employs a mix of both, but privacy tech vendors are still on the radar as well: “Once we start looking at a vendor, we get the internal privacy team involved first.” HCL Technologies also employs a GRC solution to help with certain PIA and DPIA functions in-house, according to Torres Barreiro.

KPMG’s Thompson also reminds practitioners to keep an eye on the big picture when shopping for vendors. “Say you have 35 things you need to fix; one tech might solve two or three issues. You really need to think about the totality from the outset.” Thompson also recommends that practitioners practice their due diligence on vendors: “Get clarity on your technical and functional requirements before you think about which vendors to explore. From there, then look at the market more broadly and determine whether to look at startups or the more established vendors. For startups, it’s worth thinking about the long-term sustainability of the company.”

The past year, in fact, has seen significant investment from VCs. According to a CNBC report, venture capital firms invested \$3.1 billion in nearly 300 cybersecurity startups in 2016. BigID, which was in the original version of this report, recently received \$14 million in Series A funding, while newcomer WireWheel. io secured \$3.1 million in a seed round. The

last year also witnessed some consolidation in the privacy tech market. Perhaps most notably, CrownPeak purchased Evidon to improve its consent management and UX offerings.

Several individuals interviewed said they shopped for vendors the old-fashioned way: searching online and listening through word of mouth. Microsoft's Swoboda searched for vendors online and downloaded free demos to get an understanding of the state of the art. After locating 50 vendors, Swoboda and his team ranked the top 10. He then matched up the vendor solutions to Microsoft's business requirements, asking, "Is this something we need for our requirements, or are these something we will not use down the road?"

*Venture capital firms
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nearly 300 cybersecurity
start-ups in 2016*

Several consultants and practitioners also recommend that customers always look into the road map of a vendor. James Koons said he always asks vendors about their road map: "What's on the docket for the next six months?" Microsoft's Johnson said her team always asks vendors when their next release will take place and what features they plan to integrate in future versions.

Another takeaway when vetting vendors involves vendor staffing. Several practitioners said vendors who hire privacy pros with certification designations goes a long way. "It shows, at the end of the day, that they understand what we're talking about," IBM's Fortin-Cousens

noted. In addition to online searches, several practitioners said they find out about privacy tech vendors through their networks and at conferences. Citrix Chief Privacy and Digital Risk Officer Peter Lefkowitz recommends talking to peers who are already using tools. "Go to a booth at an IAPP event," he said. "We're in an interesting spot right now. There are lots of new solutions, and some are quite good. I think it's a matter of doing the demos and trying things out."

Demos

"Demos are very important," Jazz Pharmaceuticals' Farnsworth said. "Though not necessarily for me," she explained. By the time a vendor is conducting demos for her staff, Farnsworth pointed out, "at this point, I've already researched the products and have had an initial conversation with the vendor." She said she makes sure the privacy, legal, compliance and IT teams are present for a demo.

Many practitioners who have purchased privacy tech vendors stress the importance of getting a real-world use case when getting a product demo. "For me to be sold on something," Fortin-Cousens explained, "I need to see a real use case that speaks to me. This helps you see the product's weaknesses and strengths. Every company is going to have slightly different ways of using these tools, so building a real use case for the vendor to actually use for the demo was helpful."

Lefkowitz also backs a hands-on approach during the demo phase. "Have the vendor walk you through a real-world hypothetical," he said. "If you're looking at a data mapping solution, don't just use their demo data; bring in some clients. If you're using a cookie tool, don't just have compliance people in the room; bring the marketing team in, the ones who know this stuff and who have to load it."

Usability and customization

For the most part, privacy tech products are works in progress. Vendors have jumped into the marketplace to fill the needs brought by the GDPR, an influx of regulations around the world, and the corresponding complexity of data governance and risk management. Vendors are regularly updating the services offered and product categories outlined in this report. As mentioned, practitioners recommend that privacy pros always keep an eye on a vendor's road map.

Usability has been a large factor for practitioners hiring privacy tech vendors.

For Koons, usability was paramount. "At DotMailer," he recalled, "we said we have NASA-level technology with a Fisher-Price interface. Our service is a powerful platform that my mom could use." In turn, any vendor he hired would have to be easy for staff to use. "I had to win over the

team that makes this interface and takes so much pride in the user experience. That was huge. The product had to be intuitive because I had to get the developers to use and adopt it. If I went to them with something that was bulky and nonintuitive, then I would have a problem on my hands. It had to have a wow factor."

Also worth significant consideration is a vendor's off-the-shelf product and the level of customization that a vendor can provide. Some practitioners see this paradigm on a sliding scale, with customizability at one end and what the product offers at the other.

"My advice is to minimize the level of customization," Fortin-Cousens said, "because it's a big job for the vendor and for the purchasing company. Implementation involves a lot of back and forth. It's a real partnership and requires assigned resources on the part of the vendor and customer. We had daily and weekly interactions, especially on the testing part. Like anything, technology is complex, and when you make a change somewhere, it will likely have a ripple effect." Microsoft's Swoboda espouses a pragmatic approach. "Flexibility is needed on both sides," he said. "At the beginning, you can identify your requirements, but you need to be sure this is a hard requirement." He recommends that customers triage their requirements by defining their priorities upfront.

The level of customizability also tends to determine price. "No customization will likely put a product at a lower price point, but as you move up the scale of customization, then it's going to get more expensive," Farnsworth said. She uses this as a negotiating tool, as well. "I look for a solution that's for the masses that gives me a good price. Then, I ask them how customizable it can be if I'm willing to pay. I bifurcate it."

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Negotiations

Negotiating a workable contract with a vendor will depend on available budget, the customer's business requirements, and the vendor itself. For the most part, privacy tech vendors provide ongoing services, and hence, charge based on a subscription or license model.

KPMG's Thompson warned about "sticky" tech products that may be hard to get rid of if they do not service an organization's needs down the road. "There is always a cost with change," he warned.

Negotiating a workable contract with a vendor will depend on available budget, the customer's business requirements, and the vendor itself

"With cloud-based products, I keep the associated records on our internal systems," Citrix's Lefkowitz pointed out. "I try to minimize the complexity of the negotiations and try not to buy an off-the-shelf solution that needs significant customization. There's a difference between customization and implementation." Lefkowitz also said before getting into cost and budget, he makes sure the vendor meets his organization's business needs and demonstrates quality and usability. "Once I have all these, then I talk price."

Practitioners also had different views on recommended contract length with a vendor. Farnsworth said she only signs one-year deals. "I never go beyond a year," she said. "If they require it, then I make sure I have a termination ride." She posits that a year is long enough to determine whether

the solution works or not. "If the solution isn't working, at the eight-month mark, I start looking at other vendors."

HCL Technologies' Barreiro and Wadhwa, on the other hand, suggest a multiyear contract. Wadhwa backs what he calls a "block model." "Don't go for the whole charade at first," he said of vendors that supply multiple privacy tech solutions. "Incorporate them one-by-one on an as-needed basis." He also agreed that a multiyear contract can help save money.

Koons said he's not a fan of contracts that run longer than two years, though when at DotMailer, he signed a three-year contract. A top concern was whether a given vendor will keep up with a rapidly changing market. "What if these guys don't keep up with the Joneses," he said, "and the Joneses make us a better offer?"

Discover's Licup, however, said contract length depends on the risk of the interaction. "If a vendor is getting PII from us, that would mean it's going to be a high-risk contract that needs to be vetted more frequently." For her, familiarity with a vendor goes a long way. "For a company like ours, having a track record working with companies that are similar to us is an important piece to the puzzle. We very much want to see that they have done this with someone like us. We don't want to be the test case."

She likened hiring privacy tech vendors to hiring new privacy pros: "It's tough to get a job if you haven't had one yet."

Implementation and training

Microsoft's Johnson and Swoboda described their procurement and implementation process: "We have multiple privacy teams, and since it was one team that made the decision to go with a product, we had to align the other

privacy teams on the tool.” Once they entered their “rollout” phase, one top priority was nailing down the taxonomy used in the assessment product they were on-boarding. “We had to make sure our taxonomy is understood, especially when generating reports.”

For example, some tools introduce new wording, like a “job” or a “project.” Different internal departments may use those terms differently, so ensuring all staff is on the same page is important.

HCL’s Torres Barreiro and Wadhwa described a similar recommendation: “From our experience, it is important that we use the most simplified language as possible on those tools because we have to take into account the different academic backgrounds, the different jurisdictions, and language skills of the people who will use these tools.” Torres Barreiro added, “When we work with software tools, we use as a baseline something that will address the majority of the legal requirements, so, for example, we’ll use the GDPR as a baseline.”

KPMG’s Thompson said consistency across business units is important, as well. Privacy teams should think about how staff uses language to describe different processes. “What I would define in the U.K.,” he said, “may be different in the U.S.”

IBM’s Fortin-Cousens said once a vendor is up and running, it’s only the beginning. “It’s about culture; it’s about getting users to use the tool the way it was intended,” she said. “Anyone in the company could be a potential user. It could be a low-level employee in Brazil with a small application they are developing, or it could be an executive at corporate who is launching a big project.”

A key for Fortin-Cousens is awareness, and creating awareness for a 400,000-person company is no small task. She tries to



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hook any new process into existing infrastructure within the company. “Every developer knows they have to complete this checklist to ensure security,” she said by way of example, “so I’ll add a requirement on information and privacy awareness to it.” She said it’s also how you teach employees to use the tool. She creates user trainings, videos working with the vendor, a user guide, and just-in-time information for folks using the tool.

She also stressed the importance of getting staff feedback on a technology. She said if the employee isn’t properly trained, or if they don’t know what the next step is in the process, they get annoyed and may stop using the tool. “If no one is there to help,” she said, “that’s it. In our case, we made dedicated resources to help users in real time.”

Feedback to the hired privacy tech vendor is also important. As Microsoft’s Johnson and Swoboda considered the life cycle of

their vendor, they built in feedback loops by gathering feedback from internal staff, identifying any gaps, and ensuring the vendor sees it. In the dialogue with their vendor, they prioritize needs and aim to get any changes out in the next phase.

“It’s not uncommon for tools to have defects post-launch,” Fortin-Cousens said. “You fix them and move on, but, I think there is a lot of misunderstanding and miscommunication reported by our users. Some defects went on without being addressed for weeks and months at a time. Make sure that your vendor can walk the walk with their support after a sale. Make sure you get those in your agreement.”

Wadhwa, of HLC Technologies, asks vendors from the start to prepare a user manual for every process within an operation. Torres Barreiro added, “Every time you click on a field, it has an explanation of what sort of information you can populate it with.”

Ensuring the vendor keeps up with patching and security updates is also important. Koons, formerly of DotMailer, said he always asks vendors how he can report a problem or submit a feature request. This also ties into seeing what’s on the vendor’s road map moving forward: “Showing me what’s on the docket for, say, the next six months, is huge because that shows me that we’re truly partners in this.”

Farnsworth, of Jazz Pharmaceuticals, said she makes sure that the IT team is involved in any conversation with vendors to ensure they’re on the same page with regard to security patching and software updates.

Regulators and risks

Private-sector companies are not the only entities releasing privacy technology solutions. France’s DPA, the CNIL, has been active in this space in recent years. For one, they recently released a data protection

impact assessment tool, which is free and open sourced. The software helps with corporate accountability, and the CNIL considers conducting a PIA as a “highly recommended good practice, and even mandatory under the GDPR in those cases where the processing is likely to result in a high risk.”

“Our expectation is that companies meet the requirements in the GDPR. We’re helping to identify the leading practices that can help companies reach those objectives,” the CNIL Director of Technology and Innovation Gwendal Le Grand said. “Data discovery and data mapping tools are interesting in the context of identifying data processing operations. In general, these can contribute to the implementation of the GDPR.”

“Our expectation is that companies meet the requirements in the GDPR. We’re helping to identify the leading practices that can help companies reach those objectives”

But Le Grand also warns that privacy technology can increase risk. “You need to check whether the tools being offered introduce new risks to the company,” he said. “The tools listed here can help companies go down the route toward compliance with the GDPR,” he noted, “but, first, companies need to be careful that the tool they are using is a good tool.”

Le Grand also noted the authority is working with other global DPAs on guidance for technology issues. He coordinates a technology subgroup with the Article 29 Working Party, a collection

of DPAs from across the EU. He noted that some DPAs have been working on do-not-track standards, and, across the Atlantic, the Office of the Privacy Commissioner of Canada is developing technological know-how. Le Grand also pointed out that DPAs around the world are hiring more technological expertise.

EY's Saverice-Rohan also highlighted the risks that new privacy technology vendors can introduce. Many tools duplicate or collect more data, she pointed out. If a company decides to employ a data mapping or discovery tool, for example, "you have to make sure you have a plan to act on what you find." Does the company have enough resources to act on what they find? Often, she said, they do not.

"As we help our clients through implementation efforts," she said, "we're seeing an interest in certain areas of technology more than others." She pointed out there is a lot of excitement around solutions that support DPIAs. "Lawyers are getting excited finding technology that supports their work." Saverice-Rohan likened the privacy technology market to the cybersecurity market a few years back. "Years ago, organizations were buying cybersecurity technology, but at the end of the day, they were left with tools that nobody knew what they did."

Conclusion

The privacy technology market is booming, and this brings with it more potential solutions for privacy practitioners and consultants. The proliferation of vendors, however, makes deciding which vendor is the correct one more challenging. How many vendors can support what your organization needs? How long will they be in business? What is their road map for the next six months or year? Will using a particular privacy tech vendor actually introduce more risk and liability to the company?

These are questions worth considering. Though some consultants and practitioners are wary of many of the privacy technology products out there, others have found ready-made solutions. Finding the right vendor requires doing lots of homework, mining your professional networks, conducting a continuous dialogue with vendors, and consulting with internal stakeholders.

Underlying this is a point most of those interviewed for this report stated: Before you purchase anything, be sure to understand your business processes, and have a data governance strategy in place first. Identify the gaps you need addressed, and prioritize them.

The relationship between vendor and practitioner should be dynamic. Dialogue around feedback, patching and future needs is necessary. And many practitioners point out that customers should be willing to be challenged by a solution.

"Some people are good at selling PowerPoint presentations," Koons, formerly of DotMailer, said. "Test-drive it first, and use your colleagues because you're going to bump into somebody who could give you some good, honest feedback. It's not 'set it and forget it.' There's an implementation overhead, and you have to get that right. I learned along the way."

Hiring a privacy technology vendor will likely take time. Some practitioners said it took them six months from start to finish. Others said it took a year, or even slightly longer. Regardless, patience and research will go a long way in acquiring the right vendor. And be ready for a good challenge.

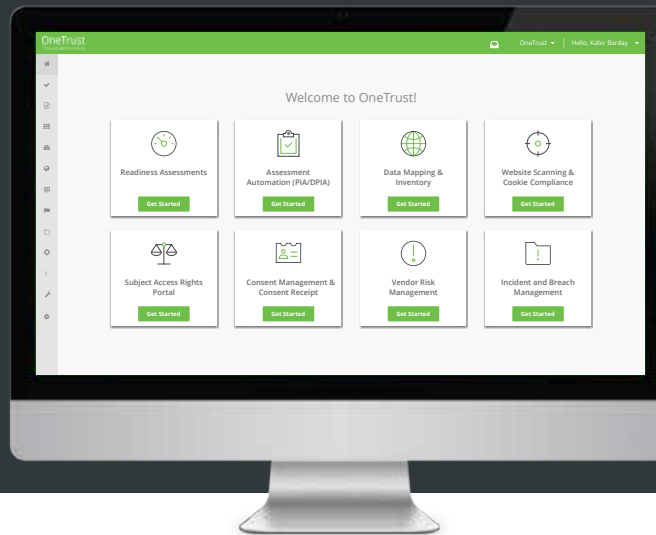
"A lot of companies do not want to be challenged," Microsoft's Johnson said. "Our program has been running for four years now. Even with dozens of tools available, you won't find the exact solution you need. So, be open to that challenge."

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2B Advice

Location: Bonn, Germany

Number of employees: 11-50

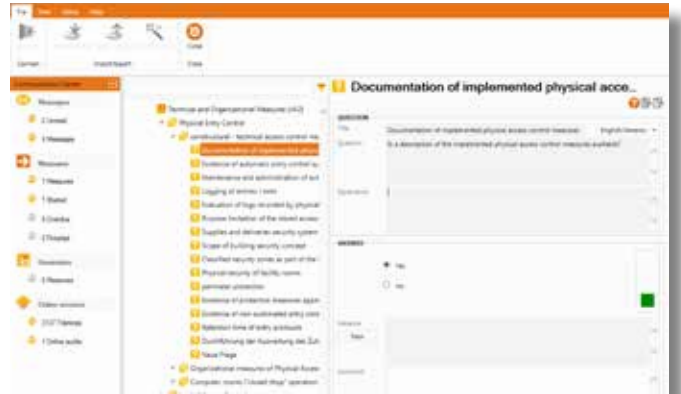
Founded: 2003

Leadership: Marcus Belke, Managing Director

Funded: Privately held

Privacy-related products: **Assessment Manager**

Description: 2b Advice PRIME is a web-based data privacy management software solution designed to help organizations manage their privacy programs in a simple and efficient manner by documenting data flows, helping to train staff, performing privacy impact assessments, and running privacy audits. The software has a number of other features, including generating reports to ensure the company is in compliance with regulations, benchmark tools to ensure companies can prove they are meeting their privacy goals, and systems to allow employees to communicate with other members of their team to manage tasks, and send alerts when work is finished. Audits can be run to identify privacy gaps and to improve a company's privacy program.



3PHealth

Location: Boulder, CO

Number of employees: 2

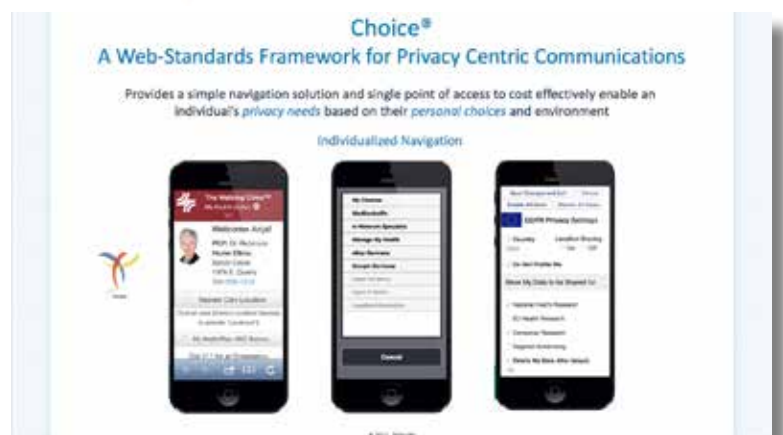
Founded: 2006

Leadership: Peter J. Cranstone, CEO;
Elizabeth Cooker, COO

Funded: Privately held

Privacy-related products:
Consent Manager,
Enterprise Communications

Description: 3PHealth is a communications platform for health enterprises and their users, providing privacy and security solutions for the transfer of sensitive personal health information, not only between a primary care physician and her patient, but between the patient's mobile device and connected medical devices. 3PHealth's platform also manages patient consent to help users control the collection, flow, use, and assignment of their private data. Its technology also allows users to fine tune their sharing preferences in a secure fashion.



Advanced Metadata

Location: Dublin, Ireland

Number of employees: 11-50

Founded: 2015

Leadership: Allan Beechinor, CEO; Jeffrey C. Leo, Board Member; Yashpal Singh, Data Analyst

Funded: Privately held

Privacy-related products: **Assessment Manager**, **Data Discovery**, **Data Mapping**

Description: Advanced Metadata allows organizations to map out all of the information they have and how it flows throughout the enterprise. The company indexes data, offers validation reports, risk heat maps and remediation recommendations to help organizations comply with the EU General Data Protection Regulation. Advanced Metadata categorizes and classifies all of the data within an organization, and uses machine learning and artificial intelligence to help automate data processes. The company also offers a Self Assessment Tool and Risk Dashboard and a company-wide assessment tool for the GDPR.



Aircloak



Location: Berlin, Germany

Number of employees: 7

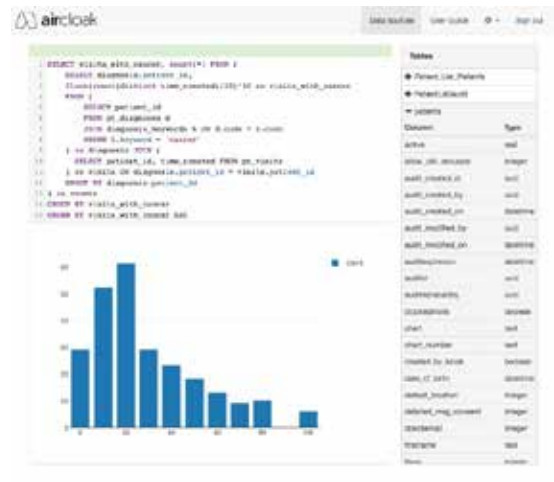
Founded: 2014

Leadership: Felix Bauer, CEO; Sebastian Probst Eide, CTO; Paul Francis, Co-founder

Funded: Privately held

Privacy-related products:
De-identification/Pseudonymity

Description: Aircloak Insights provides instant privacy compliance by anonymizing database outputs on the fly. Strong GDPR-level anonymity, regardless of use case, has been confirmed by the French data protection authority, CNIL. The software acts as a proxy between a database containing sensitive information and an analyst or application such as Tableau querying that database. Both queries and answers are dynamically modified by Aircloak to ensure anonymity while still providing high analytics accuracy even on dynamic datasets. Aircloak Insights does not require a-priori identification of quasi-identifiers, does not modify the existing database in any way, and can anonymize unstructured data as well.



Alation

Location: Redwood City, CA

Number of employees: 75-200

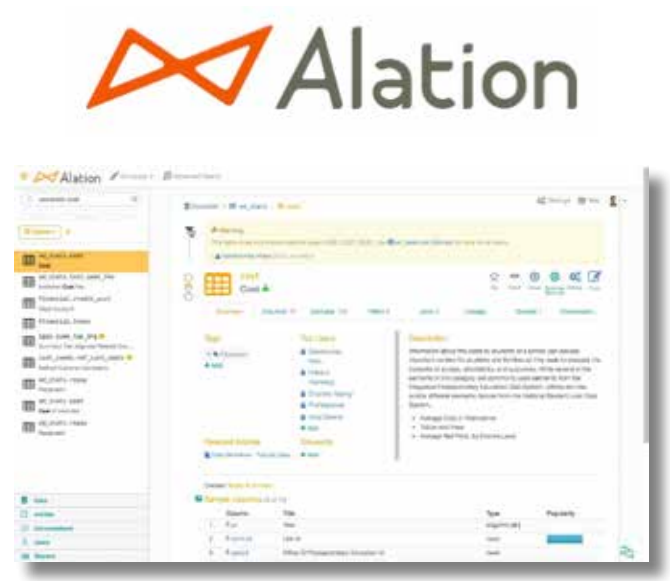
Founded: 2012

Leadership: Satyen Sangani, CEO, Eric Brisson, Chief Revenue Officer, Venky Ganti, CTO, Aaron Kalb, Head of Product, Max Ochoa, CFO and General Counsel, Madhu Talluri, VP of Engineering

Funded: Privately held

Privacy-related products: Activity Monitoring, Data Discovery, Data Mapping

Description: Alation offers a product designed to be a collaborative data catalog for the enterprise. The product maps all the data assets within an organization, while profiling and monitoring usage to ensure users have insight into their data. Alation examines technical metadata, user permissions, and business descriptions and places them into a central repository to be accessed by all data users within an organization. The product incorporates machine learning to analyze the ways data is used and to identify patterns from those accessing information. Alation allows data users to curate the information, including upvoting and downvoting data assets, noting the ways filters were used, and adding more information to a data definition.



Anonos

Location: New York, NY

Number of employees: 11-50

Founded: 2012

Leadership: Gary LaFever, CEO & Co-Founder; Ted Myerson, Chairman and Co-Founder

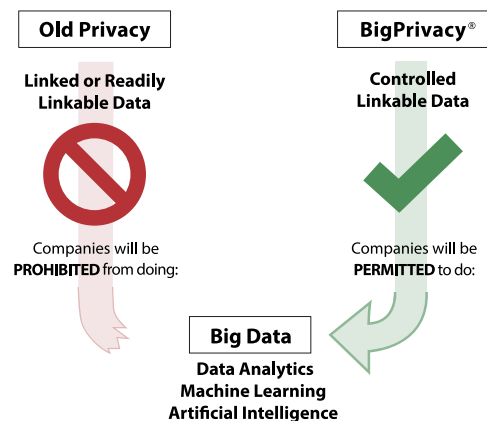
Funded: Privately held

Privacy-related products: De-identification/Pseudonymity

Description: The Anonos platform improves the value of data by embedding digital rights management-like systematic capabilities into the data to prevent unauthorized use. It does this by replacing persistent identifiers with constantly changing identifiers to capture data and provide control throughout the data's life cycle. The platform "anonosizes" the data, meaning any data subject can map to any data attribute, and vice versa. The data can then be programmed to support data protection policies applicable to different companies, industries, states, and countries. The data can be adjusted in real time to the changing requirements of different policies, including the General Data Protection Regulation.



**NEW GDPR REQUIREMENTS
MAY SOON PREVENT YOU FROM
DOING BIG DATA ANALYTICS**



Aptible Inc.

Location: San Francisco, CA

Number of employees: 14

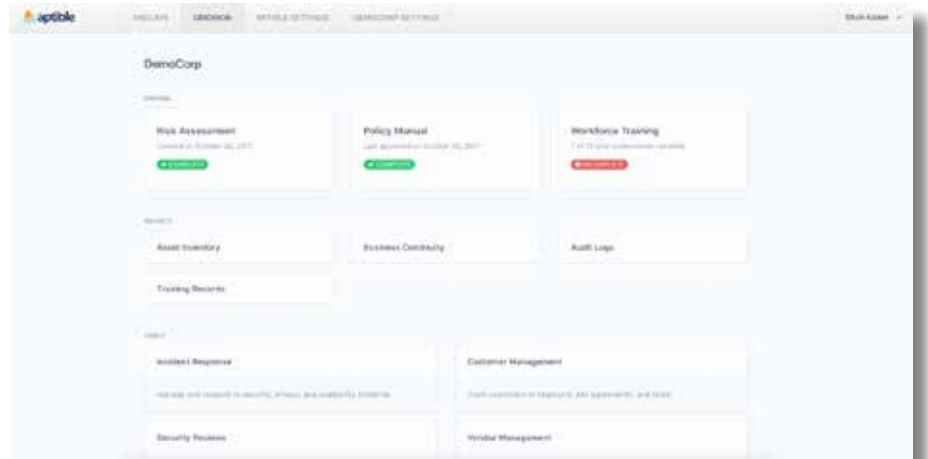
Founded: 2014

Leadership: Chas Ballew, CEO;
Frank Macreery, CTO

Funded: Privately held

Privacy-related products:
Assessment Manager,
Data Mapping, Incident Response

Description: Aptible has two main products to help automate compliance. Enclave is a container orchestration platform that automates host-level requirements, such as encryption and backups, around compliance. Gridiron is a SaaS that spins up a complete ISMS for our customers - including drafting of risk assessments, policy manuals, conducting training, and a full suite of compliance tools to manage and maintain a program.



Arcad

Location: Peterborough, NH

Number of employees: 50-100

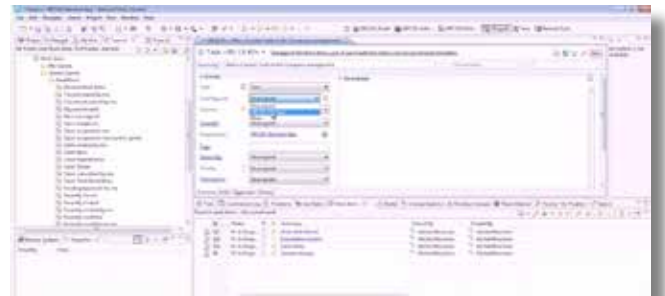
Founded: 1992

Leadership: Philippe Magne, CEO and Chairman;
Alexandre Codinach, COO; Marc Dallas, R&D Director;
Michel Mouchon, CTO; Marie-Celine Burlats, CFO

Funded: Privately held

Privacy-related products:
De-identification/Pseudonymity

Description: Arcad has several software solutions for helping organizations with their data. Their Datachanger software helps a company with data configuration management. It identifies and maintains a list of configuration data and packages them into different versions. It builds audits for the data, and lets users see what data elements were changed, the before and after of the changes, who changed the data, and when. The company's DOT Anonymizer allows testers to safely extract production data for testing.



Audito

Location: La Seyne-sur-Mer, France

Number of employees: 2-10

Founded: 2014

Leadership: Pierre Bartel, CEO

Funded: Privately held

Privacy-related product: Website Scanning

Description: Audito allows companies installing cookies to ensure their websites are compliant with all regulations, including the upcoming EU General Data Protection Regulation. Audito's services include installing cookies and checking for compliance with the GDPR and the French Data Protection Act. Audito ensures companies are complying with these rules by regularly monitoring a company's website, and offering technical and legal tracking. The company states the cookies will not be installed when a user first appears on a company website, but instead waits for opt-in consent before moving forward.



AuraPortal

Location: Valencia Spain

Number of employees: 150

Founded: 2001

Leadership: Olivia Trilles, Co-CEO;
Pablo Trilles, Co-CEO

Funded: Privately held

Privacy-related products: Assessment Manager, Consent Manager, Enterprise Communications, Incident Response, Privacy Information Manager

Description: AuraPortal GDPR ensures the correct automation of the procedures as indicated by the GDPR and provides the necessary access to them. This work is of vital importance, since it ensures that employees process data in compliance with the regulation. AuraPortal GDPR includes features that cover the spectrum of needs for any type of company such as: unlimited requests, unlimited surveys, unlimited processes, multi-language, and free initial training. lawful basis; retention periods; explicit consent; customizable measures and files; records; diligence; data breach communication; data processors; and PIA assistant, register and reports.



Automated Intelligence

Location: Belfast, Northern Ireland

Number of Employees: 51-200 employees

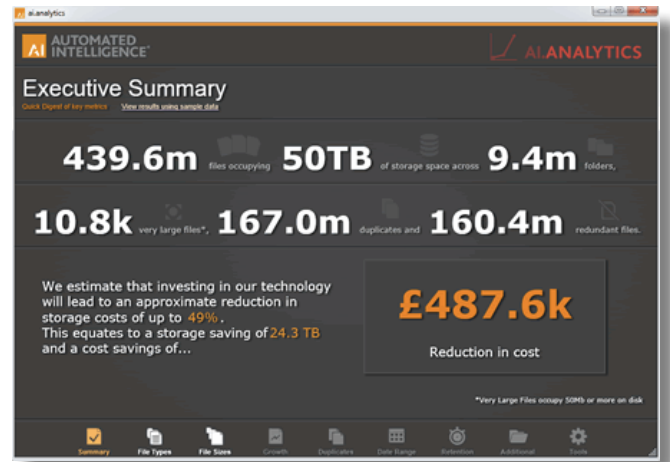
Founded: 2010

Leadership: Mark Godfrey, CEO; Simon Cole, CTO; Fergus McIllduff, COO

Funded: Privately held

Privacy-related product: **Assessment Manager**, **Data Discovery**, **Data Mapping**

Description: Automated Intelligence provides software and services that enable enterprises to manage their data throughout its lifecycle. Its analytics tool can analyze and categorize enterprise data to locate potential risk, duplications, and securely prepare it for migration to cloud services. Automated Intelligence can also provide insights that allow companies to identify and mitigate risks in order to help comply with the EU General Data Protection Regulation. This is done by identifying “personal data” in structured data sets and workflow-driven approaches for an audit trail throughout the data lifecycle. It can also develop automated processes for on-going GDPR compliance.



AvePoint



Location: Jersey City, NJ

Employees: 1,500+

Founded: 2001

Leadership: Kai Gong, CEO and Co-founder; Tianyi Jiang, Co-CEO and Co-founder; Dana Simberkoff, Chief Risk, Privacy, and Information Security Officer

Funded: Privately held

Privacy-related products: **Activity Monitoring**, **Assessment Manager**, **Consent Manager**, **Data Discovery**, **Data Mapping**, **De-identification/Pseudonymity**, **Incident Response**, **Privacy Information Manager**, **Website Scanning**

Description: AvePoint offers numerous solutions to ensure regulatory compliance. Its data governance and data-centric audit and protection solutions allow companies to maximize compliance efforts by integrating policies to actively enforce data governance, while using tools to minimize privacy and security risks. AvePoint solutions enable organizations to take a risk-based approach to data protection across programs and systems. Its compliance solutions monitor and report on the actions and safeguards implemented to prove policies are in compliance. Companies can export reports to C-suite executives and legal professionals. Its management tool allows companies to automate detection and response to out-of-policy changes as they occur.



Baycloud

Location: Oxford, U.K.

Number of employees: 5-10

Founded: 2010

Leadership: Valerie O'Neill; Mike O'Neill

Funded: Privately held

Privacy-related products:

Consent Manager, Website Scanning

Description: Baycloud Systems is the leading provider of consent solutions to international companies enabling compliance with GDPR, ePrivacy, and Do-Not-Track. Our consent platform actively manages cookies, browser storage, and embedded third-parties, as well as the consent request process, with a customised multi-language user experience. Choice is automatically applied to multiple sites, continuously visible, and revocable at any time or automatically after a configurable "sunset" period. As invited experts on the W3C TPWG, we ensured the platform implements the DNT Consent API, enabling the communication of user consent to embedded third-parties. Our browser extension bouncer implements the API while enforcing DNT.



BAYCLOUD



BigID



Location: New York, NY

Number of employees: 50-100

Founded: 2016

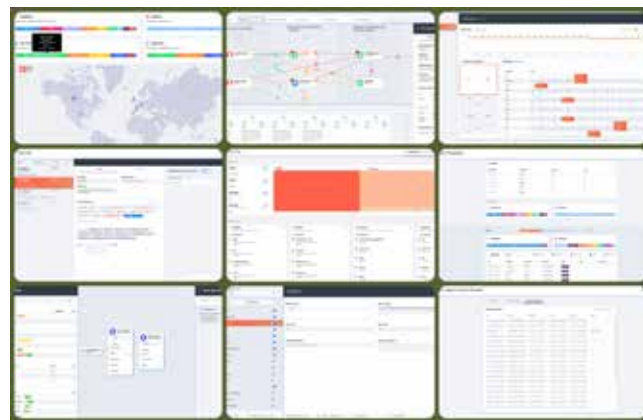
Leadership: Dimitri Sirota, CEO; Nimrod Vax, Chief Product Officer; Scott Casey, COO

Funding: Privately held

Privacy-related products:

Activity Monitoring, Consent Manager, Data Discovery, Data Mapping, Incident Response, Privacy Information Manager

Description: BigID is an NY-Israel based privacy automation company that redefines personal data protection, privacy and governance in the enterprise. BigID has introduced a data-intelligence platform for automatically discovering, understanding and de-risking all PI/PII across the enterprise, in any data store, at petabyte-scale. Using BigID, organizations can automatically build PI inventories, fulfill subject access requests, build and maintain Article 30 RoPAs, govern consent, accelerate breach response and de-identify data.



BitSight

Location: Cambridge, MA

Number of employees: 200-500

Founded: 2011

Leadership: Stephen Boyer, CTO and Co-Founder; Shaun McConnon, Executive Chairman of the Board; Tom Turner, CEO and President; Nagarjuna Venna, CPO and Co-Founder; Brian Cohen, CFO

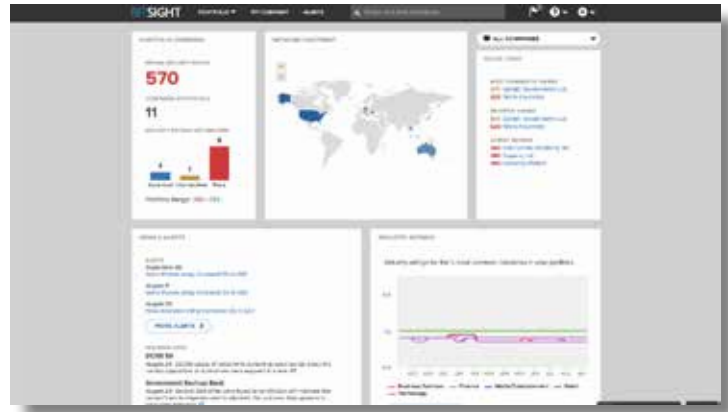
Funded: Privately held

Privacy-related product:
Assessment Manager

Description: BitSight offers a security rating platform designed to generate measurements on a company's security performance on a daily basis, with ratings ranging from 250 to 900. The ratings are generated by

the platform using algorithms to analyze prior security incidents and practices and can be used by companies to examine the impact of their risk mitigation efforts, while comparing their progress with rival companies. The platform allows for companies to engage with third parties and company stakeholders to collaborate on risk and data-driven security.

BITSIGHT



Bloomberg Law



Location: Arlington, VA

Number of employees: 1,000-5,000

Founded: 2010

Leadership: Scott Mozarsky, President; Alex Butler, Vice President and General Manager of Corporate; Tech & IP, Steve Crossman, Vice President and Head of Sales

Funded: Privately held

Privacy-related product:
Privacy Information Manager

Description: Bloomberg Law has released a privacy and data security tool to help privacy professionals stay up to date on privacy news from all around the world. The news is produced by Bloomberg reporters and editors and can be seen in a News Activity Heat Map.

Privacy professionals have also helped curate profiles on countries from around the world, focusing on key issues, privacy laws, and regulatory frameworks. The tool also has a timeline on major milestones regarding the EU General Data Protection Regulation and an interactive tool designed to inform privacy professionals on newly passed laws and regulations. The tool gives professionals the ability to compare laws from within the U.S. and other countries.

Bloomberg LAW



Canon USA

Location: Melville, NY

Number of employees: 197,776

Founded: 1937

Leadership: Hiro Imamura, Sr. VP & GM, Marketing; Sam Yoshida, EVP & GM, Business Imaging Solutions Group; Peter P. Kowalczyk, President Canon Solutions America

Funded: Publicly traded

Privacy-related product:
Enterprise Communications,
Privacy Information Manager

Description: Managing information securely is a fundamental aspect of Therefore software. Features include: System permissions that restrict unauthorized access to the repository; fully customizable access permissions for specific content and data; an anti-tamper measures ensure document authenticity; automatic document back-up for disaster recovery; automated data retention policies with workflows; and Audit Trail tracks user and document activity. For secure enterprise communications, Canon's image Runner Advance MFD systems include several types of security features as a standard configuration. Devices can be hardened to minimize outside threats.



CENTRL Inc

Location: Mountain View, CA (USA); London, U.K.

Number of employees: 50+

Founded: 2015

Leadership: Sanjeev Dheer, CEO; Chris Marino, COO; Shailesh Alawani, VP Product Management

Funded: Privately held

Privacy-related product: Activity Monitoring, Assessment Manager, Consent Manager, Data Discovery, Data Mapping

Description: CENTRL is an enterprise privacy management solution, and its Privacy360 is flexible, scalable and adaptable for evolving privacy management requirements world-wide, including compliance requirements for the GDPR, ePrivacy, and the California Consumer Privacy Act. The CENTRL platform scales for large organization enterprise needs and is flexible enough for companies of all sizes to get up and running with minimal configuration and implementation effort. The CENTRL solution has a full suite of modules for GDPR and other needs – spanning assessments, data mapping, data subject access requests and consent management, while including complete third party and vendor risk management capabilities to complement the enterprise’s privacy management needs.



Chino.io

Location: Rovereto, Italy

Number of employees: 11-50

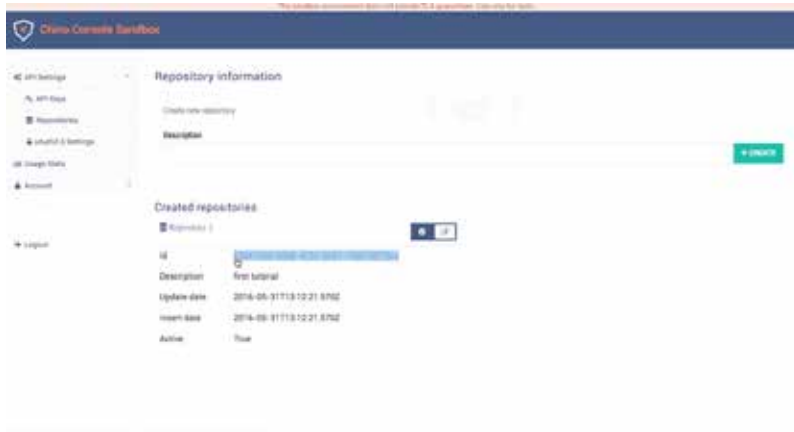
Founded: 2014

Leadership: Jovan Stevovic, CEO

Funded: Privately held

Privacy-related product:
Activity Monitoring

Description: Chino.io offers a cloud-based technical solution designed to help companies comply with a variety of different regulations, including the EU General Data Protection Regulation, HIPAA, individual EU member states' data protection laws and standards, and international cybersecurity standards and regulations. The company's product offers control policies for data access, and allows companies to keep an audit log tracking who controls data, when it was accessed, and from where. Each Chino API call uses encryption to protect data transfers, giving each user different encryption keys stored on different locations.



CipherCloud

Location: San Jose, CA

Number of employees: 400-500

Founded: 2010

Leadership: Pravin Kothari, Founded, Chairman & CEO; Arturo Cazares, COO; Dev Ghostal, Senior VP, Global Alliances & Customer Success; Simon Pius, CFO; Harnish Kanani, SVP; Global Services and Support; Willy Leichter, VP, Marketing; Jeroen, Blaas, VP and GM, EMEA; Viswa Soubramanien, VP, Engineering; Ramesh Rathui, VP and GM

Funded: Privately held

Privacy-related products: **Activity Monitoring**, **Data Discovery**, **Data Mapping**

Description: CipherCloud for cloud discovery helps an organization identify sensitive data to minimize risk. The dashboard examines data by usage, data volume and risk level. CipherCloud also features an activity monitoring service for the cloud, including for Box and Salesforce, allowing a company using the platform to monitor activity, data flows, examine all data in use, and prevent data loss. The Salesforce version lets an organization determine whether there is any unnatural behavior coming from users. The ServiceNow feature allows for privacy controls to be added with sensitive business processes.





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Redefining Personal Data Protection & Privacy

Find, Inventory & Map User Data at Scale



Data-driven Compliance

- Advanced PII Discovery
- Automated Data Mapping
- Breach Identification & Notification
- Residency and Retention Analysis
- Track Data Access
- GDPR Compliance
- Data Subject Access & Erasure
- Lineage Analysis
- Security & Privacy Risk Measurement
- Centralized Consent Management

Clarip

Location: Philadelphia, PA

Number of employees: 10

Founded: 2016

Leadership: Andy Sambandam, CEO

Funded: Privately held

Privacy-related products: **Assessment Manager**, **Consent Manager**, **Data Discovery**, **Data Mapping**, **Website Scanning**

Description: Clarip's SaaS privacy management platform is trusted by several Fortune 100 organizations to comply with GDPR, ePrivacy, and other privacy laws. Based on patent-pending Hybrid AI technology, Clarip brings "Data-Risk-Intelligence" to help stop customer data leakage, visualize data flows, and identify gaps in disclosure notices. Clarip's unified consent and preference management APIs help manage consent for millions across multiple channels including IoT devices. Clarip's "Just-in-Time" privacy notices offer greater transparency, while the Privacy Center for Humans allow management of subject rights. From cookie compliance and custom consent forms, to the most comprehensive website scanning, Clarip is an artificial intelligence solution that makes enterprise-wide privacy management affordable.



Clearswift

Location: Theale, Berkshire, U.K.

Number of employees: 200+

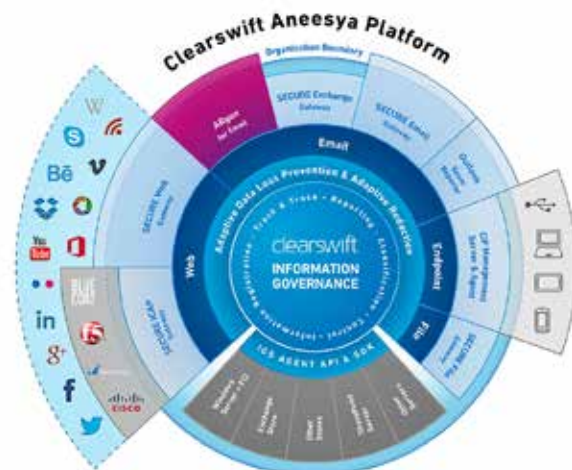
Founded: 1982

Leadership: Heath Davies, CEO; Andy Balchin, Chief Financial Officer; Ciaran Rafferty, Senior VP WW Sales; Dat Thrower, Senior Vice President, Customer Services; Guy Bunker, Senior VP Products; Maksym Schipka, Senior VP Engineering

Funded: Privately held

Privacy-related products: **Activity Monitoring**, **Data Mapping**, **Incident Response**

Description: Clearswift offers a platform designed to help an organization identify, manage, and protect their sensitive information. The platform does this by inspecting a company's data communication flows, including emails, web, and online collaboration tools, and examining data both in motion and at rest. The platform monitors data based on the company's own classification rules, allowing it to ensure the organization is in compliance, protected against data leaks, data usage policies are enforced, and it can discover data duplication and manage out of date documents. Clearswift also provides data visualization to help ensure compliance with the GDPR.



Clearwater Compliance

Location: Nashville, TN

Number of employees: 11-50

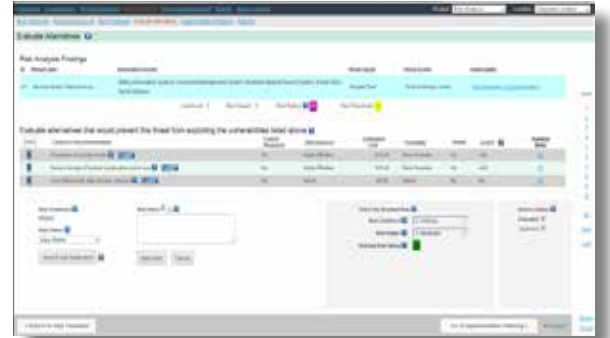
Founded: 2010

Leadership: Bob Chaput, CEO; Mary Chaput, Chief Financial and Compliance Officer; Kathy Ebbert, Executive VP and COO; Barry Mathis, Senior VP and Chief Business Development Officer; Jon Stone, VP, Product Innovation; Dan Pruyn, VP Business Development; Michelle Caswell, Senior Director & Legal Compliance; Elaine Axum, Sales & Marketing Administrator

Funded: Privately held

Privacy-related products: [Assessment Manager](#), [Incident Response](#)

Description: Clearwater Compliance offers software designed to help companies create privacy and breach notification compliance programs. The software helps companies navigate through the 78 requirements of the HIPAA Privacy Rule and 10 requirements for the Breach Notification Interim Final Rule. The software helps organizations identify gaps in their privacy and breach notification programs, stores all compliance documentation in a central, secure location, creates and prioritizes remediation actions, and prepares documentation in case of an OCR audit. It also includes an Executive Dashboard that is updated as gaps are fixed.



Collibra



Location: New York, NY

Number of employees: over 225

Founded: 2008

Leadership: Felix Van de Maele, Co-founder and CEO; Stan Christiaens, Co-founder and CTO; Pieter de Leenheer, Co-founder and VP, Education & Research

Funded: Privately held

Privacy-related products: [Assessment Manager](#), [Data Discovery](#)

Description: The Collibra data governance platform provides an enterprise-wide solution that automates data governance and management to quickly and securely deliver trusted data to the business users who need it. Collibra does this by delivering a centralized inventory of data across the business and technical landscape, along with governance, accountability, and workflow for personal data ownership, definition, and requirements. Our platform delivers searchable, end-to-end traceability of personal data across - and broad management around - data usage processes. We're also extending these capabilities with a new GDPR accelerator that helps to further support efforts around this expansive regulation.



Compliance Technology Solutions B.V.

Location: Amsterdam, The Netherlands

Number of employees: 8

Founded: 2017

Leadership: Tai Chesselet, CEO, Nicholas Eckert, Business Development Manager and Co-founder

Funded: Privately held

Privacy-related products: **Assessment Manager**, **Data Mapping**, **Incident Response**

Description: GDPR365 is a collaborative online hub that uses workflows and processes to simplify compliance with data protection regulations. The solution offers the following comprehensive suite of tools: HR, marketing, consent and data security compliance checklists; video courses for employee awareness and training; personal data mapping; case management tools for handling subject access requests; data breach incidents reporting; generation of required reports such as records of processing activities; generation of privacy notices and internal governance policies; and data protection impact assessment workflows and assessment creation. Assessment reports and other required reports like records of processing activities provide visibility and accountability with complete oversight of all open and resolved compliance.



Compliancelog

Location: Odense

Number of employees: 5

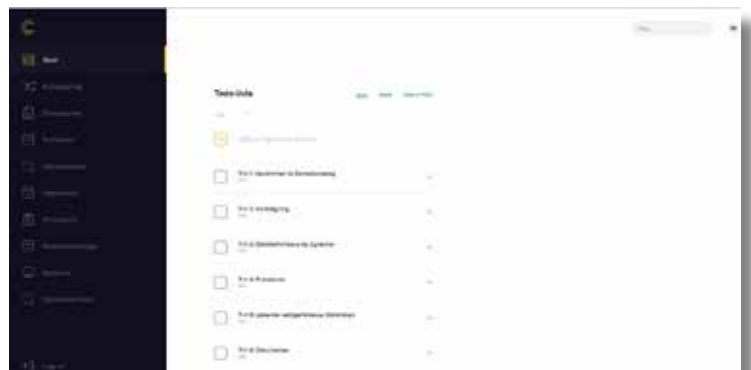
Founded: 2017

Leadership: Scott Frey, President & CEO; Rick Stauffer, COO; Greg Sparrow, SVP & GM

Funded: Privately held

Privacy-related products: **Consent Manager**, **Data Mapping**, **Incident Response**

Description: Compliancelog offers users the ability to create records of processing and visualized data-mapping along with keeping track of data processors and IT-systems. The system allows users to create systematic reviews on documents, periodic controls and provides the compliance officer with a place to hold GDPR-related documents and procedures. Finally, Compliancelog supports the reporting of data-breaches and the controllers obligations in regards to the data subjects rights by providing a user-friendly interface, which keeps track of requests and incidents along with time limits and notification periods. Compliancelog is currently only available in Danish but is being used by a number of influential Danish brands and companies.



CompliancePoint



Location: Duluth, GA

Number of employees: 70

Founded: 2001

Leadership: Scott Frey, President & CEO; Rick Stauffer, COO; Greg Sparrow, SVP & GM

Funded: Privately held

Privacy-related products:

Activity Monitoring, Assessment Manager, Enterprise Communications

Description: CompliancePoint's OnePoint Portal is a real-time, easy-to-use solution that helps organizations maintain visibility, implement monitoring, and simplify critical privacy, security and compliance tasks. OnePoint enables organizations to operationalize risk management programs, capture valuable institutional knowledge, and easily demonstrate compliance

with regulations and industry standards such as the GDPR, HIPAA, PCI, SSAE 16, FISMA, NIST, ISO, Cyber Security Framework, and more. OnePoint is a centralized platform designed to reduce the cost, effort and time required to manage risk and prepare for audits.



CompLions-GRC BV

Location: Deventer, The Netherlands

Number of employees: 25-50

Founded: 2008

Leadership: Frans Broekhof CEO; Ron Boscu CCO; Liveto Zimmerman, COO

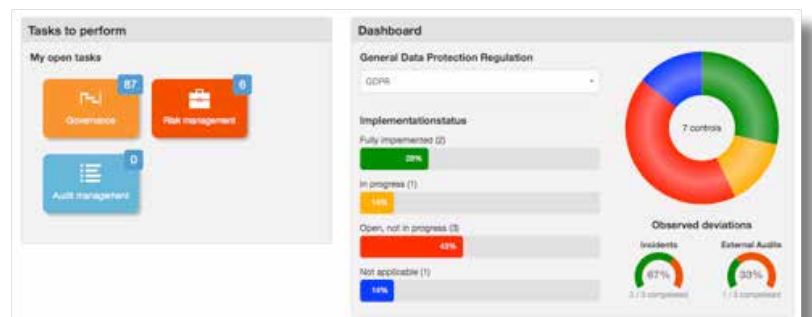
Funded: Privately held

Privacy-related products:

Activity Monitoring, Assessment Manager, Data Discovery, Data Mapping, Incident Response

Description: GRCcontrol maps privacy risks in a clear and structured way. It allows clients to mitigate risks, take measures, and visualize the degree of control. GRCcontrol is based on the "Plan Do Check Act cycle"; integrating control of all implemented

measures and a management systems into one complete system. The required GDPR documentary evidence is covered by our "digital archive." Based on ready-to-use assessments (i.e. BIA, DPIA, PIA or Data Register), report/dashboarding and 'best-practice' measures mapped to the GDPR, so you can demonstrate that your organization has taken adequate measures.



ConsentEye



Location: London, U.K.

Number of employees: 2-10

Founded: 2017

Leadership: Paul Tarantino, CEO and Co-founder

Funded: Privately held

Privacy-related products:

Assessment Manager, Consent Manager

Description: ConsentEye is a secure and scalable consent management platform that empowers organizations by building trusted and transparent relationships while complying with privacy regulations, including the GDPR, PECR and U.K. DPA. ConsentEye provides a user-friendly dashboard system to check and manage what permissions customers and employees have given for their personal data; a real-time risk register for the data protection officer; and ePrivacy portal to provide a self-service tool for customers and employees to manage their consent preferences; and open APIs for customization.



Consentric

Location: Bath, U.K.

Number of employees: 30-100

Founded: 2015

Leadership: Bruce Finnamore, Chairman; Jeffrey Thomas, Director; John Hall, CEO; Mark Reed, CTO

Funded: Privately held

Privacy-related products:

Consent Manager

Description: Consentric Permissions enables organisations to increase trust and demonstrate compliance with data protection legislation by providing digital management of personal data consents for individuals. A cloud-based solution, it provides machine-readable API and human interfaces for managing data consents for organisations and individuals. Permissions is designed to capture, store and update individual citizens' data consents, based on what (data), who (has access) and why (purpose) dimensions. Permissions helps organisations comply with data protection legislation. It has been designed to be the single source of truth for consent with specific reference to complying and managing risks associated with the GDPR legislation.



Consentua

Location: Hampshire Terrance, U.K.

Number of employees: 4-10

Founded: 2013

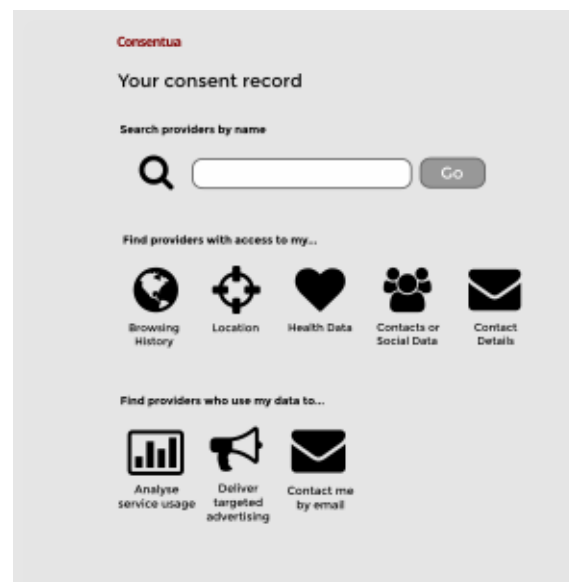
Leadership: Chris Cooper, Director and Co-Founder

Funded: Privately held

Privacy-related products:

Consent Manager

Description: Consentua is an app that captures users' consent to the use of personal data. The app provides regulatory compliance to organizations processing data and allows individuals to control the manner in which their data is used. The app offers a user-friendly dashboard allowing users to see which providers have access to their browsing history, location, health data, and other information. The app ensures companies are compliant with the GDPR by offering query consent in real-time to detect revocations and offers audit trails to demonstrate that the companies are indeed tracking consent.



Cookiebot

Location: Copenhagen, Denmark

Number of employees: 10

Founded: 2012

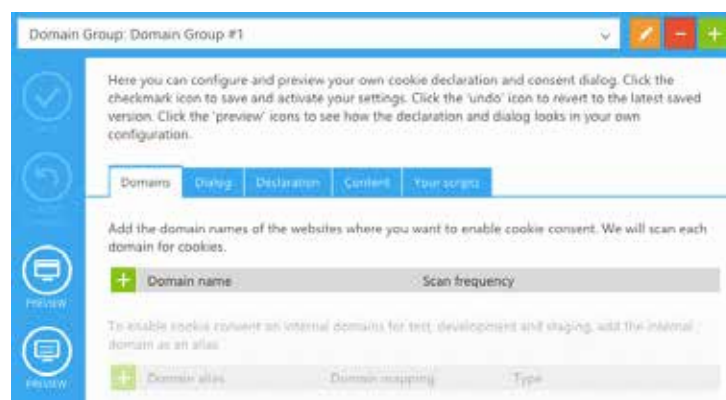
Leadership: Daniel Johannsen, CEO; Ea Luise Winther Andersen, COO

Funded: Privately held

Privacy-related products:

Consent Manager, Website Scanning

Description: Cookiebot is a cloud-based GDPR and ePR compliance tool that gives full control to website owners, empowering them to build transparency and trust with their users. Through fully rendered user simulations, Cookiebot automatically identifies and maps out all cookies and other trackers on any website. Based on this information, Cookiebot generates a cookie declaration, as well as a customizable consent banner, which fully supports the legally required "prior consent," withholding all cookies and other trackers until consent is given. All user consents are logged anonymously for future documentation, thus securing compliance.



CRM Partners

Location: Barneveld, The Netherlands

Number of employees: 365

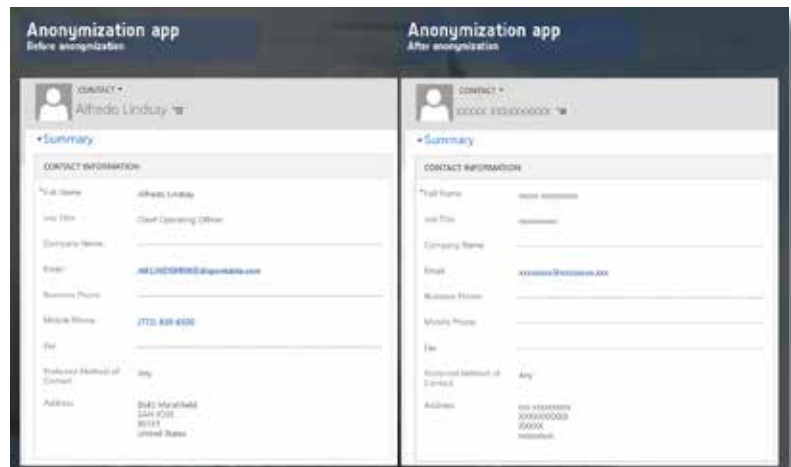
Founded: 2005

Leadership: Emiel Putman, CEO;
Rik Dubbink, CTO; Peter Stulp, COO

Funded: Privately held

Privacy-related products:
De-identification/Pseudonymity

Description: Our anonymization app offers solutions for several essential privacy requirements, including parts of the EU General Data Protection Regulation. The application allows for a user-friendly way of anonymizing and scrambling personal data in Microsoft Dynamics 365. This application is built on top of Dynamics 365, and provides IT professionals with two main functionalities. First, it allows users to delete personal data on demand or at the end of a data retention period. Second, the application makes it easy to scramble personal data so that it can be used in test environments.



Crownpeak



Location: Denver, CO

Number of employees: 51-200

Founded: 2001

Leadership: Ravi Kumaraswami, CEO; Dave Gully, COO; Adrian Newby, CTO

Funded: Privately held

Privacy-related products: **Consent Manager**

Description: Crownpeak offers companies a GDPR consent solution designed to give users the ability to opt-in to any services while maintaining a website's functionality. The solution places banners onto any website page, giving patrons the ability to give their consent when needed. Crownpeak's solution has templates where companies can place their privacy policy, while letting visitors update their preferences whenever they choose. Internet users can also fill out one of the solution's personal data request forms to inquire about their data rights as granted by the GDPR.



Cryptshare

Location: Woburn, Massachusetts

Number of employees: 2-10

Founded: 2000

Leadership: Mark Forrest, CEO; Dominik Lehr, Founder and CEO; Matthias Kess, CTO

Funded: Privately held

Privacy-related products:
Enterprise Communications

Description: Cryptshare allows users to send encrypted emails, while also using the technology to protect any attachments they wish to send in any size. In order for another party to open a file send via Cryptshare, they will need to know the agreed-upon password. The service helps organizations comply with the EU General Data Protection Regulation by allowing users to configure the settings to determine the amount of time they will hold onto information, allowing anyone to send data in any format they choose, encrypting metadata and by giving companies the choice between using the service onsite, or on the cloud.



Cryptzone

Location: Waltham, MA

Number of employees: 100-200

Founded: 2008

Leadership: Barry Field, CEO; Leo Taddeo, CSO; Kurt Glazemakers, CTO; Paul Campaniello, CMO; Mark McCue, Senior VP and General Manager, Americas; Alex Pearson, Senior VP and General Manager, EMEA & APAC; Tina Gravel, Senior VP of Strategic Alliances; Jason Garbis, VP of Products; John Reilly, Global Controller; David Kennedy, Global VP Services and Support

Funded: Privately held

Privacy-related products: **Website Scanning**

Description: Cryptzone's Compliance Sheriff scans the content on a website to ensure the company is not out of compliance with privacy laws. The Compliance Sheriff monitors online content to ensure information is kept safe and appropriate and within regulatory guidelines. The tool sends out automated email notifications to alert site administrators to any content that may be in violation so they can address it quickly. It also helps companies prevent privacy breaches involving personal and health information.



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Nymity ExpertPIA™ is a next generation privacy impact assessment tool that uses an expert system to automate the complicated criteria for conducting a DPIA required by Article 35 of the GDPR.

- Designed for speed and accuracy and incorporates an up-to-date powerful rules engine
- Privacy by design approach allowing for repetitive use of policies, procedures and other accountability mechanisms
- GDPR ready with automated criteria to trigger the need for a DPIA and when appropriate.
- On-demand Article 35 regulatory reporting
- No privacy expertise required for the business



NYMITY
EXPERTMAPPING™

ExpertMapping™ is a next generation mapping tool that utilizes an expert system to automate the records of processing requirements of Article 30 of the GDPR.

- Focus data collection on only what is legally required and what provides value to the business
- Demonstrate with confidence where data resides ensure it is accurate and up-to-date for potential use
- Generate GDPR-ready, Article 30 records of processing reports
- On demand Article 30 regulatory reporting
- Comprehensive data visualizations



NYMITY
ATTESTOR™

Nymity Attestor™ is an organizational assessment tool that enables the privacy office to demonstrate on-going accountability and compliance on demand with confidence.

- Report status of the privacy program, on-demand, with evidence
- Identify and map rules of law to evidence
- Report on privacy management to internal and external stakeholders
- Support monitoring and assessment activities
- Demonstrate accountability and compliance

Contact Us at info@nymity.com

NYMITY
innovating compliance

Location: Jensen Beach, FL

Number of employees: 11-50

Founded: 2014

Leadership: Ross Federgreen, CEO & Founder; Jenney Kim Heyns, VP of Information Services; Susan Federgreen Corporate Comptroller; Steve Green, VP of Sales and Marketing

Funded: Privately held

Privacy-related products: **Assessment Manager**

Description: CSR's solutions include CSR Readiness, an online tool that allows a business to assess where they stand in terms of data privacy and security, while providing steps, best practices, and policy templates to help improve their privacy and security positions. The tool helps perform risk assessments for companies to identify gaps in their privacy efforts. The risk mitigation tools also include an incident response plan. The tool allows companies to demonstrate that their efforts are in compliance with regulations. Companies will have around-the-clock access to services in order to maintain their data privacy efforts as the organization and regulations change. The tool also provides privacy compliance training.



CUBE

Location: London, UK

Number of employees: 100

Founded: 2011

Leadership: Ben Richmond, Founder & CEO

Funded: Privately held

Privacy-related products: **Activity Monitoring**, **Assessment Manager**, **Data Mapping**, **Incident Response**, **Privacy Information Manager**

Description: CUBE is an enterprise regulatory intelligence and change management platform that automates the entire end-to-end compliance lifecycle, cutting costs out of people-centric compliance processes, and ensuring a defensible position with the regulators. Leveraging AI (machine learning and natural language processing) to automatically capture global regulatory data (180 countries, 60 languages), CUBE has created a vast proprietary data lake of regulatory intelligence that is updated continuously. CUBE identifies which regulations are relevant to your business and jurisdictions, alerts you to regulatory changes and trends that pose a compliance risk, pinpoints all policies and procedures that are affected, and enables rapid remediation.



Cybernetica

Location: Tallinn, Estonia

Number of employees: 122

Founded: 1997

Leadership: Dan Bogdanov, Head of the Department of Privacy Technologies

Funded: Privately held

Privacy-related products:

De-identification/Pseudonymity

Description: Sharemind is a secure data analysis product designed by Cybernetica. Data owners encrypt their data, upload it into Sharemind. Sharemind processes it without removing the encryption. All intermediate and final results are encrypted as well. No single organisation can decrypt the data or run a query that would breach privacy. Sharemind MPC uses secure multiparty computation based on homomorphic secret sharing and Sharemind HI is based on trusted execution environments, e.g. the Intel(R) SGX instruction set. Sharemind's privacy-preserving statistical suite has been used for government data, cloud services, financial and health analytics. It has been validated as a data de-identification tool.



CyberSaint Security

Location: Burlington, MA

Number of employees: 15

Founded: 2017

Leadership: George Wrenn, CEO and Founder; Dave Furneaux, Chairman and Investor; Jack Hembrough, Board

Funded: Privately held

Privacy-related products: **Assessment Manager**

Description: The CyberStrong platform provides visibility, measurement, and intelligence to cyber program management. The CyberStrong Security Operations, Analytics and Reporting platform uses machine learning and artificial intelligence for intelligent cybersecurity program management tailored to any existing or growing program. The software allows companies of any size to comply to their regulations and standards based on the depth of the NIST Cybersecurity Framework. CyberStrong allows for swift framework assessments and continuous compliance, providing organization-wide visibility into all framework functions in hours, including DFARS NIST SP 800-171 compliance, ISO27001, HIPAA and others.



D.Day Labs

Location: Tel Aviv, Israel

Number of employees: 9

Founded: 2016

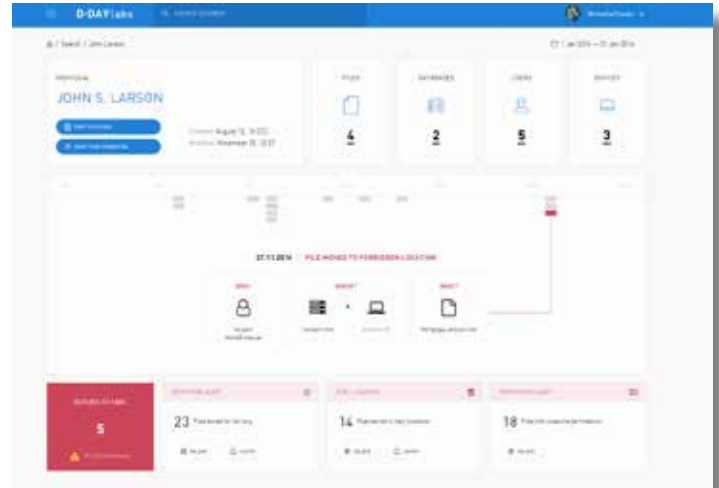
Leadership: Guy Leibovitz, Founder & CEO

Funded: Privately held

Privacy-related products: **Activity Monitoring**, **Data Discovery**, **Data Mapping**, **Incident Response**

Description: Founded in 2016, D.Day Labs uses artificial intelligence to automatically manage both structured and unstructured data in various repositories. D.Day Labs' solution, DataSense is able to classify data, enforce security policy, and actively respond to both internal and external security threats in real time. DataSense provides actionable risk and compliance assessment with automated violation remediation. The solution brings an integrative approach to data management and compliance with a single, comprehensive platform.

D.DAY LABS



Data Protection People

Location: Leeds, U.K.

Number of employees: 7

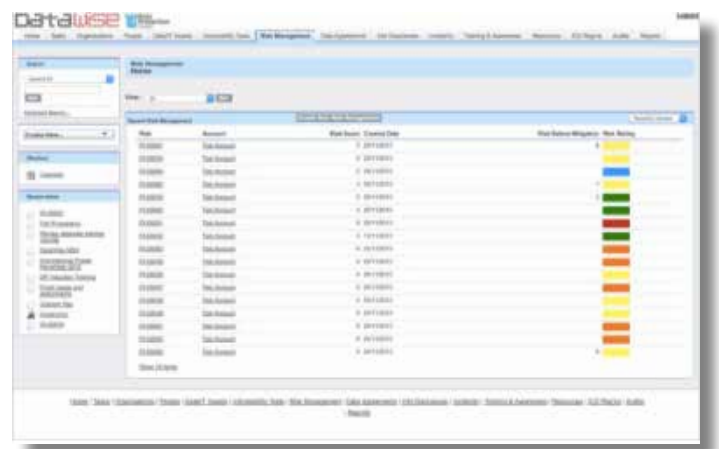
Founded: 2015

Leadership: Phil Brining, Operations Director; David Hendry, Sales & Marketing Director; Andrew Mason, Founder and Owner, and Robin Hill, Investor

Funded: Privately held

Privacy-related products: **Assessment Manager**

Description: The DataWise solutions feature a single dashboard that includes templates for data protection compliance, allowing organizations to automate and control many of the tasks to meet the Data Protection Act and General Data Protection Regulation. It includes asset and risk registers, activity reports, training and incident logs and offers task reminders and workflow assignments, document review logs, an agreement repository, and an audit schedule.



Data Solver



Location: Bletchley, U.K.

Number of employees: 5-9

Founded: 2016

Leadership: Claire Banwell Spencer;
Vinay Nagaraju; Stella Donoghue

Funded: Privately held

Privacy-related products: **Assessment Manager**, **Consent Manager**, **Data Mapping**, **De-identification/Pseudonymity**

Description: Data Solver's privacy management software is designed to enable organisations to demonstrate their ongoing GDPR compliance. It automates the requirements of the GDPR, through case management processing, process re-engineering, risk mapping, data analytics and machine learning. By simplifying the GDPR into a series of accessible steps, Data Solver's software enables greater consistency and visibility of data-driven decision making, resulting in faster and less expensive real-time operational compliance, whilst also protecting the privacy of individuals.



DataGravity

Location: Nashua, NH

Number of employees: 75-100

Founded: 2012

Leadership: Paula Long, CEO & Co-Founder;
John Joseph, President and Co-Founder; David Siles, CTO, Andrew Hay, CISO; Becky Zehr, CFO

Funded: Privately held; Owned by HyTrust

Privacy-related products: **Activity Monitoring**, **Data Discovery**, **Data Mapping**

Description: DataGravity allows a company to get a complete view of its data, allowing them to understand its composition, and who is using it. It allows companies to identify sensitive data such as credit card and Social Security numbers, and other information so a company can report any security concerns that may rise. Built in dashboards allow companies to understand data access patterns by monitoring all interactions across all files and users within an enterprise. If there is any user behavior the system finds suspicious, it will take the proper precautions to ensure the right people are notified of the issue, including logging the issue into its own system log.



DataGuidance



Location: London, UK

Number of employees: 11-50

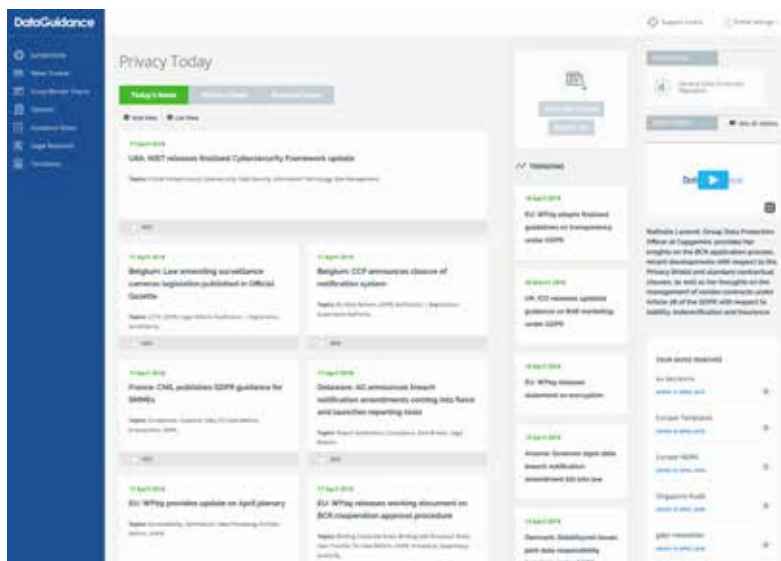
Founded: 2007

Leadership: David Longford, CEO

Funded: Privately held

Privacy-related products:
Privacy Information Manager

Description: DataGuidance is a platform designed to help privacy professionals monitor regulatory developments, mitigate risk and achieve global compliance. It is supported by 400-plus leading worldwide privacy experts and in-house analysts. Main features include Cross-Border Charts which allow you to compare regulations across multiple jurisdictions at a glance and direct you to in-depth Guidance Notes written by legal experts. It provides a daily customized news service and access to more than 14,000 official documents to help track global developments. Users also have the opportunity to ask the in-house analysts specific questions regarding their research.



Dataguise



Location: Fremont, CA

Number of employees: 100-200

Founded: 2007

Leadership: Manmeet Singh, Co-founder and CEO; JT Sison, VP of Marketing and Business Development; Subra Ramesh, VP of Products

Funded: Privately held

Privacy-related products: **Activity Monitoring**, **Assessment Manager**, **Data Discovery**, **Data Mapping**, **Incident Response**, **Privacy Information Manager**

Description: Designed for global enterprises with GDPR, HIPAA, or PCI requirements, DgSecure by Dataguise automates the discovery, classification, encryption, masking, and monitoring of all sensitive and personal data—including known, structured (e.g., credit card numbers or email addresses) and unstructured (e.g., voice-to-text recordings) data types, as well as unknown, hard-to-find data inadvertently left exposed. It works in real time across a broad range of repositories, both on premises and in the cloud, and requires no coding to deploy and use. From a single dashboard, business and IT leaders can manage risk and compliance while maximizing the value of information assets.

DATAGUISE



Datastreams.io

Location: London, U.K.

Number of employees: 10+

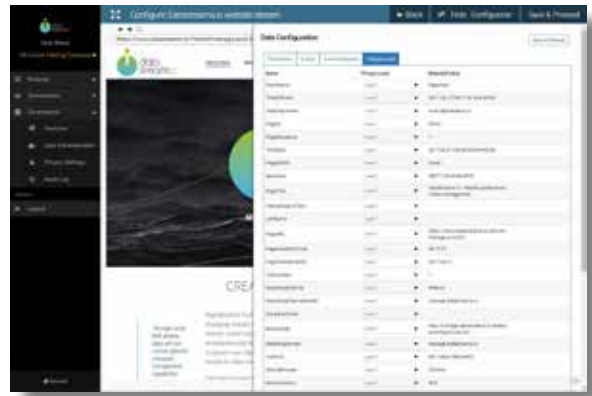
Founded: 2016

Leadership: Eric Kroon, Chief Revenue Officer; Bob Nieme, CEO & Founder; Nick Wood, Partnership Operations Director & DPO

Funded: Privately held

Privacy-related products: **Assessment Manager**, **Consent Manager**, **Data Mapping**

Description: Datastreams's data driven collaboration solution provides governed access to trusted data sources. Its 'Data Stream Manager' offers instant, compliancy-first, data-driven logistics. With the DSM, enterprises can quickly and easily leverage extensive data source and destination connectors to access the right data, in the right place, in the right format, at the right time. For more than 10 years, its data management team has built up its leading edge expertise from hundreds of complex worldwide implementations for analytics solutions. Datastreams utilizes best practices and privacy-by-design principles then addressed these within the DSM in order to meet EU GDPR requirements and obligations.



Datex Inc.

Location: Mississauga ON, Canada

Number of employees: 30

Founded: 1991

Leadership: Ed Leavens, CEO; Derek Schenk, CTO; Marc Carrafiello, CIO

Funded: Privately held

Privacy-related products: **Activity Monitoring**, **De-identification/Pseudonymity**, **Enterprise Communications**

Description: Instead of trying to block unauthorized access at the perimeter of an IT environment, or installing alert and monitor software to notify when unauthorized access has already occurred, DataStealth takes a more proactive approach to addressing data privacy concerns. DataStealth is a plug-n-play data protection solution that combines an organization's privacy, regulatory, compliance and other standards and requirements, with our suite of tokenization, de-identification and encryption options, to create an easily configurable and flexible data protection policy. DataStealth offers an enhanced level of security and privacy for both structured and unstructured data and documents, helping to ease the burden of risk mitigation and regulatory compliance requirements.



DE-ID Data Corp

Location: Richboro, PA

Number of employees: 2-10

Founded: 2003

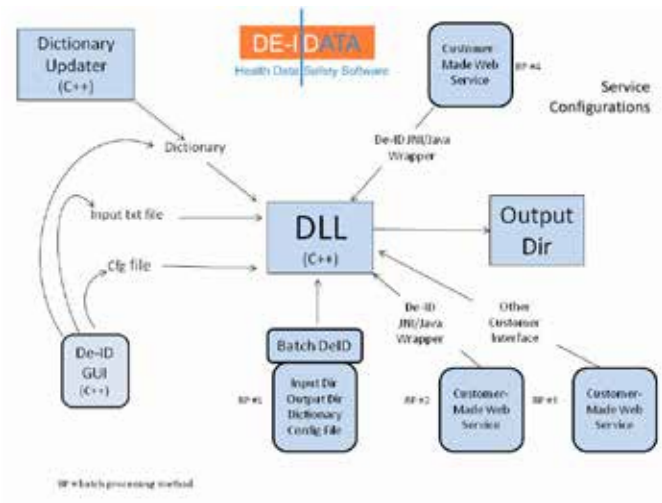
Leadership: Daniel Wasserstrom, Founder and Chairman; Steven Merahn, Chief Medical Officer

Funded: Privately held

Privacy-related products:

De-identification/Pseudonymity

Description: DE-ID Data Corp provides accurate, automated solutions to meet patient privacy standards while achieving a high level of data access and integrity for the development of data repositories, clinical, quality and outcomes research, multi-institution data sharing, and clinical trial recruitment. Our software, DE-ID, integrates easily into data management systems to provide cost-effective and rapid de-identification of patient information in all forms of data, including discharge summaries, pathology, radiology and surgical reports, history, and physical narrative and unstructured text in clinical information systems.



Didomi

Location: Paris, France; New York, NY

Number of employees: 3

Founded: 2017

Leadership: Romain Gauthier, CEO; Jawad Stouli, CTO; Julie Tamba, Legal Advisor

Funded: Privately held

Privacy-related products:

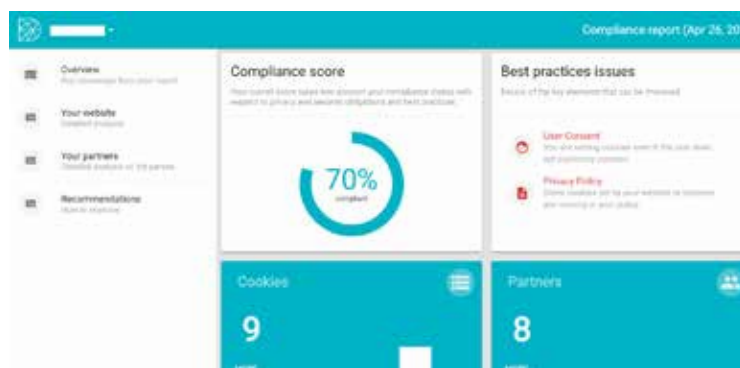
Assessment Manager, Consent Manager, Website Scanning

Description: Didomi offers an end-to-end privacy management platform helping businesses of all sizes comply with privacy requirements and build consumer trust. Our cloud-based suite of tools includes automated websites/apps scanning and auditing, privacy compliance assessment, privacy and cookie policy generation, and consent management.

Our flagship product is the 'Privacy Center', a consumer-facing app that replaces your privacy policy with a dynamic and customized app where consumers can easily access their information and manage their data preferences and exercise their GDPR rights.



DIDOMI



digi.me

Location: Tongham, U.K.

Number of employees: 63

Founded: 2012

Leadership: Julian Ranger, Founder & Chairman;
Roger Goscomb, COO; Rory Donnelly, CEO

Funded: Privately held

Privacy-related products: **Consent Manager**

Description: Digi.me is a platform allowing individuals to build and store data where they choose in a personal cloud. It facilitates the sharing of medical, financial, fitness, music, and social data from many different sources for sharing with businesses via consent. It is normalized, aggregated, curated using tiles. It provides insights and views of a person's data at no fee to the individual. Businesses can then request access to data using digi.me's Consent Access APIs SDK for a fee. Digi.me is a librarian for individuals and a postal service for businesses.



digi.me



Direct Line To Compliance, Inc.

Location: Houston, Texas

Number of employees: 35

Founded: 2008

Leadership: Monica Brown, President;
Michael Adeeko, Chief Technical Officer

Funded: Privately held

Privacy-related products: **Assessment Manager, Data Mapping**

Description: ColorCodeIT is cloud-based software that calculates real-time updates on an organization's regulatory compliance status, mapped to the exact language elements of the compliance standards themselves. AI and natural language processing assist the standards parsing process, generating color-coded templates with core language metrics. During configuration, binary mapping to the organization's digital evidence is completed. Updated files are imported from web containers to sustain compliance on an ongoing basis. Audit work papers are auto-populated from the database. Integrated risk is monitored on a calculative basis via live dashboard reporting, performing months of work by multiple resources in a fraction of a second.



DLP Assured

Location: London, U.K.

Number of employees: 51-200

Founded: 2010

Leadership: Barry Seward, CTO

Funded: Privately held

Privacy-related products:

Activity Monitoring, **Assessment Manager**,
Consent Manager, **Data Discovery**,
Data Mapping

Description: The GRC-ISMS delivers the foundational data protection processes to manage and promote the practice of good information security and privacy. It assists with GDPR compliance by providing DSAR handling, data catalogue, data mapping, and incident response. It also provides many ISO27001 features such as risk assessment, asset management, audit, deployment and management of documents.



DocEx

Location: Minneapolis, MN

Number of employees: 11-50

Founded: 2017

Leadership: Anwar Parvez, Olga Kurts

Funded: Privately held

Privacy-related products: **Activity Monitoring**,
Consent Manager, **Enterprise Communications**

Description: DocEx allows protection and access-control for sensitive documents in-transit, internally or externally. Companies can maintain full custody, control and track forwards, views, prints, downloads, and all other actions. You can manage consents, authentications, watermarks, bates numbering, and geo-location rules. You can also manage service levels, revoke access manually or automatically, and download full reports for proof-of-compliance. Live policy enforcements, alerts, and dashboards make you proactive to threats and give you insights into the usage of your content. Additionally using custom policy templates, you can comply with GDPR, GLBA, Privacy Shield, Communications Act, and other regulations.



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Networking with Privacy Peers



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dpify

Location: Ghent, Belgium

Number of employees: 1-10

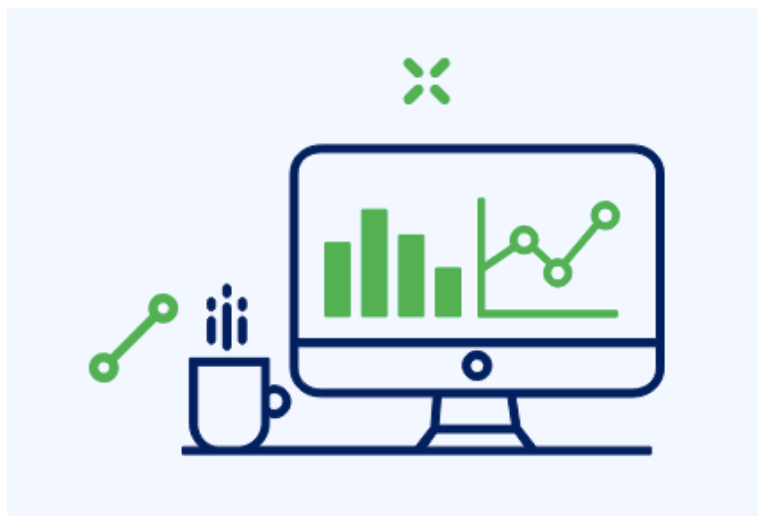
Founded: 2018

Leadership: William Koninckx, Managing director; Robin Remue, Technical director

Funded: Privately held

Privacy-related products: **Data Mapping**, **Privacy Information Manager**

Description: Dpify is a simple and user-friendly web-based software tool specifically designed for maintaining such a record in an intuitive and efficient way. It can be used as the record of processing activities of both an individual business or organization, as well as an entire group. You can work together with colleagues from various departments or other group entities anywhere in the world to jointly feed and maintain the record.



DPOrganizer



Location: Stockholm, Sweden

Number of employees: 5-10

Founded: 2015

Leadership: Egil Bergenlind, CEO; Sebastian Norling, CTO; Lelle, Cryssanthander, Chief Revenue Officer; Andres Yannelos, Chief Design Officer

Funded: Privately held

Privacy-related products: **Assessment Manager**, **Data Mapping**

Description: DPOrganizer offers a platform to help companies map, visualize, report, and manage their processing of personal data. The platform asks questions such as the purpose and legal basis of data processing, data processors and their instructions, data controllers and their responsibilities, storage, accessibility and retention time of personal data. It also allows companies to upload documentation such as privacy policies, processing agreements and privacy impact assessments to the software. DPOrganizer creates reports for organizations to use to find out where data is stored, and how it is used both internally and externally. The platform alerts users to any changes that have been made, and notifications are sent if any information needs to be updated.



Draftit Privacy

Location: Stockholm, Sweden

Number of employees: 25-50

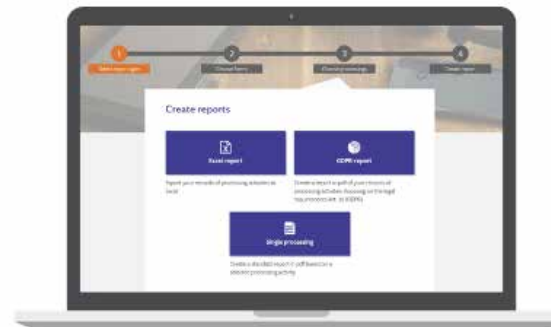
Founded: 2006

Leadership: Mikael Sundström, CEO

Funded: Privately held

Privacy-related products: **Activity Monitoring**, **Assessment Manager**, **Data Mapping**, **Incident Response**

Description: Draftit Privacy AB offers a full-fledged GDPR-product suite supporting organizations in the private and public sector to incorporate privacy compliance into their operations. Our range of solutions includes Privacy Records, an intuitive web-based solution designed to help map and manage records of processing activities and monitor privacy procedures to ensure GDPR compliance. The Privacy Evaluation tool provides an overview and snapshot of an organization's data privacy compliance with regards to the GDPR. It highlights any areas that may require attention and provides guidance and recommendations, all presented on a descriptive dashboard. The Privacy Expert tool provides competence and practical solutions on how to meet legal requirements and best practices within the area of privacy. Base efforts on the Privacy Program methodology developed by experts and implement the GDPR with the help of step-by-step guides and templates. Draftit Privacy AB offers an extensive Privacy E-learning capability filled with relevant facts, challenging tests and educational assets.



DSS Consulting Ltd.

Location: Budapest, Hungary

Number of employees: 60-80

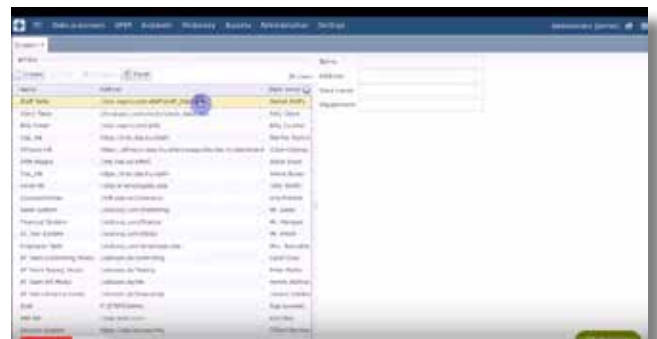
Founded: 1998

Leadership: Lajos Lukács, Executive Director; László Sütő, Operative Director; Balázs Bauer, Sales Director

Funded: Privately held

Privacy-related products: **Activity Monitoring**, **Assessment Manager**, **Consent Manager**, **Data Discovery**, **Data Mapping**, **Incident Response**

Description: GDPRoofed supports the principle of accountability complying with the GDPR and other key principles, enabling the organization to manage all GDPR-related information and activities at a single place, in a single system. Connecting GDPRoofed to IT systems storing personal data, companies can maintain an up-to-date central filing system for all personal data. GDPRoofed provides automation tools for data mapping, managing data transmission by data processor, incident management, data privacy impact assessment, and designing company data flows. The solution includes dashboards, reports, and automated email notifications that allow organizations to regularly monitor GDPR compliance.



Echoworx Corporation

Location: Toronto, ON, Canada

Number of employees: 60

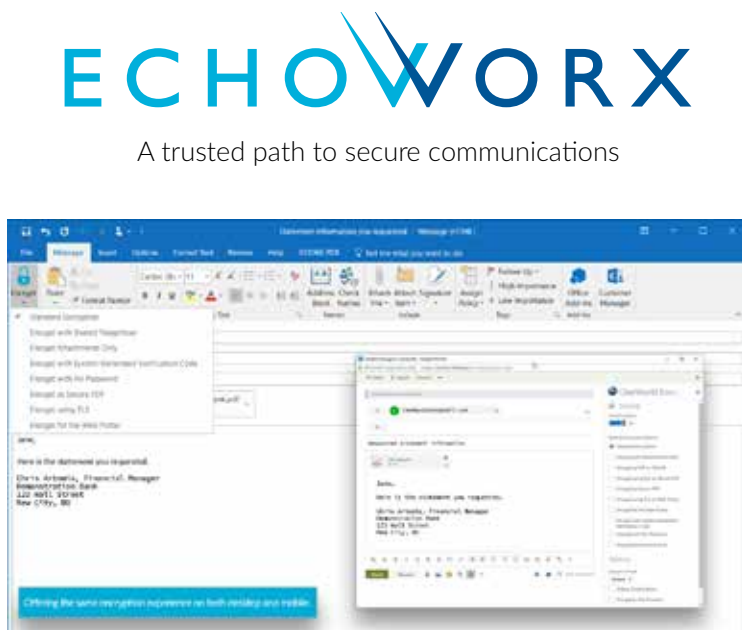
Founded: 2000

Leadership: Michael Ginsberg, CEO;
Alex Loo, VP Operations; Sam Elsharif,
VP Development

Funded: Privately held

Privacy-related products:
Enterprise Communications

Description: As a pure-play encryption solutions provider, Echoworx works with finance, government, healthcare, legal, and compliance professionals to tailor secure communication solutions that don't impede on customer experience. Our encryption experts transform chaos into order for leading multi-national enterprises using our SaaS encryption platform. Clients in 30 countries use the OneWorld encryption platform and more than 5,000 business, public sector, and institutional deployments are serviced through our data centers in the U.S., Canada, Ireland, Mexico, and the U.K.



ECOMPLY.io

Location: Munich, Germany

Number of employees: 5-10

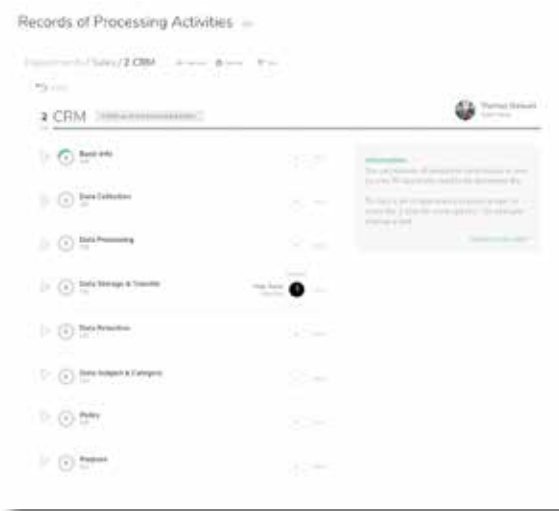
Founded: 2017

Leadership: Aazar Ali Shad, Co-founder, Head of Sales & Marketing; Hauke Holtkamp, Co-founder, CEO

Funded: Privately held

Privacy-related products: **Assessment Manager, Data Mapping**

Description: ECOMPLY.io is a SaaS data protection management platform based on the EU General Data Protection Regulation. This platform is designed for users who have less knowledge about the GDPR and privacy. The software helps companies with the records of processing activities that is a mandatory requirement in Article 30. It also helps with the GDPR gap assessment, vendor risk management, incident reporting, DPIA and data protection audit. This data protection management platform helps companies step-by-step and guides the user to generate reports for the company, internally and externally.



eDatask

Location: Le Perreux sur Marne, France

Number of employees: 2

Founded: 2017

Leadership: Jawaher Allala

Funded: Privately held

Privacy-related products:

Assessment Manager, Consent Manager, Data Mapping

Description: eDatask offers a complete GDPR-compliance solution, which combines two modules: REG and PIMS. eDatask REG is a collaborative data governance platform designed with the GDPR rules in mind. It allows organizations to map the personal data flow within the information system and maintain a real-time record of data processing activities. It tracks all modifications in order to demonstrate accountability. eDatask PIMS is a unique entry point to data subjects' right management. The personal information management system interacts with REG to provide the appropriate and accurate processing information. eDatask streamlines the data subject relationship management for your privacy protection professionals.



Egnyte

Location: Mountain View, CA

Number of employees: 201-500

Founded: 2007

Leadership: Vineet Jain, CEO; Amrit Jassal, CTO; Steve Sutter, CFO

Funded: Privately held

Privacy-related products: **Activity Monitoring, Data Discovery, Data Mapping**

Description: Egnyte has released a platform supporting compliance with the General Data Protection Regulation in all 28 EU member states. The platform allows an organization to identify all the personally identifiable information it holds, whether it's in the cloud, or on site. The platform makes sure all software, tools, servers, and apps are updated and compliant with the GDPR. Egnyte's platform allows organizations to categorize all forms of PII in case a data subject makes a right-to-be-forgotten request, and offers the ability to notify administrators if any files are accessed inappropriately. The platform supports the use of multiple domains for companies located in countries with strict data residency requirements.



Enlighten



Location: San Jose, CA

Number of employees: 80-100

Founded: 2010

Leadership: Josh Manion, Founder & CEO;
Josh Goodwin, CTO; Ian Woolley, GM EMEA

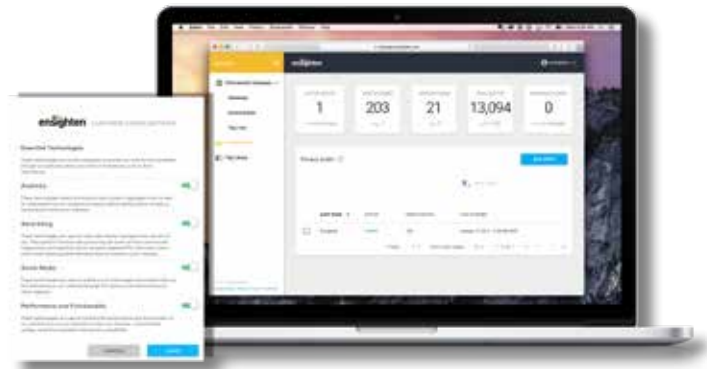
Funded: Privately held

Privacy-related products: **Consent Manager**,
Website Scanning

Description: Enlighten offers a patented website data privacy solution designed to help organizations quickly and easily comply with data privacy regulations, assess privacy risk, and block any unauthorized tag from firing, including piggybacked tags. By adding a single line of code to your web page, Enlighten blocks data from leaving on the first page visit, making you GDPR-compliant.

Enlighten also provides an integrated notification and consent experience, supporting any language

– all configurable from a user-friendly UI. The platform offers dashboards, metrics, and reports for audit purposes and for companies to stay informed about the tags on their websites.



EPI-USE Labs

Location: Atlanta, GA

Number of employees: 250

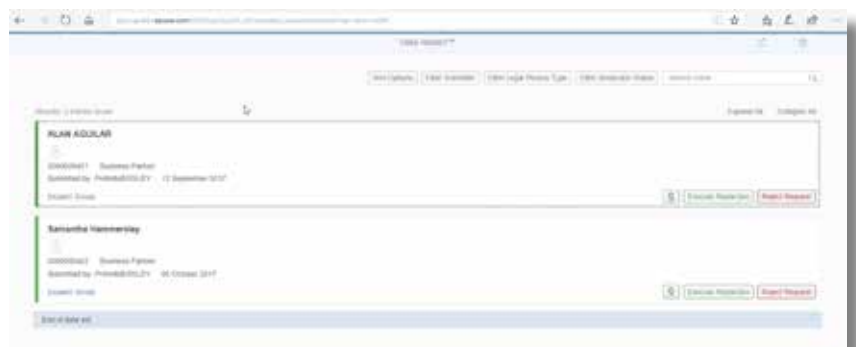
Founded: 2016

Leadership: Phillip Stofberg, CEO; Wouter du Preez, COO; Paul Hammersley, Product Portfolio Owner; Jan van Rensburg, Information Security Specialist

Funded: Privately held

Privacy-related products: **Consent Manager**, **Data Discovery**

Description: Our SAP GDPR Compliance suite has three components. Data Disclose is a reporting tool for highlighting sensitive data across your SAP portfolio - addressing the right of access (GDPR article 15). Data Redact intelligently removes or replaces sensitive data in your SAP systems and beyond - addressing the right to be forgotten (GDPR article 17). Data Retain - Rule framework for periodic redaction of sensitive data - to proactively address the right to be forgotten (GDPR article 17).



EuroComply

Location: Dublin, Ireland

Number of employees: 1-10

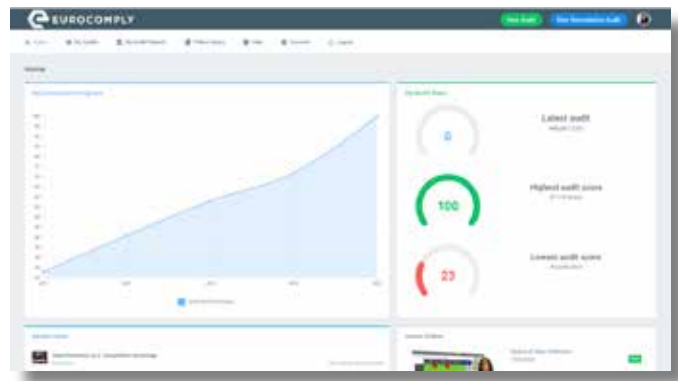
Founded: 2015

Leadership: Emerald de Leeuw, CEO

Funded: Privately held

Privacy-related products: **Assessment Manager**

Description: EuroComply's software is designed to help companies implement and understand the General Data Protection Regulation. The software offers a self-service audit function to guide an organization through a data protection audit of the entire company, assessing its current state of compliance. The answers from the audit will help the software offer suggestions of training to prepare for the GDPR and demonstrate accountability. The software also helps evaluate privacy awareness and training effectiveness and can assist in discovering issues in records management, as well as assessing whether third-party services used by the company could affect compliance status.



Evidon

Location: New York, NY

Number of employees: 60

Founded: 2009

Leadership: Scott Meyer, Co-Founder and CEO; Todd Ruback, CPO and VP of Legal; Mark Rudolph, COO and CRO

Funded: Privately held; Owned by Crownpeak

Privacy-related products: **Consent Manager**, **Website Scanning**

Description: Evidon offers a full suite of privacy-consent & monitoring solutions for compliance with the GDPR, ePrivacy Directive, Ad Choices and other programs. Evidon's Site Notice is a patented desktop, mobile and in-app consent solution that ensures compliance with GDPR, ePrivacy Directive, PIPEDA, CalOPPA and more. Evidon's Trackermap identifies all website tracking and is a key part of any GDPR-readiness assessment and ePrivacy Directive compliance program. Ad Notice powers compliance with the transparency & control requirements of the Ad Choices Program.



Exonar

Location: Silicon Canal, Newbury, Berkshire, U.K.

Number of employees: 20-50

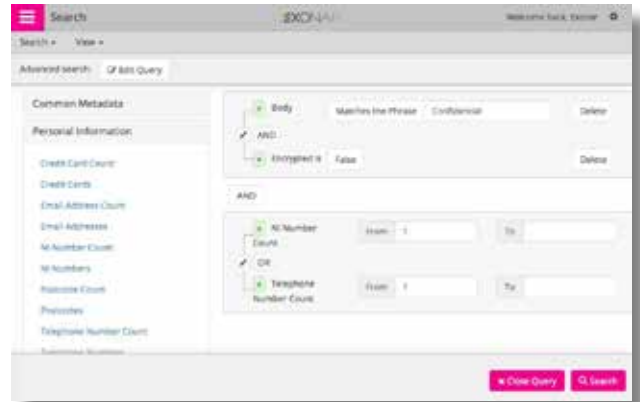
Founded: 2007

Leadership: Adrian Barrett, Founder & CEO; Julie Evans, COO; Derrick Hirst, Director; Sean Campbell, Business Development Director; Simon Orr, Head of Research; Aeham Abushwashi, Head of Engineering

Funded: Privately held

Privacy-related technology: Activity Monitoring, Data Discovery, Data Mapping

Description: Exonar's platform helps organizations identify sensitive information and classify it into categories based on where the information is located, such as the cloud, file shares or mail servers. It also identifies documents containing passwords and confidential data, and monitors what data is created, moved, or deleted. The platform allows companies to profile their information based on whether it is sensitive, regulatory, legislative, or outdated. It lets organizations build data maps and can send actions to data owners and business systems, while allowing companies to automate their policy enforcement.



Faktor

Location: The Netherlands, Amsterdam

Number of employees: 10

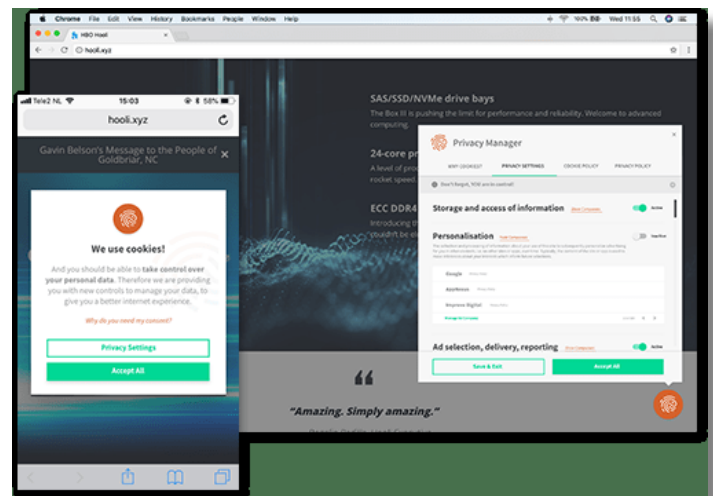
Founded: 2017

Leadership: Tim Geenen, CEO; Anke Kuik, COO; Niels Baarsma, CPO; Johan de Groot, CTO

Funded: Privately held

Privacy-related technology: Consent Manager

Description: Faktor offers a consent management platform in which users can manage their consent and preferences for advertising and marketing. Companies can offer the Privacy Manager to their visitors to ensure GDPR compliance for digital advertising, reduce data leakage, maintain revenue and to empower their users. The Privacy Manager is in line with the Transparency & Consent Framework provided by IAB Europe and the IAB Tech Lab, but also features custom vendor lists, audit trail and full customization.



Fastweb

Location: Milan, Italy

Number of employees: 1,000-5,000

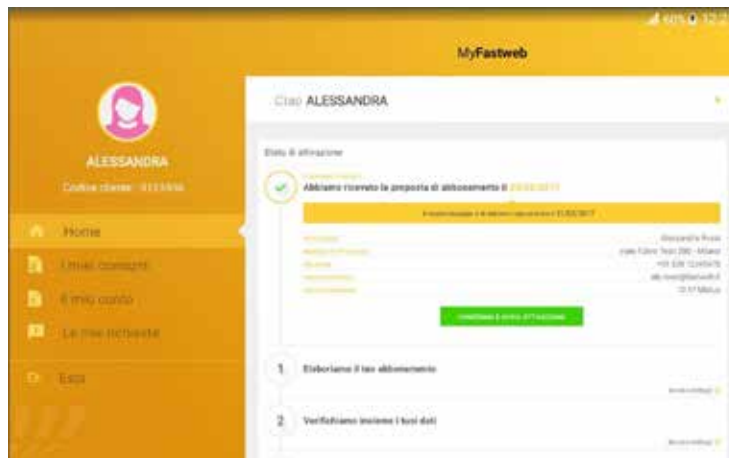
Founded: 1999

Leadership: Alberto Calcagno, CEO,
Fabrizio Casati, Chief Wholesale Officer,
Peter Grüter, CFO

Funded: Publicly traded

Privacy-related products:
Assessment Manager

Description: Fastweb is offering its Fast GDPR Suite, a platform designed to help companies ensure they are compliant with the EU General Data Protection Regulation. The platform helps an organization assess their systems and procedures, and identifies the areas in need of improvement. The suite offers companies a set of tools to help protect customer information and to protect their systems against cyberattacks. The solution also allows organizations to access their data during instances of disruption through back-up and disaster recovery solutions in compliance with the GDPR.



Frama Systems India

Location: New Delhi, India

Number of employees: 300+

Founded: 2010

Leadership: Amit Mital, Executive Director

Funded: Privately held

Privacy-related products:
Enterprise Communications

Description: Frama's RMail platform allows an organization to track the emails they send in order to find out when they have been received. All emails sent through the RMail platform are encrypted, with the platform ensuring each message has a proof of encryption upon delivery for compliance purposes. The platform allows users to send a system-generated password for the recipient of the message, or the sender can create a password of their own. The platform offers a receipt record designed to prove when a message has been sent or received, allowing organizations to prove they are complying with privacy laws. The platform can be used with an existing email address, as well as a free RMail address users can sign up for.



Global IDs

Location: Princeton, NJ

Number of employees: 80-200

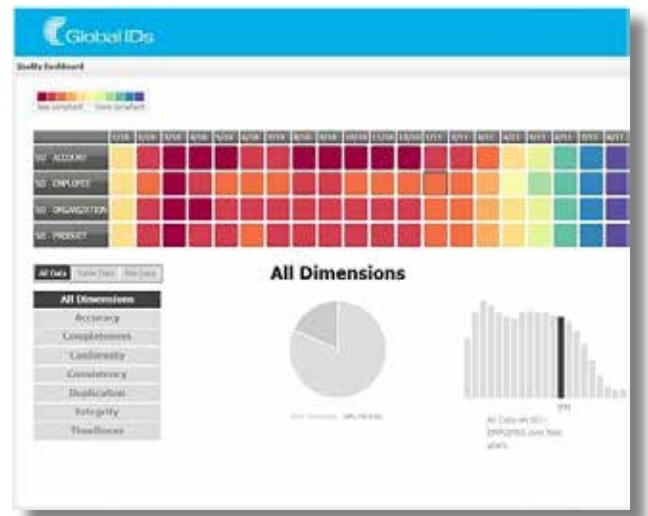
Founded: 2001

Leadership: Arka Mukherjee, CEO; Bill Winkler, CTO; Robert Scott, Chief Strategy Officer

Funded: Privately held

Privacy-related Products: Activity Monitoring, Data Discovery, Data Mapping

Description: Global IDs offers several types of software designed to examine the data within an organization. Global ID allows a company to view their data as business is conducted across the enterprise, while allowing CISOs to monitor all databases for attacks within and outside of their organization. Global IDs Data Profiling software lets large organizations map out of the data within their ecosystem, while its Data Quality software allows a business to measure the worth of the information it possesses. The company's Data Integration software monitors the ways data moves and to create authoritative data sets.



GTB Technologies

Location: Newport Beach, California

Number of employees: 51-100

Founded: 2005

Leadership: Uzi Yair, Co-founder

Funded: Privately held

Privacy-related products: Data Discovery, Data Mapping, Privacy Information Manager

Description: The GTB Data Protection that Works platform offers real-time, accurate data discovery, data mapping & data classification of sensitive data whether it be on servers, workstations, endpoints or the cloud. Completely transparent, policies are accurately enforced in real-time, providing an accurate way to become secure and compliant with government data security regulations related to the GDPR, PII, PCI-DSS, FERC/NERC, ITAR, NY DFS, NIST, SOX, PIPEDA, and many more.



HaloPrivacy

Location: Seattle, WA

Number of employees: 10-20

Founded: 2015

Leadership: L. Kevin Kelly, CEO;
Lance Gaines, CTO

Funded: Privately held

Privacy-related products:
Enterprise Communications

Description: Halo Privacy runs its solutions through its Halo – Corona privacy appliance, allowing for companies to use its collaboration and messaging applications. Halo offers software to let users bring all of their communications under one roof, providing private, real-time messaging and searchable archives. Halo also lets an organization secure all their information onto the privacy platform, and allows users to securely deliver emails on the platforms they currently use. The company also offers a secure VPN option.



Heliometrics

Location: St. Louis Park, MN

Number of employees: 4-10

Founded: 2013

Leadership: Jeremy Wunsch, Founder and CEO

Funded: Privately held

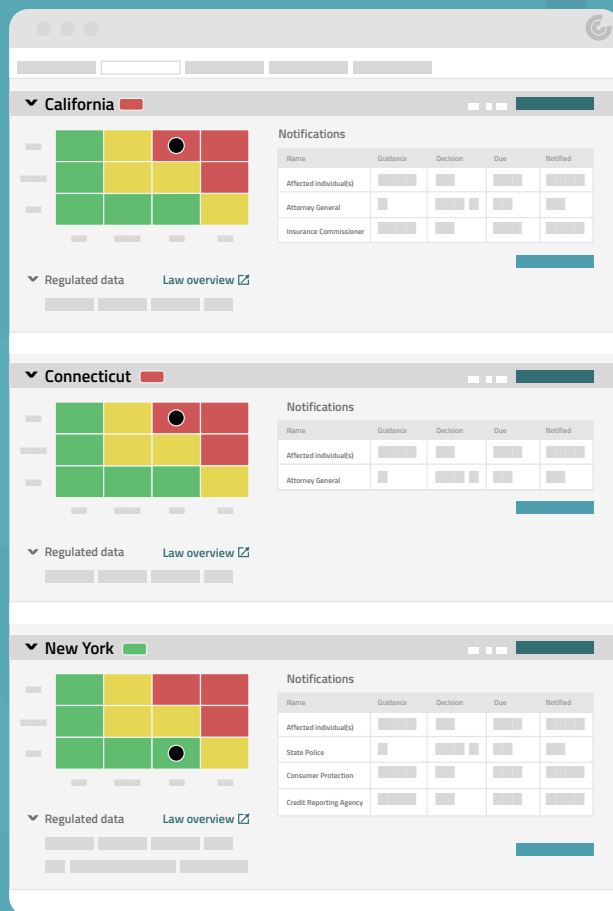
Privacy-related products:
Activity Monitoring, Data Mapping

Description: Heliometrics' solutions include its Healthcare Privacy Analytics, which monitors the access to electronic protected health information within a health care organization to ensure patient data privacy. All findings are displayed as interactive visualizations, allowing organizations to identify any behavior requiring further attention. Heliometrics also helps health care organizations and patients monitor when participants access electronic health records. Heliometrics' Individual Patient Access Report discloses to patients when their information is accessed, and for what purpose. This is designed to help quickly answer any patient requests for who, or what organizations, has accessed their electronic health records.



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HexaTier

Locations: Bar Cochva, Israel

Number of employees: 35-50

Founded: 2009

Leadership: Dan Dinnar, CEO; Shay Akirav, VP R&D; Mark Fullbrook, VP of Sales; Dror Haliva, VP of Marketing; Anat Gafni, VP of Human Resources; Yaron Ofer, Head of Professional Services; Amos Rozental, VP of Finance

Funding: Privately held

Privacy-related products: Activity Monitoring, Data Discovery, De-identification/Pseudonymity

Description: HexaTier can discover and classify sensitive data. It will scan according to regulations, and will scan for data on a schedule assigned by the company. The solution offers database activity monitoring, which means it will compile an audit of logins, admin commands, access, queries, and stored procedures. It will send out real-time alerts and compliance reports and offers advanced notice before and after auditing for personally identifiable information. The solution also masks data when it is in motion, but does not do so for data at rest.



Hotshot Technologies, LLC

Location: Idaho Falls, ID

Number of employees: 3

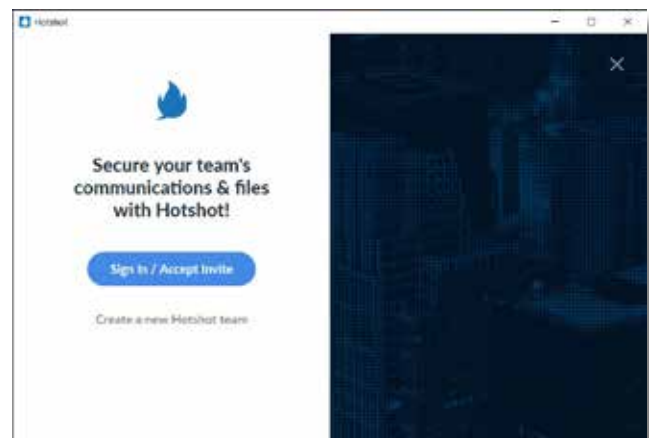
Founded: 2017

Leadership: Aaron Turner, CEO; Kris Bertagnolli, CRO

Funded: Privately held

Privacy-related products: Enterprise Communications

Description: Hotshot is a high-performance team-messaging that eliminates information handling and compliance concerns for businesses. It helps companies solve the toughest data security problems in a way that positively impacts company culture and productivity. Hotshot's encrypted messaging system is focused on reducing data handling liabilities for employers through the use of a time- and location-based encryption engine. Hotshot has all of the security benefits of Signal with the collaboration potential of Slack, with compliance features to help employers retain critical data, even when an employee leaves the company and is denied access to it after their departure.



Immuta

Location: College Park, MD

Number of employees: 30

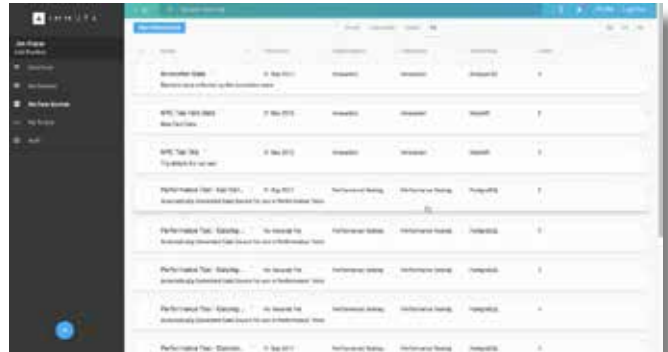
Founded: 2014

Leadership: Matthew Carroll, Chief Executive Officer; Andrew Burt, Chief Privacy Officer & Legal Engineer; Andrew Gilman, Chief Customer Officer

Funded: Privately held

Privacy-related products: Activity Monitoring, Data Discovery, Data Mapping, De-identification/Pseudonymity

Description: Immuta's hyperscale data management platform provides data scientists, data owners, and data governance professionals with rapid, personalized data access to improve the creation, deployment, and auditability of machine learning and AI. The Immuta platform connects and catalogs data from any enterprise source and applies dynamic policies on that data—including masking, anonymization, differential privacy, and purpose-based restrictions—without requiring any customized code. Immuta can be deployed on premise, on the cloud, or both, enabling faster virtual connections to data, seamless policy enforcement throughout the entire data science lifecycle, and managed, granular access controls for data and machine learning models.



Indica

Location: Hilversum, The Netherlands

Number of employees: 11

Founded: 2013

Leadership: Pieter Klinkert, CEO; Elmar Pigeaud, COO; Pieter Scherpenhuijsen, CTO

Funded: Privately held

Privacy-related products: Activity Monitoring, Data Discovery

Description: Indica GDPR Module is a dedicated solution on top of our e-discovery solution tailored to help companies prepare for new regulations. It provides a comprehensive overview of the data and finds out what personal data is stored; where it is stored; and who has access to it.

Indica inherits access policies, scans all the data available, correlates structured and unstructured data, recognizes privacy data attributes (CC, telephone, Social Security, IBAN, etc.), shows who has access to the data and where it is. With Indica one can create multiple dashboards for different stakeholders based on their interests and access rights.



Informatica



Location: Redwood City, CA

Number of employees: 3,900+

Founded: 1993

Leadership: Anil Chakravarthy, CEO; Amit Walia, President, Product and Strategic Ecosystems; Bill Burns, Chief Trust Officer and VP

Funded: Privately held

Privacy-related products:

Activity Monitoring, Data Discovery, Data Mapping, De-identification/Pseudonymity

Description: Informatica's data privacy and protection provides capabilities to locate, classify, and monitor personal and sensitive data; map data subjects and identities; analyze and track sensitive data risk; orchestrate the application of security controls; and communicate the status of data privacy actions. The solution delivers the following capabilities: Automated and integrated sensitive data discovery, proliferation analysis, AI-driven detection of anomalous user activities, subject identity mapping, multi-factor data risk analytics; automated orchestration of remediation, leveraging data-centric security such as masking, encryption, access controls; mapping of identity to sensitive data; and integration to enterprise consent management.



Information Builders



Location: New York, NY

Number of employees: 1,001-5,000

Founded: 1975

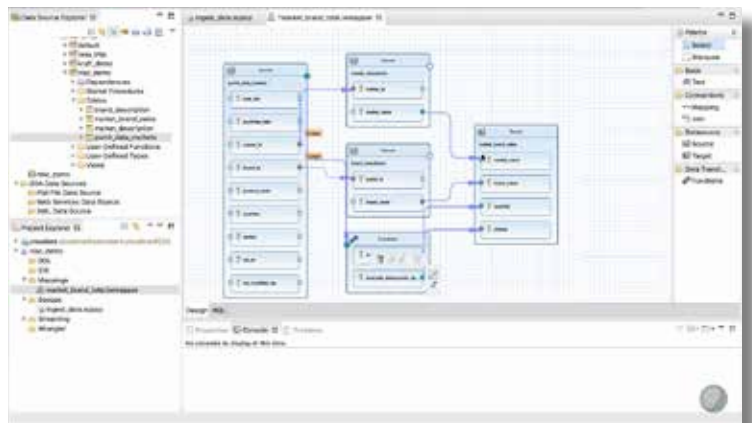
Leadership: Gerald Cohen, President and CEO; Jake Freivald, VP, Product Marketing; Dan Ortolani, Sr. VP, Worldwide Customer Support Services

Funded: Privately held

Privacy-related products:

Assessment Manager

Description: The Data Management Platform provides complete administrative control of an organization's vital data assets. The software can be implemented on site or in the cloud and enables access to timely, accurate data across all systems, processes and stakeholders. The Omni-Gen provides technology that aligns business users and IT to define and manage their most important data domains.



Information First

Location: Virginia, USA

Number of employees: 16

Founded: 2002

Leadership: John Lontos, President and Founder

Funded: Privately held

Privacy-related products: **Data Discovery**, **Data Mapping**, **De-identification/Pseudonymity**, **Privacy Information Manager**

Description: Information First provides information governance, file analytics, data protection services and software solutions for government and regulated industry. We have experience with the GDPR, HIPAA, Privacy Act, DoD 5015.2, CFR 21 Part 11 and GxP, SOX, SEC and related compliance mandates. Our services include: GDPR and file analytics assessments; legacy data cleanup, ROT analysis and records auto-classification solutions; records management services and staff augmentation; application and system decommissioning; record classification and retention schedule development and simplification; email and enterprise content management software and solutions; solution architecture development and design; and Micro Focus Content Manager, ControlPoint and structured data management experts.



InfoSum

Location: Basingstoke, Hampshire, U.K.

Number of employees: 11-50

Founded: 2016

Leadership: Nicholas Halstead, Founder and CEO; Danvers Baillieu, COO; Nicola Walker, Chief Commercial Officer

Funded: Privately held

Privacy-related products: **Data Discovery**, **Data Mapping**

Description: InfoSum has released a product called Link, designed to help companies combine large datasets into one pool while ensuring the privacy rights of the data subjects are respected. Link uses decentralized technology to perform its tasks, moving data into a separate location rather than sending it to a third party. All of the data can only be accessed by the organization, with all of the data gathered from the databases placed into the central location. Link will match any of the personal information it gathers, and gives organizations the ability to choose how they wish to report any data they collect.



InnoSec

Location: Hod Hasharon, Israel

Number of employees: 11-50

Founded: 2015

Leadership: Ariel Evans, CEO; Asaf Bergerbaum, COO; Amit Koren, CTO

Funded: Privately held

Privacy-related products:
Assessment Manager

Description: InnoSec offers its own privacy impact and risk assessments to help companies ensure they are compliant with the EU General Data Protection Regulation. InnoSec's GDPR solutions will help companies with several GDPR-related tasks, including determining how they will comply with each article, figuring out a GDPR budget, assigning tasks to staff and defining the tasks needed to comply with the rules. After the assessments are conducted, reports will be generated for data protection authorities.



Integr



Location: Seattle, WA

Number of employees: 5-10

Founded: 2016

Leadership: Kristina Bergman, CEO & Founder; Uma Raghavan, CTO & Founder

Funded: Privately held

Privacy-related products:
Activity Monitoring, Assessment Manager, Consent Manager, Data Discovery, Data Mapping

Description: Integr helps companies automate compliance with privacy laws, contractual agreements, and company policies, both on premise or in the cloud. By integrating with existing systems, Integr provides visibility into where personal information exists across the privacy lifecycle, from the terms under which it was collected to who is using it, and how it is being used. This solution discovers and tags personal information across structured and unstructured systems, tracks data subject consent and rights requests, and applies machine learning to evaluate the risk associated with personal information practices.



ISMS.online

Location: Brighton, Sussex, U.K.

Number of employees: 13

Founded: 2005

Leadership: Mark Darby, Founder & CEO

Funded: Privately held

Privacy-related products:

Assessment Manager, Incident Response

Description: ISMS.online is a cloud-based software solution that helps organisations implement, manage and improve their information security management systems. It includes the frameworks, policies and tools to meet the requirements of ISO 27001, and to prepare for and manage GDPR compliance. Other available frameworks include NIST, NCSC Cloud Security Principles, SSAE 16, Cyber Essentials, PCI:DSS, and more. ISMS.online provides one secure, ISO 27001 accredited, place where teams can manage policies and controls, risk, incidents, audits, reviews, corrective actions and improvement, plus other work processes required for effective data protection and information security management.



iWelcome

Location: Amersfoort, The Netherlands

Number of employees: 51-200

Founded: 2010

Leadership: Danny de Vreez, CEO & Founder; Maarten Stultjens, VP Sales & Business Development; Jordi Clement, CTO

Funded: Privately held

Privacy-related products: **Consent Manager**

Description: iWelcome offers organizations an "Identity & Access Management as-a-Service" platform designed to help with EU General Data Protection Regulation compliance efforts. The platform allows organizations to store consent preferences, while giving data protection officers to the ability to check on consent statuses in real time. Consumers are also given the ability to view, edit, and export their personal data whenever they choose. Users can freeze their accounts and delete their personal data as long as they allowed to through legislation.



Janusnet

Location: Australian and U.K.

Number of employees: 12

Founded: 2004

Leadership: Greg Colla, Co-founder; Neville Jones, Co-founder; Alan Schaverien, COO

Funded: Privately held

Privacy-related products: **Activity Monitoring**, **Data Discovery**, **Enterprise Communications**

Description: Serving customers globally, Janusnet offers a range of technologies to control unstructured sensitive information including personal data. Janusnet technologies enforce data classification policies, which is particularly important for organizations handling personal data. In addition, Janusnet technologies are designed to interface with DLP software, data governance systems, and other information-security systems to alert and control access to information, control distribution, and avoid accidental loss. Information classified by Janusnet technology can be encrypted, based on its sensitivity, thus offering much more efficient use of cryptography. The Janusnet software is mature, stable, and has a very low support requirement.



JLINC Labs

Location: Oakland CA

Number of employees: 10

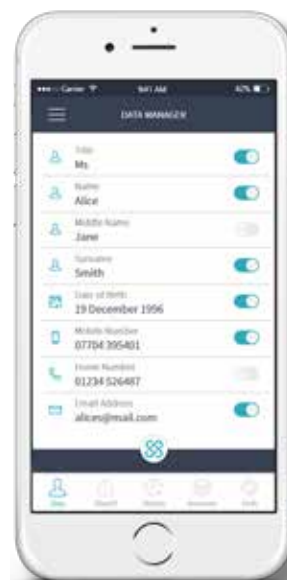
Founded: 2015

Leadership: Jim Fournier, CEO; Victor Grey, Chief Architect

Funded: Privately held

Privacy-related products: **Consent Manager**, **Enterprise Communications**, **Privacy Information Manager**

Description: JLINC Labs offers a GDPR-safe email solution for organizations using MailChimp, or similar mailing systems, and a real-time personal data and consent solution integrated into Salesforce. JLINC is a way for people to manage their own data and permission preferences across all of their organizations. The outsourced user preferences portal and mobile app allows end users to set their own preferences and permissions and apply them each new organization with one click.



Location: New York, NY

Number of employees: 2,000+

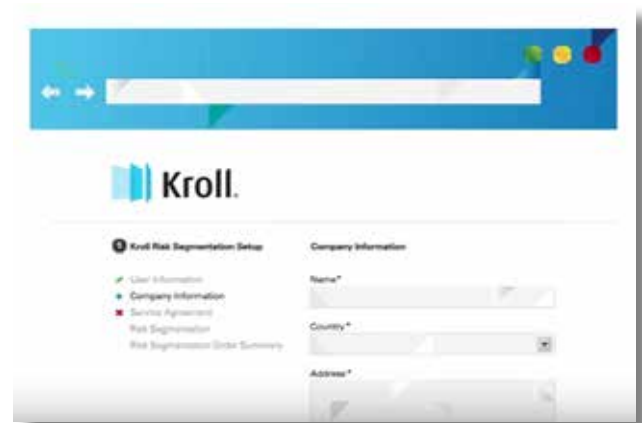
Founded: 1972

Leadership: David Fontaine, CEO; Bill Krivoschik, CTO; Barbara Cooperman, CMO; Wayne Peterson, CISO; James Cesarano, VP, Ethics and Compliance

Funded: Privately held

Privacy-related products: **Assessment Manager, Incident Response**

Description: Kroll offers several different technology solutions for its users. Kroll offers flexible technology tools to help companies design and set up compliance programs and policies. Kroll's Third Party Compliance portal is a web-based due diligence, governance and compliance platform allowing companies to manage the risk they take on by assessing the third parties they work with. Kroll also offers a 3rd Party Risk Assessor compliance software solution accomplishing the same goal. Kroll features a web-based credit monitoring service allowing users to keep track of personally identifiable information that may be compromised during a cyberattack.



Kryptowire

Location: Fairfax, VA

Number of employees: 10-20

Founded: 2011

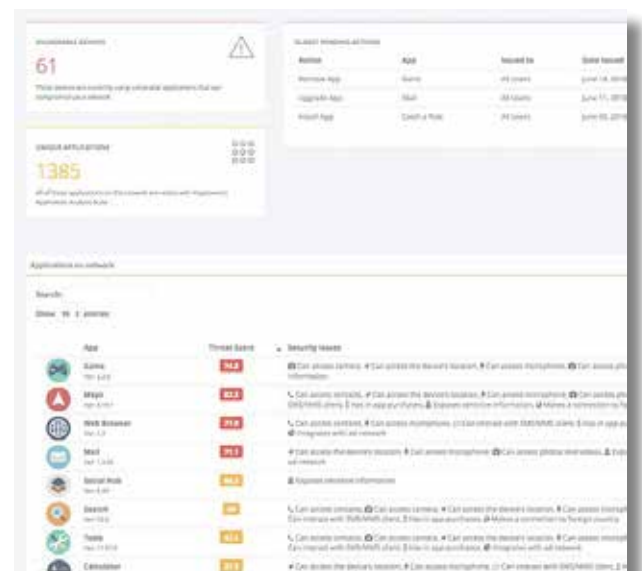
Leadership: Angelos Stavrou, Founder

Funded: Privately held

Privacy-related technology:

Activity Monitoring, Website Scanning

Description: Kryptowire's services are designed to examine mobile applications. Its analytics services collect, store and continuously monitor mobile app data from marketplaces across all major platforms. Its EMM+S continuously monitors the security of every mobile app on a device against high assurance standards, while enforcing enterprise-wide privacy and security policies. Its software assurance solution performs security analysis on third-party apps from different operating systems to identify apps putting an organization's data, network, user privacy, and resources at risk. It also offers continuous authentication to analyze user behavior to detect any unauthorized users attempting to use the device.



Lenos Software

Location: San Francisco, CA

Number of employees: 38

Founded: 1999

Leadership: Debra Chong, Co-Founder and CEO; Patti Tackeff, Co-Founder and President

Funded: Privately held

Privacy-related technology:

Consent Manager,
De-identification/Pseudonymity

Description: Lenos Software's Strategic Event Management Platform enables management of meetings and events enterprise wide (processes and supply-chain) to achieve strategic goals and data governance, and provide financial transparency and consolidated financial reporting. The GDPR Consent and Data Management Module is integral to the lifecycle of meetings and events as it (a) tracks and retains privacy policies, consents and withdrawals of consent, (b) provides for correction of data, withdrawals and re-affirmations of consent, (d) de-identifies data as needed, (e) tracks data transfers to third-parties, and (f) is seamless with CRM (i.e., Salesforce).



The Media Trust

Location: Vienna, VA

Number of employees: 100

Founded: 2005

Leadership: Chris Olson, CEO & Co-Founder; David Crane, CTO & Co-Founder; Alex Calic, CRO

Funded: Privately held

Privacy-related technology:

Activity Monitoring, Data Discovery,
Incident Response

Description: The Media Trust's GDPR Compliance solution continuously monitors digital assets for unauthorized tracking of consumer data and company-specific privacy and data collection policies. The Media Trust provides real-time insight into user identification and tracking behavior executing through website and mobile app environments. With 12+ years experience in monitoring the digital ecosystem, our unique capabilities facilitate holistic digital risk management for websites to enable companies to demonstrate reasonable care.





BigID

Redefining Personal Data Protection and Privacy

 bigid.com  [@bigidsecure](https://twitter.com/bigidsecure)  info@bigid.com

 bigid.com/demo  bigid.com/product/resources



**Operationalize Data
Subject Rights**



**Automate Article
30 Record Keeping**



**Centrally
Track Consent**



**Residency-aware
Breach Impact Analysis**

MEGA International

Location: Paris, France

Number of employees: 350

Founded: 1994

Leadership: Lucio de Risi, CEO Founder; Robert Raiola, CMO; Henri-Louisde Villmorin, Senior VP Head of Operations

Funded: Privately held

Privacy-related products: **Assessment Manager**, **Consent Manager**, **Data Mapping**, **Incident Response**

Description: MEGA International is a global software firm developing governance, risk and compliance solutions for more than 15 years. HOPEX GDPR provides a collaborative workspace for DPOs and cross-functional stakeholders to manage a GDPR-compliance initiative. Our solution gives you the right tools to understand how your organization complies with the GDPR to implement the needed changes and automatically produce documents required by the regulator. Our methodology has been developed with Gruppo IMPERIALI, which brings more than 30 years of data protection legal expertise. HOPEX GDPR integrates up-to-date regulatory details and legal templates to accelerate your remediation plans.



Mentis

Location: New York, NY

Number of employees: 45-50

Founded: 2004

Leadership: Rajesh K. Parthasarathy, Founder, President and CEO; Paula Capps, Co-founder, COO; Suresh Sundaram, Executive Director

Funded: Privately held

Privacy-related products: **Activity Monitoring**, **Data Discovery**, **De-identification/Pseudonymity**

Description: Mentis provides a single platform solution that integrates seamlessly throughout the data lifecycle from data discovery to pseudonymization in production and non-production, to continuously monitor and de-identify sensitive data. Using 29 out-of-the-box and custom ways to classify sensitive data, Mentis's data discovery module can find sensitive data by dictionary search, patterns, master data, and code matching. Our pseudonymization module leverages the metadata generated by the data discovery module and pseudonymizes data using masking, encryption or tokenization techniques. Additionally, our monitor module can restrict data access based on role, program and location. Lastly, Mentis can also provide data de-identification, sub-setting, two-factor authentication and DB firewall solutions.



MetaCompliance



Location: London, U.K.

Number of employees: 50+

Founded: 2006

Leadership: Robert O'Brien, CEO; Eamonn Jennings, CTO

Funded: Privately held

Privacy-related products:

Assessment Manager, **Data Mapping**, **Incident Response**

Description: MetaCompliance offers a one-stop-shop Privacy Management solution specifically designed to provide organizations with step-by-step guidance in preparing for, and operating in compliance with, the General Data Protection Regulation. The solution resides within the MyCompliance Cloud platform which provides customers with a fully integrated suite of GDPR capabilities which includes processing activity assessments, risk management, task management, policy management, incident management and eLearning. The platform also offers management dashboards and detailed reporting allowing data protection officers to easily track implementation progress and demonstrate ongoing accountability.



Metrisolve

Location: Dublin, Ireland

Number of employees: 5-10

Founded: 2016

Leadership: Philippe Duval, Managing Director; Stuart Anderson, Services Director; Duncan Styles, Commercial Director

Funded: Privately held

Privacy-related products:

Consent Manager

Description: Metrisolve delivers workflow-driven case management solutions to organizations and has developed a specific SaaS solution for organizations to manage their data subject access requests. Metrisolve is focusing on the automated compliance of organizations to the regulation's processes. Our product, JustGDPR is a SaaS solution that delivers automated workflows and processing of EU General Data Protection Regulation-mandated DSARs with regulatory reporting in line with the EU guidelines.



Mexon Technology

Location: Leusden, Netherlands

Number of employees: 150

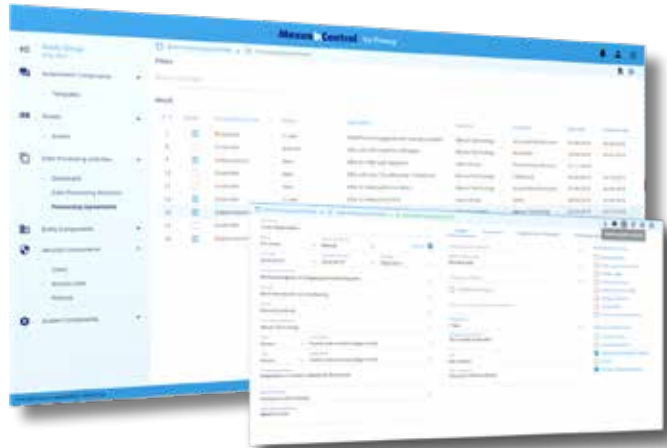
Founded: 1994

Leadership: Frank Peeters, CEO; Christian Pauwels, General Manager Benelux

Funded: Privately held

Privacy-related products:
Assessment Manager

Description: MexonInControl for Privacy is made specifically for organizations to adhere to the GDPR. The registers you need to maintain in order to show compliance with the regulation and the assessments you have to execute to comply (or explain) are provided to you in a multi-language SAAS solution. Highly configurable to fit your organization's needs, without the need for unnecessary technical skills. Not only does MexonInControl support standard DPIA assessments, you can also create your own or import others to suit your organization's needs. MexonInControl supports multi-organization users by creating need-to-know based setups. For controllers, processors and sub-processors, it is an effective tool.



Mighty Trust Limited

Location: Dublin, Ireland

Number of employees: 8

Founded: 2017

Leadership: Brendan Quinn, CEO

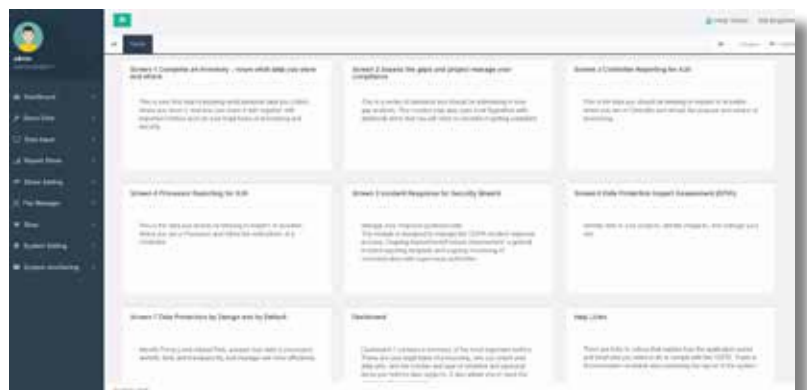
Funded: Privately held

Privacy-related products:
Activity Monitoring,
Assessment Manager,
Data Mapping, Incident Response,
Privacy Information Manager

Description: GDPRPLUS is a risk-based and project management toolkit for DPOs and privacy professionals. Modules include inventory, gap analysis, data mapping and reporting, incident response, DPIAs, and privacy by design and by default. Dashboards provide more insight into projects and high-risk items. A document management system can securely store policies and reports and allows data sharing with regulators and counterparties, saving time in complying with multiple requests for the same data. GDPRPLUS is particularly useful as a collaboration platform for businesses with multiple locations. Data minimisation of personal data and least privilege is incorporated for all departments and users.



Mighty Trust ✓



Miner Eye

Location: Ganei-Am, Israel

Number of employees: 11-50

Founded: 2014

Leadership: Yaniv Avidan, CEO and Co-founder; Gideon Barak, Chairman of the Board and Co-founder; Avner Atias, CTO and Co-founder

Funded: Privately held

Privacy-related products:

Activity Monitoring, Data Discovery, Data Mapping

Description: MinerEye's VisionGrid platform is self-learning software that automatically identifies, classifies, and tracks data on premise, remote storages, and in the cloud. It enables scalable, automated analysis and governance of unstructured data across the enterprise. This enables companies to efficiently discover, analyze, and act on data for data privacy and security. Its AI technology identifies similar data between data centers and across the cloud by learning patterns, enabling the user to be alerted when a behavioral outlier occurs.



Munich Re

Location: Munich, Germany

Number of employees: 42,000

Founded: 1880

Employees: Dr. Joachim Wenning, CEO

Funded: Publicly traded

Privacy-related products:

Privacy Information Manager

Description: Munich Re's Compliance Web is a user-friendly tool based on an intuitive dialogue and workflow system to guide staff with respect to data protection and data security. The tool classifies the data, compares the data processing with the legal requirements, documents the processes and explains step by step what needs to be done. For every step, it automatically generates all legally required documents, including records of processing activities, documentation of the data protection impact assessment, ready-to-sign data processing agreements including technical and organizational measures as well as templates to fulfill information duties.



Munvo

Location: Montreal, Quebec, Canada

Number of employees: 100

Founded: 2004

Employees: Mathieu Sabourin, Founder and President; Nabil Taydi, Managing Partner, Professional Services; Rob Davis, Managing Partner, Business Development and Alliances

Funded: Privately held

Privacy-related products: **Consent Manager**

Description: CampaignQA automates and simplifies the complexities in dealing with new customer privacy regulations, such as the EU General Data Protection Regulation and Canada's Anti-Spam Law. CampaignQA creates a global dashboard of quality assurance activities, while maintaining a comprehensive audit trail of past validations and issues. This helps to achieve and document organizational compliance with GDPR's and CASL's regulations. CampaignQA even comes standard with some GDPR & CASL rules pre-built and ready to incorporate across your organization's marketing activities.



NextLabs, Inc.

Location: San Mateo, CA

Number of employees: 200

Founded: 2004

Employees: Keng Lim, CEO; Patrick Ball, SVP of Sales; Steve Kwong, VP of Business Operations

Funded: Privately held

Privacy-related products:

Activity Monitoring, Data Discovery, Data Mapping, Enterprise Communications, Privacy Information Manager

Description: NextLabs provides data-centric security software to protect business-critical data and applications. Its dynamic authorization technology and attribute-based policy platform help enterprises identify, monitor and control access to sensitive data, and help prevent security and regulatory violations—whether on the cloud or on premise. The software audits and automates enforcement of security controls and compliance policies to secure information sharing across the extended enterprise. NextLabs has some of the largest global enterprises and government agencies as customers and strategic relationships with industry leaders.



Nortal



Location: Tallinn, Harjumaa, Estonia

Number of employees: 501-1,000

Founded: 2000

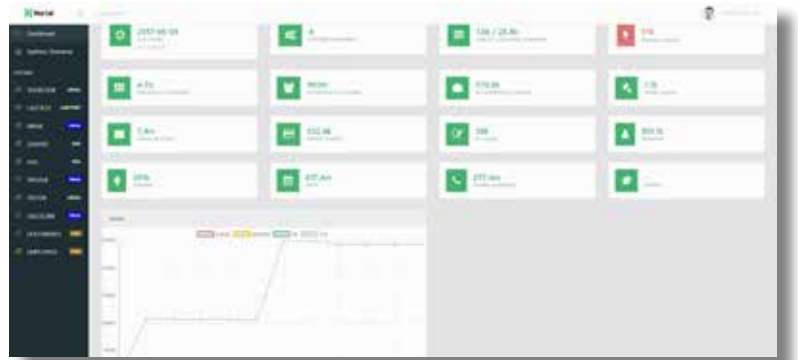
Employees: Priit Alamäe, Founder and CEO; Andre Krull, Partner and COO; Jonas Ander, CMO

Funded: Privately held

Privacy-related products:

Data Discovery, Data Mapping

Description: Nortal offers its DeepScan solution to help companies comply with the EU General Data Protection Regulation. DeepScan analyzes all of the data sources within an enterprise in order to map out where all of the information is located, including locations such as databases, emails, and scanned documents. After scanning all of the information, DeepScan will classify the information into different categories, determining whether it is personal information or business data. All of the information is placed onto a dashboard where companies can get a bird-eye view of all the data it currently possesses.



Nymity



Location: Toronto, CA

Number of employees: 51-200

Founded: 2002

Employees: Terry McQuay, President and Founder; Oleg Lemeshko, Chief Technology Officer; Teresa Troester-Falk, Chief Global Privacy Strategist; Camille McQuay, VP, Research; Ray Pathak, VP Privacy Office Solutions

Funded: Privately held

Privacy-related products: **Assessment Manager, Data Mapping, Privacy Information Manager**

Description: Nymity software solutions are designed specifically for the privacy office. Nymity's solutions include legal research software, privacy office support software and privacy management software. Nymity's legal research software helps organizations understand the ever-changing privacy compliance obligations and expectations around the world. Nymity privacy office support software includes over 800 templates, and helps organizations build and/or maintain a demonstrably compliance privacy program that results in ongoing compliance. Nymity privacy management software allows organizations to automate privacy management activities justified by volumes and complexity, and includes ExpertPIA to automate PIAs and DPIAs and ExpertMapping to help manage records of processing activities.

NYMITY
innovating compliance



Obsequio Software

Location: Cambridge, UK

Number of employees: 5-10

Founded: 2017

Leadership: Phil Schofield, Founder & Managing Director; Kristy Gouldsmith, Non-Exec Director & GDPR Consultant

Funded: Privately held

Privacy-related products: **Consent Manager**

Description: Obsequio is a consent management application, designed to support organisations managing customer consent throughout the relationship lifecycle. Obsequio provides comprehensive consent management that includes suppression list management and referencing, consent validation across the data processing chain. For their customers, Obsequio facilitates subject access, data portability and withdrawal requests. Underpinning Obsequio is granular and comprehensive audit that records every human and application action. Authorized users can access and interrogate the audit log to verify compliance internally and externally. Data subjects can dynamically manage their consent preferences in a single interface: marketing preferences, approval for data controllers to share with named data processors, and more.



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OneTrust



Location: Co-Headquartered in London, UK and Atlanta, GA, US

Number of employees: 500+

Founded: 2016

Leadership: Kabir Barday, CEO; John Marshall, Co-Chairman; Alan Dabbieri, Co-Chairman

Funded: Privately held

Privacy-related products: **Assessment Manager**, **Consent Manager**, **Data Discovery**, **Data Mapping**, **Incident Response**, **Privacy Information Manager**, **Website Scanning**

Description: OneTrust offers privacy management and marketing compliance software to help companies comply with data privacy regulations across sectors and jurisdictions, including the EU GDPR, ePrivacy and the California Consumer Privacy Act. The software, available in more than 50 languages, is backed by 27 awarded patents and can be deployed in an EU cloud or on-premise. The comprehensive platform is based on a combination of intelligent scanning, regulator guidance-based questionnaires, automated workflows and developer plugins used together to automatically generate the record keeping required to demonstrate compliance.



OneTrust
Privacy Management Software

THE WORLD'S MOST WIDELY USED DEDICATED
PRIVACY MANAGEMENT PLATFORM



Most Mature
and Feature Rich
TECHNOLOGY



Most Up to Date
Privacy & Security
KNOWLEDGEBASE



Expert Global
SERVICES
& SUPPORT



Largest
Active User
COMMUNITY

POWERING PRIVACY FOR OVER 1,500 ENTERPRISES



Over 200
of Global 2000



Over 80
of the Fortune 500



World's Top 5
Largest Advertisers



World's Top 3
Largest Insurance
Providers



7 of Top 10
Global Pharma
Companies



4 of Top 5
Accounting and
Consult Firms



6 of Top 10
Software Companies



3 of Top 4
Largest Publishers



3 of Top 4
Largest Publishers

OptInsight

Location: The Netherlands, Heemstede

Number of employees: 8

Founded: 2018

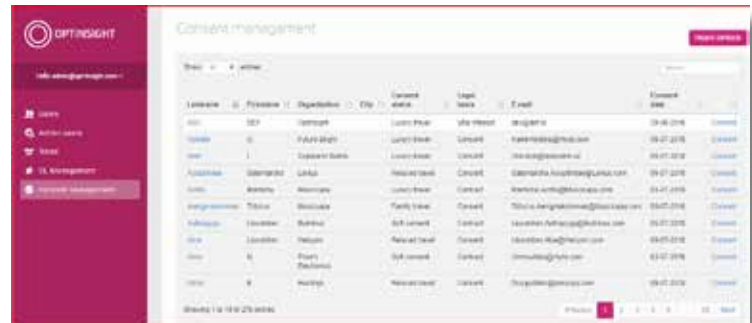
Leadership: Marijn van den Corput, Chief Commercial Officer; Michel van Koningsbrugge, Chief Technology Officer; Tjeerd van der Stroom, Chief GDPR & Analytics

Funded: Privately held

Privacy-related products:

Activity Monitoring,
Consent Manager, **Data Discovery**

Description: OptInsight's consent management solution is omni-channel, enabling organizations to manage consent through web, app, call center and in meetings. OptInsight gives companies full control over: Gaining explicit consent of business relations on personal preferences with the consent functionality; sharing relevant content for gaining and retaining explicit consent on personal preferences with the content functionality; proving the evidence of consent on personal level and the other 5 lawful grounds of data processing by an audit trail with the control functionality; better decision making by commercial and GDPR analytics with the Control functionality.



Opus

Location: New York, NY

Number of employees: 201-500

Founded: 2013

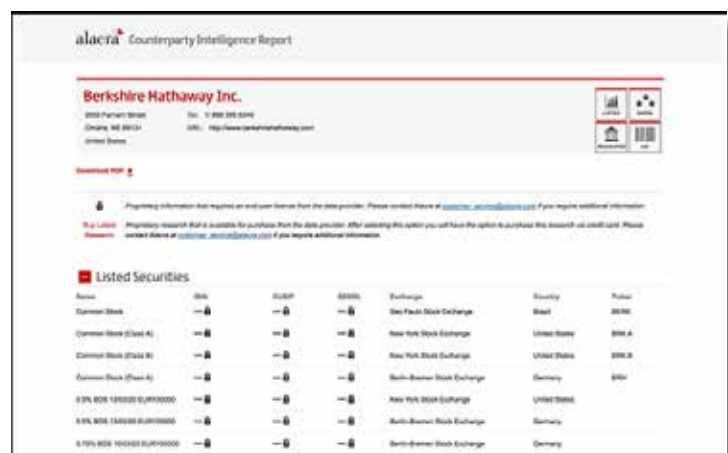
Leadership: Emanuele Conti, CEO & Director; Mike Angle, CTO; Glenn Renzulli, CFO

Funded: Privately held

Privacy-related products:

Assessment Manager, **Data Discovery**

Description: Opus's Third Party GDPR Compliance solution allows organizations to identify the third parties they share customer information with, and identifying the proper controls for each relationship based on the shared data and regulatory compliance. The solution helps organizations document the data they hold and where the data comes from. Following the conclusion of a GDPR assessment, the solution will automatically document the effectiveness of the controls, and complete continual compliance reviews.



PactSafe



Location: Indianapolis, IN

Number of employees: 11-50

Founded: 2013

Leadership: Brian Powers, Co-Founder and CEO; Eric Prugh, Co-Founder and COO; Adam Gillaspie, Co-Founder and CTO

Funded: Privately held

Privacy-related products:

Consent Manager,

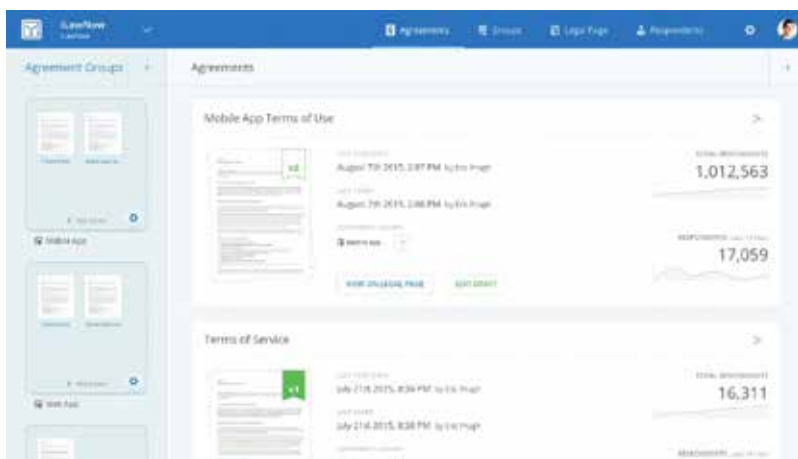
Privacy Information Manager

Description: PactSafe offers users a tool to help organizations monitor signatures for contracts, as well as several other features. The tool allows companies to manage and track all of their privacy

policies, online legal terms, and opt-ins and opt-outs. PactSafe has a legal center organizations can use to manage their legal website. The tool gives users the ability to track all activity conducted by both the company's internal team and by their customers. Companies are also given the ability to determine who can create, edit, and send contracts through the tool.



PactSafe™



PlanetVerify

Location: Dublin, Ireland

Number of employees: 2-10

Founded: 2013

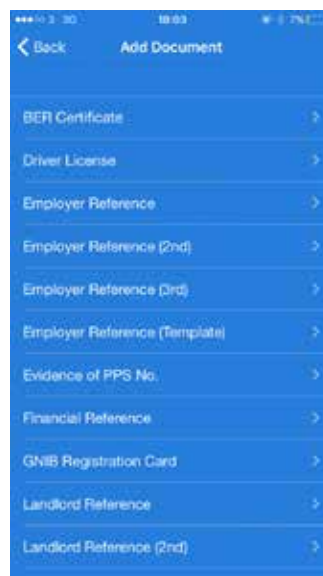
Leadership: Owen Sorensen, Founder & CEO

Funded: Privately held

Privacy-related products:

Consent Manager

Description: PlanetVerify is a document collection platform designed to collect customer data by gaining explicit consent in order to ensure the company is compliant with the General Data Protection Regulation. The platform offers real-time tracking of data requests, and gives organizations a data trail of the ways it manages customer consent. PlanetVerify's services are fully encrypted, and allows organizations to respond to consumer and employees requests to access, move, or erase their data.



PossibleNOW



Location: Duluth, GA

Number of employees: 100

Founded: 2000

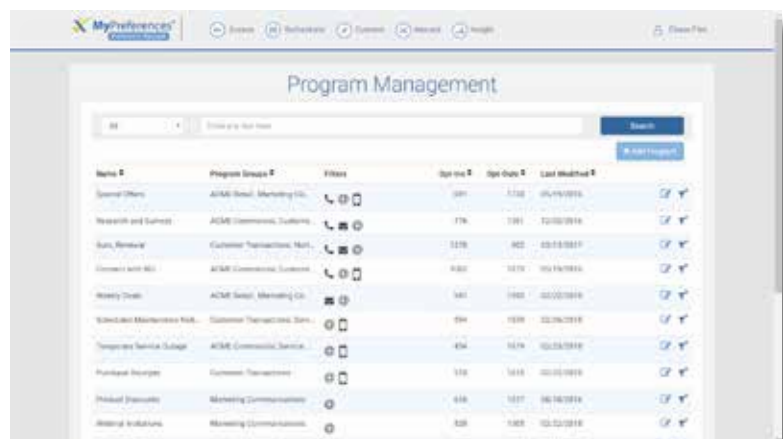
Leadership: Scott Frey, President & CEO; Chris Hoover, CTO; Rick Stauffer, COO

Funding: Privately held

Privacy-related products:

Consent Manager

Description: MyPreferences is a data management platform that connects any system or interface used to communicate with customers across the entire company. It collects express consent, cookie consent and preferences that customers share about themselves, stores them securely in a central repository and integrates them with any system the company uses to interact with those customers in the future. MyPreferences enhances customer experience by collecting their communication preferences such as topic of interest, preferred channel and frequency. It reduces marketing compliance risk by adapting to constantly changing privacy regulations, ensuring consent is collected and opt-outs are honored.



Predesto

Location: Palo Alto, CA

Number of employees: 2-10

Founded: 2017

Leadership: Masood Akbar, CTO

Funding: Privately held

Privacy-related products:

Data Discovery, Data Mapping

Description: Predesto provides software for online employee privacy training, automatic scanning & classification of PII, an open framework to setup and manage deletion workflows for GDPR, and an immutable audit log with reporting for compliance. Our scanner supports all the standard databases/warehouses, and has dozens of pre-built PII classifiers. It is designed to support real-time communication and collaboration between teams across an organization and is available both in the cloud or on-premise.



Prifender



Location: Bellevue, WA

Number of employees: 23

Founded: 2015

Leadership: Nimrod Luria, Founder, CEO;
Omer Matityahu, COO; Sagi Leizerov, CDSO,
Christopher Glover, CTO

Funded: Privately held

Privacy-related products:

**Activity Monitoring, Data Discovery,
Data Mapping**

Description: Prifender is an enterprise privacy technology solution. Its platform is designed to use cyber forensics and advanced data searches to help companies track their data asset usage across their entire organizations. The platform uses artificial intelligence technology to detect sensitive data and identify data flows. Prifender helps organizations discover and map personal information across all systems, whether they are structured or unstructured. The platform helps companies view, control, report, and query data in order to meet privacy obligations, key performance indicators, and review activities taking place over millions of identities.



Prince Group NL

Location: Loenen a/d Vecht, The Netherlands

Number of employees: 5-10

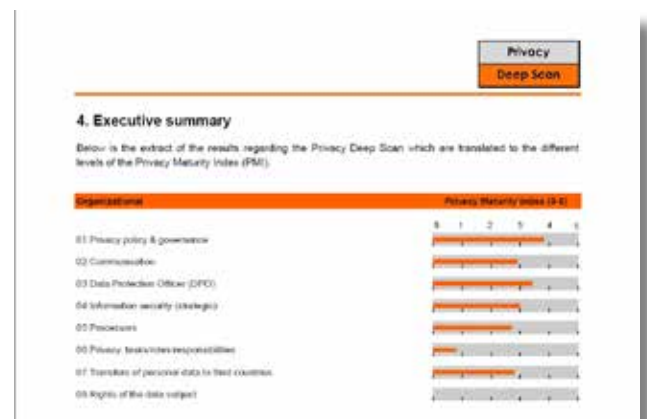
Founded: 2016

Leadership: Marc Ernst, CEO; Gerard Smits, CTO

Funded: Privately held

Privacy-related products: **Assessment Manager**

Description: MyPrivacySolutions is a compliance solution and is deployed as Software-as-a-Service, available through a network of consultancy partners. Our tools create awareness and prioritization by taking snapshots of the organization regarding privacy, data protection and information security. It provides information on gaps and potential actions/controls and is applicable for small organizations. As for large organizations, our solutions can be used to benchmark between business units and measure their readiness and monitor improvement. The Privacy Deep Scan is an assessment toolkit that consists of more than 1400 data points. It is GDPR-ready, addressing legal, compliance and information security, but also 'soft' topics like communication, ethics and awareness. It creates a custom report for continuous improvement.



Privacera

Location: San Francisco, CA

Number of employees: 2-10

Founded: 2016

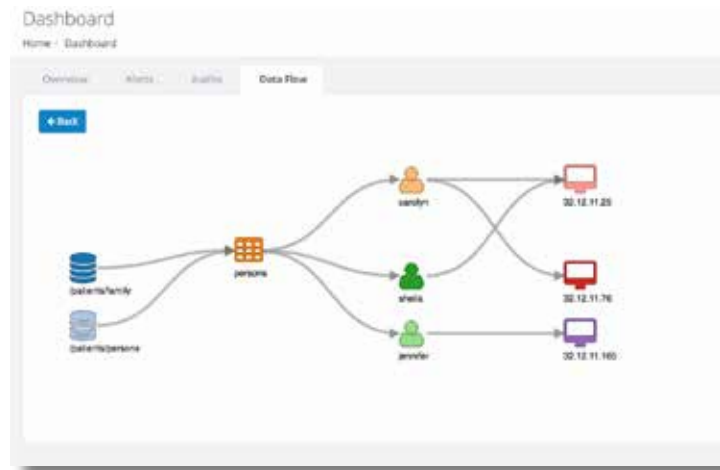
Leadership: Balaji Ganesan, Co-Founder;
Don Bosco Durai, Chief Security Architect

Funded: Privately held

Privacy-related products:

Activity Monitoring, Data Mapping

Description: Privacera helps enterprises discover, manage, and monitor sensitive information within their systems. It continuously ingests the enriched audit data and evaluates using machine learning and analytical models, which can generate alerts and perform mitigating actions. It can track how users are using sensitive data and correlates use in one dashboard. In addition to discovering and mapping data, it can monitor where data is flowing.



Privacy Analytics

Location: Ontario, Canada

Number of employees: 50+

Founded: 2007

Leadership: Khaled El Emam, Director, Real World Evidence Solutions; Peter Hunter, Director, Real World Evidence Solution; Pamela Neely Buffone, Director, Product Management; Geordan Chester, Director, Professional Services; Dan Kha Pham, Director, Software Engineering; Sam Wehbe, Director, Marketing

Funded: Publicly traded (Owned by IMS Health)

Privacy-related products:

De-identification/Pseudonymity

Description: Privacy Analytics offers solutions designed to help companies maximize the value of their health care data by using a risk-based approach to de-identification of data. The solution ensures the data value is maximized while complying with various regulations. The company offers software giving companies a consistent approach to de-identifying data and providing risk determination of the company's data based on how the company intends to use it. Regardless of the format of the data, the software lets companies create automated and repeatable processes for de-identification as the amount of data grows within a company.



Privacy Company



Location: The Hague, The Netherlands

Number of employees: 40

Founded: 2014

Leadership: Frank Koppejan, Founder and CEO; Marlies Blokland, Director; Arnold Roosendaal, Director

Funded: Privately held

Privacy-related technology:

Activity Monitoring, Assessment Manager, Data Mapping, Privacy Information Manager

Description: Privacy Company offers a wide variety of privacy services, including consultancy, training and software. Our privacy management software is called Privacy Nexus. It offers a complete customer journey for the privacy management of your organization in a single, user-friendly software platform. Designed in accordance with the GDPR. With Privacy Nexus you can make a complete data inventory, conduct DPIAs and manage third-party privacy compliance. The dashboard gives an organization a clear overview of the compliance status and helps to manage privacy risks in real-time. Privacy Nexus is multilingual, so the user can switch easily between languages.



Privacy Lab

Location: Reggio Emilia, Italy

Number of employees: 25-30

Founded: 2002

Leadership: Andrea Chiozzi, CEO & Founder; Roberto Ghinolfi, Privacy Consultant; Emanuela Menna, Privacy Consultant

Funded: Privately held

Privacy-related products: **Activity Monitoring, Assessment Manager, Consent Manager, Data Mapping**

Description: Privacylab is a web solution to manage privacy compliance for GDPR and demonstrate accountability. Privacylab uses wizard procedures to save time and avoid errors. It provides the user with: information reports for each category of data subject; consent management, automatically created when provided by law; appointment of processors and other personnel, customized with tasks for each employee; organizational chart of tasks and competences of privacy; appointment of system administrator; and records of processing activities. Other features: External processing, risk-gap analysis and improvement plan, security measures taken, recovery data plan.



a norma di privacy con un click



PrivacyAnt Ltd.

Location: Helsinki, Finland

Number of employees: 6

Founded: 2016

Leadership: Heikki Tolvanen, Chief Legal Engineer, Co-founder; Jane Tahvanainen, Chief Operations Officer, Co-founder; Pekka Lampelto, Chief Executive Officer, Co-founder

Funded: Privately held

Privacy-related products: **Assessment Manager, Data Mapping**

Description: PrivacyAnt Software is a privacy-compliance platform that integrates data mapping and compliance assessments. Employees collaborate across an organization to produce and maintain documentation that is visualized in data-flow maps, and processing activities. The software triggers assessment questions at IT-systems, vendors, processing activities, and other entities based on conditions that can be configured. This enables privacy teams to plan and implement privacy policies across business units. Found risks and gaps are assigned as tasks for employees to correct. Business units can also run preliminary assessments for new projects.



PrivacyCheq

Location: York, PA

Number of employees: 11-50

Founded: 2013

Leadership: Roy Smith, Co-founder & CEO; Dale Smith, Co-founder & Futurist

Funded: Privately held

Privacy-related products: **Consent Manager**

Description: PrivacyCheq offers IT solutions for the 'final mile' of functional GDPR and ePrivacy consent and legitimate interest management and data subject touchpoints. Enterprise-focused ConsentCheq provides multi-lingual notice and consent management for websites, mobile apps, and physical locations requiring logging, role-based dashboards for DPOs, marketing, IT and regulatory users, automating required SAR, RTBF, breach, child/parent, and third-party consent verification. For SMEs, ConsentIQ provides an 'off-the-shelf' consent management solution that is easily integrated into any Wordpress or other website. Both products provide data subjects with the ConsentCheq privacy dashboard, a user-friendly single-sign on common-consent management tool. The PrivacyUX service delivers users transparent and understandable WP29-style notices.



**Key Features Of World Class
Consent Management Services**



PrivacyPerfect



Location: Rotterdam, Netherlands

Number of employees: 15

Founded: 2014

Leadership: Evert de Pender, CEO;
Laurens Mommers, COO

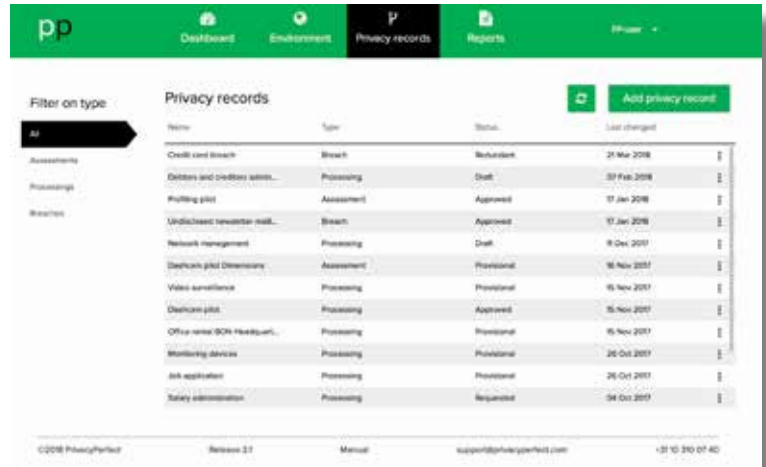
Funded: Privately held

Privacy-related products:
Assessment Manager, Data Mapping

Description: PrivacyPerfect provides a natural flow between the three administrations required by the GDPR: data protection impact assessment, processing activities (including transfers), and incidents and data breaches (including breach notifications to supervisory authorities and data subjects). The software supports meeting controller and processor obligations, fulfilling data subject rights, and complying with supervisory authorities' requests. It enables your organization to enter and assess relevant privacy records and promote them through the "privacy funnel" while monitoring workflow.



Make sure.



Privaon

Location: Espoo, Finland

Number of employees: 15

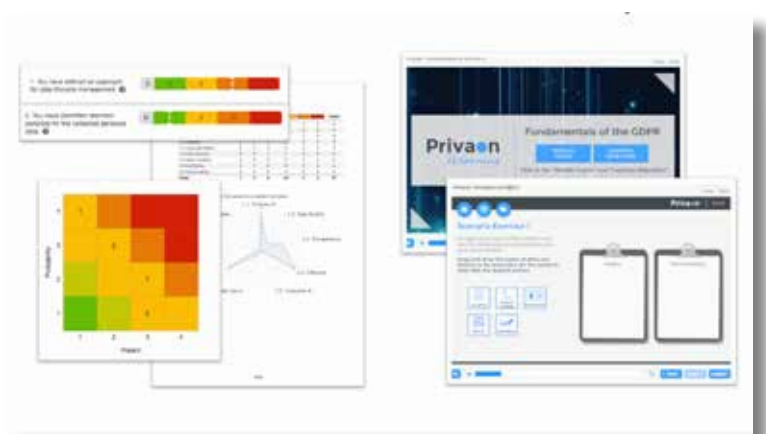
Founded: 2014

Leadership: Tomi Mikkonen, CEO;
Peter Platan, COO

Funded: Privately held

Privacy-related products:
Assessment Manager

Description: Privaon provides solutions in the areas of data protection, privacy risk management, privacy engineering and GDPR compliance. Privaon's cloud-based Privacy Assessment Tool allows for scoping of current privacy risk- and compliance levels, helping to manage privacy and reduce risks. The criteria evaluation lets you know the gaps in your current privacy management practices, allowing you to set control measures. A detailed report is composed of your current privacy compliance stats and risk levels. Privaon's GDPR e-Learning training provides an interactive way to train your entire staff requiring an introduction to GDPR. The training consists of lectures, videos and exercises.



priVapp

Location: San Francisco, CA

Number of employees: Fewer than 20

Founded: 2014

Leadership: Sara Duryea, Founder

Funded: Privately held

Privacy-related technology:
Enterprise Communications

Description: Circle is an encrypted, secure and multi-faceted collaboration tool built for private and highly sensitive business communications. Its system provides a secure, easy-to-use and on-demand platform that installs in minutes, and uses AES encryption with keys stored on the endpoint devices. Data is not stored on intermediary servers and priVapp never has access to customer data. The interface allows real-time commenting and editing on Word documents and launching of shared PowerPoint, Excel and other documents. Circle gives enterprise work groups an easy-to-use collaboration with secure architecture.



Privitar



Location: London, U.K.

Number of employees: 50

Founded: 2014

Leadership: Jason du Preez, CEO;
Jason McFall, CTO

Funded: Privately held

Privacy-related technology:

Assessment Manager,
De-identification/Pseudonymity,
Privacy Information Manager

Description: Privitar is a London-based, globally-focused enterprise software company, with three products designed to protect sensitive data. Privitar Publisher takes sensitive data and applies a privacy policy to create an anonymized copy which can safely be used for investigative analytics, machine learning, and sharing with trusted parties; Privitar Lens is a privacy-preserving query interface for reporting and advanced analytics at enterprise-scale; and Privitar SecureLink is a data de-identification system that can be used by organizations to overcome trust barriers and combat data siloing. Privitar helps innovation-hungry organizations engineer privacy-safe data operations, using advanced techniques that preserve sensitive information while retaining data utility.



Name	Schema	Status	Owner	Modified
Bank Account Data (Legacy)	Bank Account Data	Ready	Chris Smith	Oct 16, 2016 11:19:52 PM
Bank Customer Profile and Account Data	Bank Customer Profile and Account Data	Ready	Robert Greenwood	Oct 16, 2016 11:11:17 AM
Bank Account Data (Legacy)	Bank Account Data	Ready	Chris Smith	Oct 16, 2016 11:11:18 AM
Bank Customer Profile and Account Data (Legacy)	Bank Customer Profile and Account Data	Ready	Vladimir Ewald	Oct 16, 2016 11:11:18 AM
Full Subscriber Policy - Gen	Full Subscriber Profile	Ready	Chris Smith	Aug 10, 2016 5:58:19 AM
Full Subscriber Policy - Risk	Full Subscriber Profile	Ready	Chris Smith	Aug 10, 2016 12:24:34 PM
Full Subscriber Profile	Full Subscriber Profile	Ready	Chris Smith	Aug 4, 2016 10:10:33 AM
Full Subscriber Profile and Monthly Bill Data	Full Subscriber Profile and Monthly Bill Data	Ready	Chris Smith	Aug 4, 2016 10:10:33 AM
Internal Data	Internal Data	Ready	Administration	Aug 4, 2016 10:10:33 AM
Subscriber	Subscriber	Ready	Administration	Aug 4, 2016 10:10:33 AM

Privus

Location: Switzerland.

Number of employees: 10

Founded: 2016

Leadership: Henrique Correa da Silva, CEO;
Luis D'Almeida, CFO

Funded: Privately held

Privacy-related technology:
Enterprise Communications

Description: SecurLine is a smartphone application designed to allow you to speak on the phone, exchange messages, have video and conference calls, all completely secure and private. Privus developed SecurLine to be a secure and transparent encryption app for smartphones, offering high quality voice and video calls, conference calls, text and image messaging. We employ the secure AES cypher with robust 256 bit key sizes and the ZRTP protocol, which has been classified internally as “catastrophic” by the NSA, ensuring your data has the highest level of end-to-end encryption and remains absolutely private. SecurLine works collectively with our network infrastructure to allow communications to flow directly between devices, enhancing their security, privacy and quality. It allows you to reclaim your right to privacy, and empowers your ability to do business on the move while saving on costs.



Proofpoint

Location: Sunnyvale, CA

Number of employees: 4,000

Founded: 2002

Leadership: Gary Steele, CEO, Paul Auvil, CFO; Lyn Campbell, VP, Global Operations; Marcel Depaolis, CTO; Ryan Kalember, SVP, Cybersecurity Strategy

Funded: Privately held

Privacy-related products: Activity Monitoring, Data Discovery, Data Mapping, Incident Response

Description: Proofpoint offers automated content analysis to help companies discover sensitive information and track data across the network. The analysis helps a company discover where sensitive data is located and the data that is most at risk for exposure. The Data Discover tool also provides organizations with data visualization and heat maps locating where the data is most at risk. Companies can fix compliance breaches in real time and revoke access to any unwanted users. Proofpoint also offers a Threat Response platform to help companies resolve threats faster by automatically alerting a company to incidents, while collecting and comparing data forensics.

proofpoint™



Protegrity

Location: Stamford, CT

Number of employees: 200+

Founded: 2004

Leadership: Suni Munshani, CEO; Dominic Sartorio, Senior VP, Products & Development; Clare Cuniffe, Senior VP, Sales

Funded: Privately held

Privacy-related products:

De-identification/Pseudonymity

Description: Protegrity offers an enterprise data security software platform that leverages scalable, data-centric encryption, vaultless tokenization and masking to help businesses secure sensitive information while maintaining data usability. Built for complex, heterogeneous business environments, the Protegrity Data Security Platform provides data security certified across applications, data warehouses, mainframes, big data, and cloud environments. Protegrity helps manage risk, achieve compliance, enable business analytics, and adopt new platforms while maintaining the privacy of customers and employees.



Protenus

Location: London, U.K.

Number of employees: 23

Founded: 2014

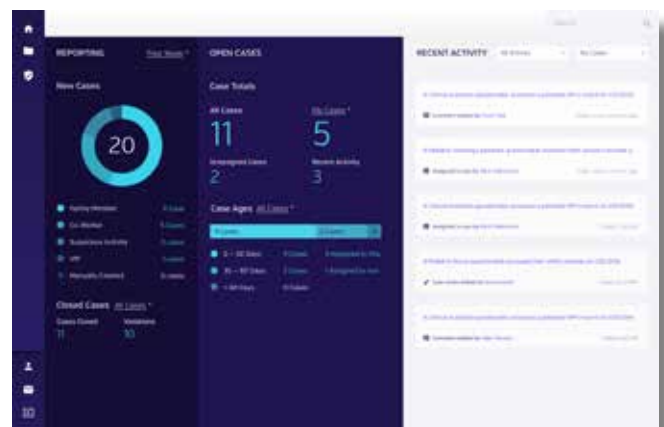
Leadership: Robert Lord, Co-founder, CEO; Nick Culbertson, Co-Founder, COO & President; Chris Jeschke, CTO

Funded: Privately held

Privacy-related products: Activity Monitoring, Data Discovery, Data Mapping

Description: Protenus' patient monitoring platform consists of two main parts: The first is the analytics and proactive detection piece, which takes big data, machine learning, AI, and combines it with user workflow, HR data, and other elements to create a second-by-second account of all the activity occurring within an electronic health record. The combination can help determine a user's normal behavior and help detect any abnormalities. The "forensics and investigation" part of the platform lets electronic health record users sift through patient information in a point-and-click interactive interface, while limiting the amount of false positives.

PROTENUS



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OneTrust
Privacy Management Software

FREE TOOLS FOR IAPP MEMBERS

Powering Privacy for Over 10,000 Community Members at No Cost
Brought to You by IAPP and OneTrust

PIA & Data Mapping Platform New CCPA Assessment!

- Generate record keeping reports
- Leverage pre-defined assessment templates
- Create custom questionnaires
- Distribute to internal and external parties
- Populate with apps and processing activities
- Identify, track and mitigate risks

Consent & Data Subject Rights Platform

- Conduct scan to identify tracking technologies
- Manage user consent and preferences
- Capture requests with a DSAR web form
- Manage workflows to fulfill and respond
- Communicate via secure messaging portal
- Generate record keeping reports



GET STARTED TODAY
ONETRUST.COM/IAPP

Proteus-Cyber Ltd

Location: London, U.K.

Number of employees: 10

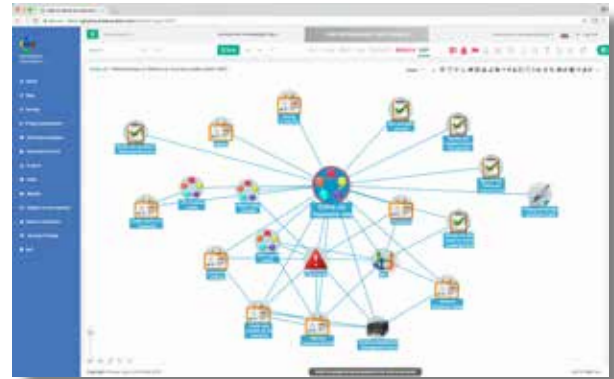
Founded: 2013

Leadership: John Clelland, Managing Director;
Chris Greenslade, Director

Funded: Privately held

Privacy-related products: **Activity Monitoring**,
Assessment Manager, **Consent Manager**,
Data Discovery, **Data Mapping**, **Incident Response**

Description: Proteus GDPRReady's core functionality includes data mapping with easy-to-complete online surveys (or bulk import) and building and reporting of the data register. Add to this breach notification, subject access request management, consent management, risk assessment and project management and you get a system that helps the data protection officer deliver and demonstrate compliance with the GDPR. Designed initially for large enterprises and offered as a SaaS solution, hosted in the cloud or on premises, there is now also a cloud-only SME version.



Qixium

Location: Ede, The Netherlands

Number of Employees: 11-50

Founded: 2004

Leadership: Joost Ale, CEO; Bradley Bakker,
head of R&D; Marcel van de Steeg, COO

Funded: Privately held

Privacy-related products:
Data Discovery, **Data Mapping**,
De-identification/Pseudonymity

Description: Qixium is Scope4Mation's next generation platform designed to help organisations protect and manage sensitive data to help support GDPR compliance. Its extended features for the discovery and classification of sensitive data offer an ideal platform to provide the DPO with a comprehensive inventory of the enterprise's data privacy landscape. Qixium's data anonymization technology significantly reduces the risk of data being compromised while in non-production environments for activities such as testing, training, BI etc. The intuitive user dashboard provides an up-to-date status overview containing clear insights on the management of sensitive and privacy data.



Radar



Location: Portland, OR

Number of employees: 25-50

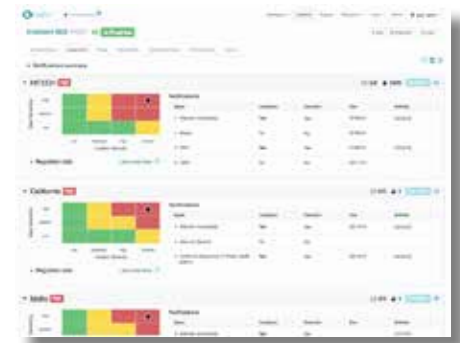
Founded: 2014

Leadership: Mahmood Sher-Jan, CEO; Dylan Anderson, Senior Director of Finance; Doug Kruger, Senior VP of Sales and Business Development; Andrew Migliore, VP of Engineering; Travis Cannon, Director of Product Management; Alex Wall, Senior Counsel, CPO; Kristin Williams, Senior Client Success Manager; Dorothy Davis, Marketing Director

Funded: Privately held

Privacy-related products: **Assessment Manager**, Incident Response

Description: RADAR is a decision support solution that provides privacy and legal professionals efficient, timely, and accurate information for making decisions regarding regulatory compliance, contractual obligations, and data breach notification laws. RADAR serves as an operational infrastructure for managing and responding to data privacy and security incidents involving PII and/or PHI. The patented Breach Guidance Engine™ uses multiple risk factors to score each incident, producing a heatmap that quantifies the incident's severity, data sensitivity, and whether it is notifiable under federal and state breach laws or contractual obligations. The engine provides the framework to address GDPR incident response requirements. RADAR's legal library is always current, providing up-to-date information on existing and pending regulations.



Raptor Compliance

Location: Schwerzenbach, Zürich

Number of employees: 2-10

Founded: 2017

Leadership: Dominic N. Staiger, CEO; Oliver Stutz, Head of Product; Philipp A. Staiger, Head of Marketing

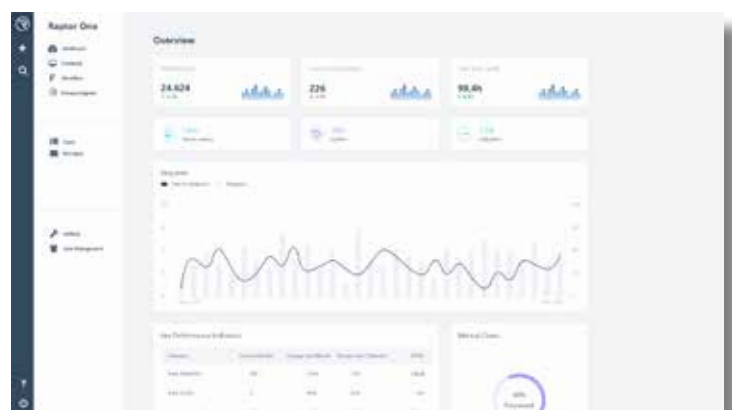
Funded: Privately held

Privacy-related products:
Assessment Manager, **Data Discovery**,
Data Mapping

Description: Raptor Compliance's solution helps organizations comply with Article 15 of the General Data Protection Regulation. The platform gives companies the ability to answer data requests from stakeholders, while ensuring compliance through audits and management reporting. Raptor's platform can connect with any digital data source, and has additional modules allowing users to ensure they are compliant with Article 20 of the GDPR. The platform also has an interactive interface allowing management to observe the compliance efforts of their organization.



RAPTOR COMPLIANCE



Resilient



Location: Cambridge, MA

Number of employees: 140-200

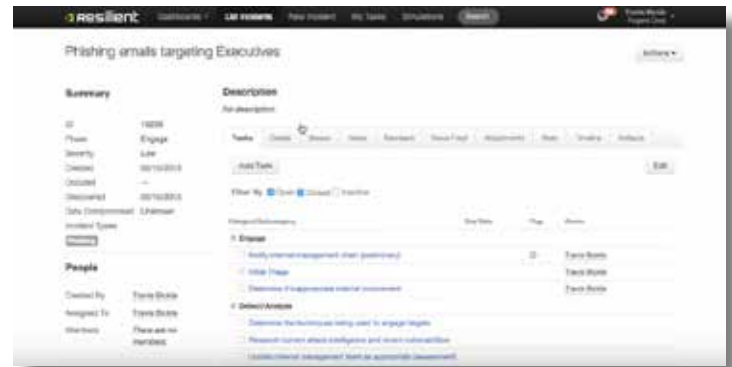
Founded: 2010

Leadership: John Bruce, CEO & Co-Founder; Bruce Schneier, CTO; Ted Julian, VP of Product Management & Co-Founder; Maria Battaglia, CMO; Gene Fay, VP of Sales; Allen Rogers, VP of Engineering; Paul Ayers, GM, EMEA

Funded: Publicly traded (owned by IBM)

Privacy-related products: Incident Response

Description: The Resilient Incident Response Platform integrates with an organization's existing security and IT system to make sure alerts are instantly actionable, offers intelligence and the context of an incident, and enables adaptive response to complex threats. Teams can collaborate on their response within the platform. It offers analysis, customizable dashboards, and reporting to ensure senior leadership can access information on an incident at any time. Included in the platform is a privacy module providing information on global regulations and data breach response plans instantly mapping to the latest regulations. The maps help organizations simplify their response by removing regulatory complexity.



Retrospect

Location: Walnut Creek, CA

Number of employees: 11-50

Founded: 2011

Leadership: JG Heathcock, CEO; Brian Dunagan, COO

Funded: Privately held

Privacy-related products:
Consent Manager

Description: Retrospect has released its latest version of its software, assisting companies with their EU General Data Protection Regulation compliance efforts. Retrospect 15.1 allows companies to tackle the "right to be forgotten" provision of the GDPR and allows companies to protect and delete any data they have on their users. The tool uses rule-based filtering to allow companies to remove specific data from any backups they possess.



Retrospect



Rever

Location: Brussels, Belgium

Number of employees: 15-50

Founded: 2004

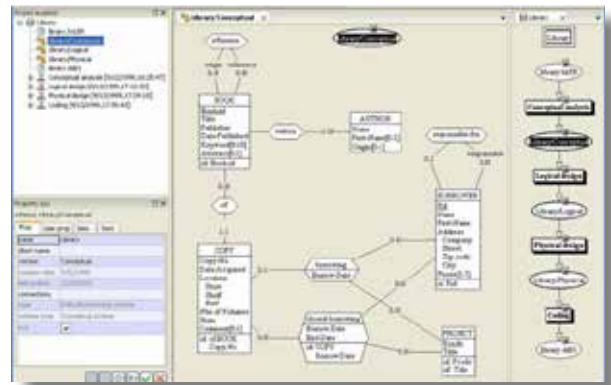
Leadership: Dominique Orban de Xivry, CEO;
Stephane Coethals, VP Sales & Operations;
Maxime Cools, Director of Corporate Sales;
Muriel Adamski, Online Communications Officer

Funded: Privately held

Privacy-related products: Data Discovery,
Data Mapping

Description: Rever offers several products designed to allow an organization to identify all of the data within the enterprise. Among the products the company offers is the Rever Enterprise Foundation, which creates a data-usage map, and is the place where physical, logical, and conceptual data models would be stored.

The Enterprise Foundation lets a company build a data dictionary, carry out data management products, and ensures an organization is ready for big data applications. Another product, Rever Protect, lets a company select and identify sensitive data according to an organization's needs.



RISMA Systems

Location: Herlev, Denmark

Number of employees: 20-49

Founded: 2014

Leadership: Lars Nybro Munksgaard, CEO;
Steen Rath, CCO

Funded: Privately held

Privacy-related products: Data Discovery,
Data Mapping

Description: RISMAgdpr is a GDPR software platform designed to help organisations comply with data privacy regulations whether you are a small, medium-sized or global. Developed by RISMA and the Danish law firm, Plesner, the software guides you through the jurisdictions and provides a platform with structure, data mapping, tasks and GAP-analysis. It offers dashboards, metrics and reports for companies to track their progress, and management will have a full overview of every process.

RISMA



SafeHarbour BV

Location: Amsterdam, Netherlands

Number of employees: 2-10

Founded: 2012

Leadership: Eva de Wit, CISO/DPO;
Ronald Driehuis, CIPM, Product owner;
Erwin Boerhoop, Director

Funded: Privately held

Privacy-related products:

Activity Monitoring,
Assessment Manager,
Website Scanning

Description: SafeHarbour BV's products allow organizations to scan and monitor their websites for potential trouble spots. Its "BIG" scan allows a business to scan its entire digital environment to monitor for any malicious activity. SafeHarbour offers a dashboard designed to let organizations see where they do not meet the company's BIG standard. It also provides a number of tools to support the work of data protection officers and chief information security officers.



SAP

Location: Walldorf, Germany

Number of employees: 10,000+

Founded: 1972

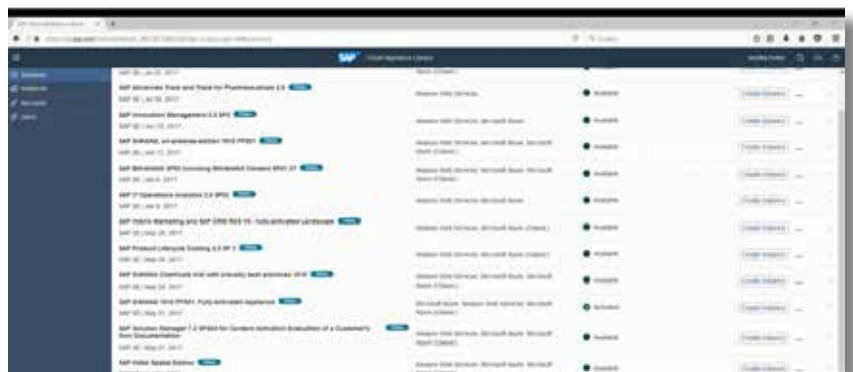
Leadership: Bill McDermott, CEO;
Luka Muci, CFO; Robert Enslin,
Cloud Business Group

Funded: Publicly traded

Privacy-related products:

Consent Manager, Data Discovery

Description: SAP has released three solutions designed to help companies comply with the EU General Data Protection Regulation. This includes SAP Hybrid Identity, which facilitates customer registration and logins throughout an enterprise; SAP Hybris Consent, which notes consumer consent for terms of services, cookies, and marketing communications; and SAP Hybrid Profile, giving an organization the ability to see all of the information related to a customer, including identity information and profile data. The three solutions are available individually, or as part of one package.



SAS Global Data Management



Location: Cary, NC

Number of employees: 10,000+

Founded: 1976

Leadership: Jim Goodnight, Co-Founder and CEO; John Sall, Co-Founder and Executive VP; John Boswell, Executive VP and Chief Legal Officer; Oliver Schabenberger, Executive VP and CTO

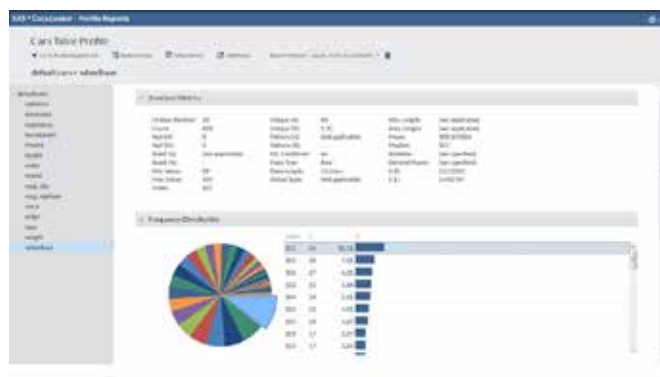
Funded: Privately held

Privacy-related products:

Activity Monitoring, **Data Discovery**,
De-identification/Pseudonymity

Description: SAS offers a platform designed to allow organizations to access, identify, govern and protect all of its data in order to ensure compliance with the General Data Protection Regulation.

SAS gives organizations a single interface they can use to access and manage the different types of data within their enterprise. Organizations can identify data sources, evaluate the need for de-identification, and assess the risk of exposing personally identifiable information. SAS allows companies to implement pseudonymization, anonymization and encryption, while implementing safeguards to allow an organization to know who is accessing personal data, and ensuring only relevant data can be accessed.



SecuPi

Location: Jersey City, NJ

Number of employees: 11-50

Founded: 2014

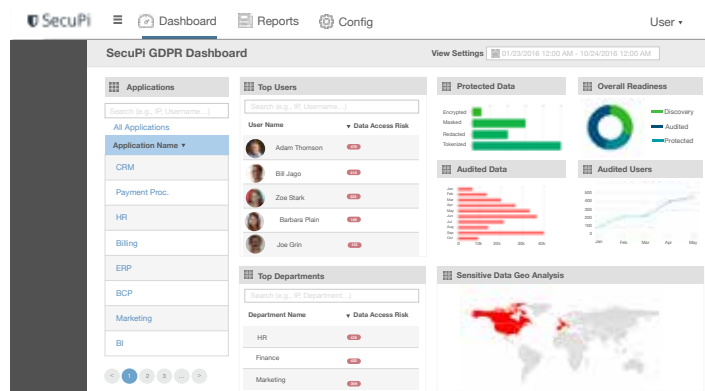
Leadership: Alon Rosenthal, Co-founder & CEO; Dotan Adler, Co-founder & CTO; Amir Fligler, VP R&D

Funded: Privately held

Privacy-related products: **Activity Monitoring**,
Consent Manager, **Data Mapping**,
De-identification/Pseudonymity

Description: SecuPi applies client consent processing, pseudonymization, real-time monitoring, data access, and cross-border controls on your sensitive and regulated data flows.

Our software platform also maps sensitive and regulated data-flows keeping a full audit of all user activity that can be easily assessed by regulators and auditors.



Secure Digital Solutions

Location: Minneapolis, MN

Number of employees: >10

Founded: 1995

Leadership: Chad Boeckmann, Founder and CEO; Mike Edlund, Product Director; Adam Stone, Principal Consultant and Chief Privacy Officer; Ed Snodgrass, Principal Consultant and Chief Security Officer

Funded: Privately held

Privacy-related products:

Assessment Manager

Description: We are Secure Digital Solutions, a Minneapolis-based consultancy focused on providing strategic security and data privacy guidance to organizations across business sectors. With our cloud-based platform, TrustMAPP, our firm uses process maturity as the foundation for an effective program strategy. This approach is quickly becoming the industry standard for measuring and communicating the business value of information security and privacy management.



SecureB2B

Location: Frome, England

Number of employees: 2-10

Founded: 2017

Leadership: Nick Carus, CEO

Funded: Privately held

Privacy-related products: **Activity Monitoring,**
Incident Response

Description: SecureB2B's main service is CYBERShark, a cloud-based security and compliance monitoring platform designed to help organizations avoid suffering data breaches and falling out of compliance with the General Data Protection Regulation. The service collects and analyzes log data generated from an organization's IT infrastructure. The data is then labeled based on various categories. CYBERShark allows organizations to view specific datasets, and reports on data, incident management, and compliance. The service scans for risk levels based on user activity, with the intention of proactively stopping data breaches before they occur.



Security Scorecard

Location: New York, NY

Number of employees: 100+

Founded: 2013

Leadership: Aleksandr Yampolskiy, CEO and Founder; Sam Kassoumeh, COO and Co-Founder; Bill Siegel, CFO; Jasson Casey, CTO; Alexander Heid, CRO; Tom Wells, VP Global Sales; Sean Goldstein VP Global Marketing; Mike Rogers, VP Strategic Alliance and Channels

Funded: Privately held

Privacy-related products: **Assessment Manager**

Description: The Security Scorecard platform is a risk assessment manager allowing an organization to get risk ratings on all of their vendors. The platform allows the organization to monitor those vendors to see if there are any changes in their risk standing. Companies can sort their vendors by their level of risk and find critical vulnerabilities across their entire portfolio. The platform allows companies to receive a breakdown of the categories where their vendors struggle and has a questionnaire to ensure vendors are in compliance with different frameworks. Vendors are invited to fix their troublesome areas, and the platform gives remediation advice to solve any issues.



SecurityScorecard



Sensorpro

Location: Palashji, India

Number of employees: 51-200

Founded: 2002

Leadership: Christopher J. Byrne, Founder and CEO; Richard Coady, CTO

Funded: Privately held

Privacy-related products: **Assessment Manager**, **Consent Manager**, **De-identification/Pseudonymity**

Description: Sensorpro offers organizations a marketing platform to help comply with the EU General Data Protection Regulation. The platform allows companies to make changes to customer data, while possessing subscriber management tools to help remove dormant or unwanted contacts. Sensorpro's product allows for survey responses to be anonymized, and reports for organizations to use for proof of opt-ins. Sensorpro also offers a GDPR marketing audit for companies to make sure all of their marketing activities fall into compliance with the impending regulation.



Senya Limited

Location: United Kingdom

Number of employees: 7

Founded: 2005

Leadership: Amit Mandal, Director; Quentin Friday, Consultant; Deon Pollard, Consultant

Funded: Privately held

Privacy-related products: **Data Discovery**, **Data Mapping**

Description: Capiible is an intelligent data discovery and classification template containing base classification structures to identify and understand the personal data store within the organization. The template enables a list of source systems containing structured, semi-structured or un-structured data to be identified; provides an approach to discovering and classifying the source system data elements using a target personal data map; helps organizations quickly understand where personal data resides across the source systems. "Fuzzy Logic" is used to accelerate the data classification process, by automating the matching of source-to-target data, and machine learning to help in the discovery effort.



Senzing

Location: Venice, CA

Number of employees: 10-20

Founded: 2016

Leadership: Jeff Jonas, CEO and Founder; Brian Macy, COO; John Bliss, CPO

Funded: Privately held

Privacy-related products: **Assessment Manager**, **Consent Manager**, **Data Discovery**, **Data Mapping**

Description: Senzing ER for GDPR helps organizations comply with data subject access requests by quickly determining who's who in their data, a critical first step in GDPR compliance efforts. First Senzing ER creates a centralized index of anonymized personal citizen data from source systems. Then users perform single subject searches and Senzing ER for GDPR produces reports with pointers to subject data, including records with name variations, misspellings, etc. Senzing ER uses entity resolution with privacy by design, developed and tested over the last decade, which makes it easy to locate all data and assemble subject information as required by GDPR.

Senzing



myPrivacySolutions®

Privacy

Deep Scan®

The Essential Step to Privacy Compliance



ARE YOU READY FOR THE GDPR?



WWW.PRIVACYDEEPCAN.EU



INSIGHT



CONTROLS



GUIDANCE



IMPROVEMENT

want to become a partner?

check www.privacydeepscan.eu/newpartner

Signatu

Location: Oslo, Norway

Number of employees: 2-10

Founded: 2015

Leadership: Torgeir Hovden, Founder and CEO; Georg Philip Krog, Founder, CPO, General Counsel

Funded: Privately held

Privacy-related products: **Assessment Manager**, **Consent Manager**, **Data Mapping**

Description: Signatu is a self-service cloud solution designed for companies to create privacy policies that are compliant with the GDPR. The service does this by offering an online questionnaire asking about the company's data processing activities. Companies have the option of answering a simple version of the questionnaire, or a more in-depth version. Once completed, the company is given a snippet of code it can use to implement the policy onto their site. Signatu also tracks user consent to the processing of personal data, and maps the data processing activities of the company, both internal and with third parties.



SkyHigh

Location: Campbell, CA

Number of employees: 303

Founded: 2011

Leadership: Rajiv Gupta, CEO; Don Dixon, CFO; Sekhar SarU.K.kai, SVP Engineering; Mike Muñoz, SVP WW Sales; Kaushik Narayan, CTO; Abhay Solapurkar, VP of Global Support and Customer Success; Jason Reeve, VP of Sales Engineering; Bruce Lennon, VP of Sales West; Srinu Gurrapu, VP of Customer Solutions; Kamal Shah, SVP of Products and Marketing; Charlie Howe, VP of EMEA; Kevin Jones, VP of Public Sector

Funding: Privately held

Privacy-related products: **Activity Monitoring**, **Data Mapping**, **Incident Response**

Description: Skyhigh's platform allows an organization to enforce policies in both corporate sanctioned and employee introduced cloud services. The platform finds all cloud services in use and assess them a 1-10 score based on enterprise readiness, revealing gaps in cloud policy enforcement. It has real-time coaching and policy enforcement to guide users to corporate-approved services. The platform finds sensitive or regulated data both in motion and at rest, and captures all user activity in the cloud and uses entity behavior analytics to detect insider threats and compromised accounts. The platform lets an organization edit a user's role and permissions in real time.



Smart Privacy

Location: London, England

Number of employees: 20

Founded: 2002

Leadership: Nicola Mckilligan, Director;
Jacqueline Gazey, Director; Rafaqat Ali, CTO

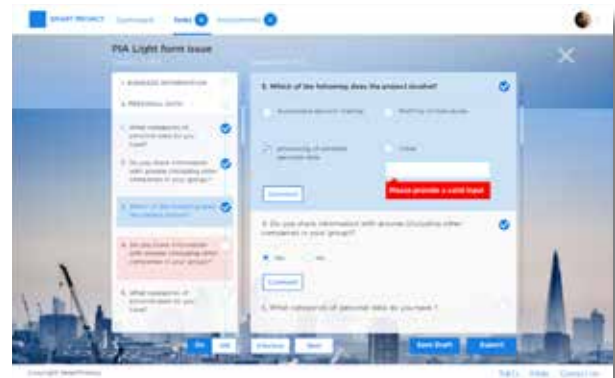
Funded: Privately held

Privacy-related products:

**Assessment Manager, Consent Manager,
Data Mapping, Incident Response,
Privacy Information Manager**

Description: Smart Privacy is a software-as-a-service platform which simplifies compliance with data privacy legislation and supports both internal and external data privacy offices. Conduct privacy impact assessments, audits, generate reports and manage risk through one simple user-friendly interface. Maintain a personal data inventory, data subject rights, map data flows, and manage privacy impact assessments and audits in one place. Manage privacy notices, contracts and data processors. Quickly assess and act on security breaches. Comply with record keeping requirements of European legislation including the GDPR. Expert privacy knowledge is built into surveys and ready made customizable questionnaires. Secure survey facility is hosted on premise or in a secure cloud. Automating privacy auditing, document and data management with smart privacy improves staff efficiency and reduces costs by up to 70 percent.

S|P
SMART PRIVACY



Smartpipe Solutions



Location: London, England; Cwmbran, U.K.

Number of employees: 45

Founded: 2014

Leadership: Tobin Ireland, Co-founder and CEO; Yvonne Fern, Co-founder and Chief Product Officer; Thomas Remmert, CTO; Phil Guest, Chief Revenue Officer

Funded: Privately held

Privacy-related products:

De-identification/Pseudonymity

Description: Smartpipe works with telcos around the world to help them monetize their customer data across open ecosystems in a safe and compliant way. Initially supporting telco strategies for entering programmatic advertising, the Smartpipe solution is equally fit for the wider market, including IoT, smart cities, and ID verification. Smartpipe's Header Injection solution is deployed into the secure environments of telcos to appropriately augment or replace persistent unique identifiers with event-level transient tokens as they are routed across the network between contracted and consented parties. This enables attributes to be attached to the token and matched for transaction, without creating links between one event and the next. Smartpipe is building a new type of privacy-first, identity ecosystem, leveraging network and data assets to support new services across open ecosystems.

smartpipe



SoftwareAG

Location: Darmstadt, Germany

Number of employees: 4,400

Founded: 1969

Leadership: Karl-Heinz Streibich, CEO;
Arnd Zinnhardt, CFO; Wolfram Jost, CTO

Funded: Publicly traded

Privacy-related products:
Assessment Manager

Description: Through Software AG's business and IT transformation platform, enterprises will have the capabilities needed to manage data privacy, including the ability to achieve data transparency, establish a system for recording processing activities, satisfy the requirements for fulfilling subjects' rights, and introduce comprehensive data protection management that defines data protection processes. The breadth of Software AG's product portfolio addresses business process analysis, enterprise architecture management, IT portfolio management and planning, and GRC practices – all to simplify the process for customers to manage data privacy without disrupting other business initiatives.



Solidatus

Location: London, U.K.

Number of employees: 5-10

Founded: 2017

Leadership: Philip Miller & Philip Dutton; Chief Commercial Officer: Howard Travers; Head of Software: Daniel Waddington

Funding: Privately held

Privacy-related products:
Activity Monitoring,
Data Discovery, Data Mapping

Description: Solidatus provides a web-based application that rapidly maps, visualises and shares the flow of data (including personal data) through the organisation. The platform allows for delegation of the data models and privacy metadata to key data users to rapidly build a global model including DPIA risk assessments. All changes go through an internal approval process, which incorporates version control to provide comprehensive auditing facilities. The data map can also be shared in a read-only form as a whole or in clearly defined filtered views to make it more relevant to the end user enabling clear management visibility, quality, validation; which can also be prove compliance to the regulator.



SophiMail

Location: Nicosia, Cyprus

Number of employees: 3

Founded: 2014

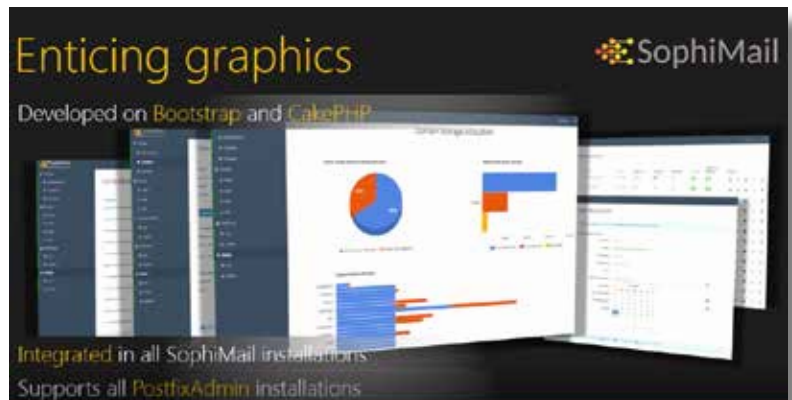
Leadership: George Dimakopoulos
CTO; Ioli Papadopolou, Business
Development Manager

Funded: Privately held

Privacy-related products:
Enterprise Communications

Description: SophiMail is a business email, engineered for business continuity and data privacy. SophiMail delivers solutions serving complex challenges, beyond the user experience, such as business continuity, data privacy, firm IT-control, and cost efficiency. SophiMail

combines cloud infrastructure and sophisticated engine simplicity. Unique features include daily backup, downloaded server-side on a trusted location you indicate, and a role-based dashboard, for easy management of multiple email domains across the globe, on cloud or on premise.



Spearline Risk and Compliance



Location: Skibbereen, Co. Cork, Ireland

Number of employees: 70

Founded: 2003

Leadership: Ciara Lucy, Managing Director;
Kevin Buckley, CEO; Matthew Lawlor, CTO

Funded: Privately held

Privacy-related products:
Assessment Manager, Consent Manager,
Data Mapping, Incident Response

Description: Spearline Data Protection is a GDPR operational compliance software solution, created in conjunction with data protection and legal experts to ensure the optimum support in your GDPR journey. It is a workflow tool that gives you a central place to record all of your GDPR efforts including your data mapping, privacy-related policies and procedures. Our solution will allow you to identify, investigate and report on any breaches that may occur in your organization. We developed an easy-to-use software tool that allows you to pick and choose the modules that best fit the individual needs of your business.



Statice

Location: Berlin, Germany

Number of employees: 7

Founded: 2017

Leadership: Sebastian Weyer, CEO; Mikhail Dyakov, CTO; Omar Ali Fdal, CDO

Funded: Privately held

Privacy-related products:

De-identification/Pseudonymity

Description: Statice is an automatic data anonymization software that allows companies and their partners to easily leverage and process existing or new personal data and ensures that no personal information is ever exposed. Statice does this by implementing the concept of differential privacy on top of generating synthetic data. Synthetic data resembles statistical properties of original data but consists of completely artificial data points, thus guaranteeing a maximum degree of privacy. This simplifies the access to necessary data in order to run meaningful data analysis or build machine-learning models.



Stratrai Ltd

Location: London

Number of employees: 3

Founded: 2016

Leadership: Neha Sehgal Grover

Funded: Privately held

Privacy-related products:

Assessment Manager, Consent Manager, Data Mapping, Incident Response, Privacy Information Manager

Description: GDPRProgram delivers a comprehensive solution to build, implement, sustain and demonstrate GDPR compliance. GDPRProgram consists of 15 modules: Policies, Notices, Asset Management, Individual Rights & Consent Management, Supplier & Contract Management, Incident Management, Security & Disaster Recovery, Trainings and Audit Management. Each module includes guidance documentation, error-proof forms, and online workflows for fast track implementation and process automation. Individual notifications, activity logs, status reports, compliance scorecards and management dashboards ensure program visibility and control. GDPRProgram is a Software as a Service that allows immediate secure deployment with roles based access for various stakeholders including customers, suppliers and auditors.



Structure Systems

Location: Nijmegen, The Netherlands

Number of employees: 2-10

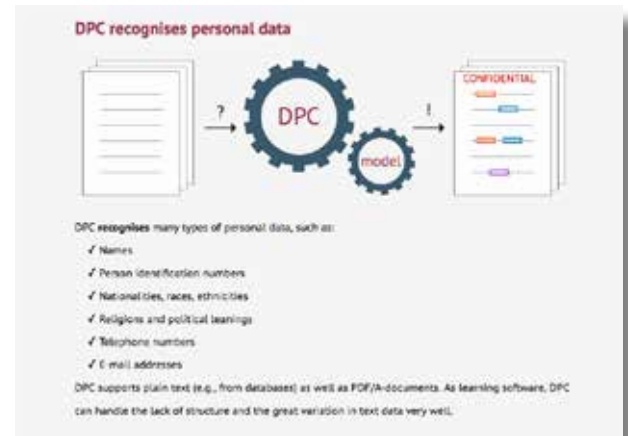
Founded: 2017

Funded: Privately held

Privacy-related products:

Data Discovery, Data Mapping, De-identification/Pseudonymity

Description: Our software package, Data Protection Control, gives organizations automated control and insight into their processing of personal data or personally identifiable information. DPC helps organizations to make their digital administrations and documents in better compliance with the ever-stricter privacy laws, such as the GDPR. Furthermore, DPC supports a better involvement of customers in how their personal data is being processed. DPC uses machine-learning technology to recognize and redact (anonymize, pseudonymize) personal data in unstructured data, including PDF/A documents and texts in databases.



SuitePrivacy

Location: Cosenza, Italy

Number of employees: 2-10

Founded: 2005

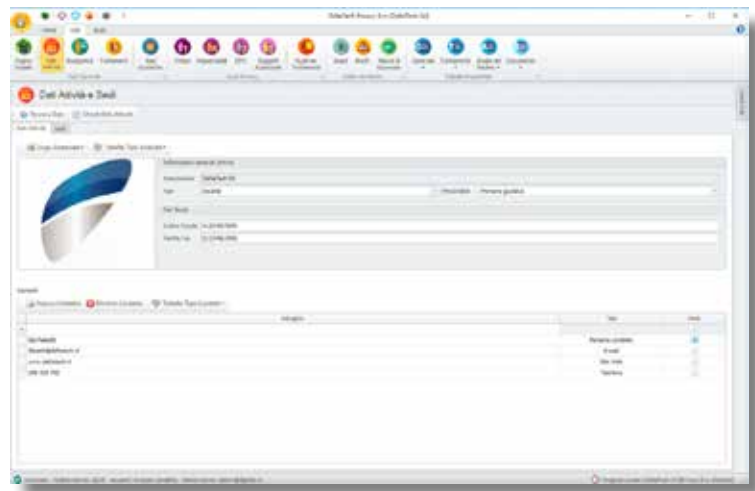
Leadership: Davide Giuliani, Administrator; Stefano De Bastiani, Programmer

Funded: Privately held

Privacy-related products:

Assessment Manager, Data Discovery

Description: SuitePrivacy offers its Privacy Evo platform designed to help companies comply with the EU General Data Protection Regulation. Privacy Evo allows companies to define the data roles within an enterprise, manage different types of data, forecast data transfers to other companies in comparison to those within the European Union, record the data processing activities of everyone handling information, and evaluating risk. The solution also allows organizations to conduct data protection impact assessments, assist with data breach management, and can help automate the generation of information and consent requests.



Surecloud

Location: London

Number of employees: 50+

Founded: 2006

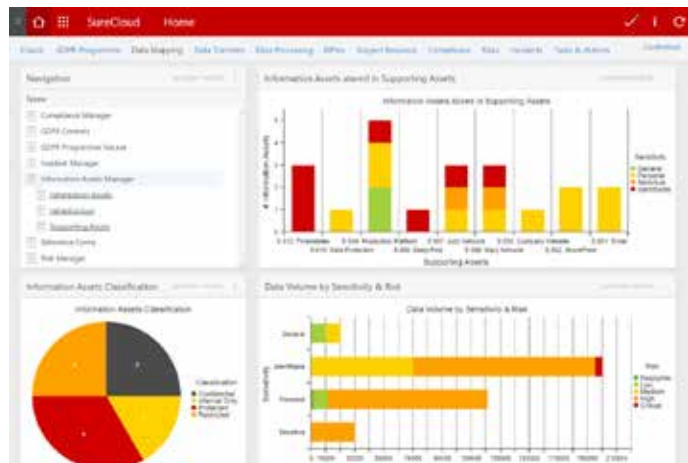
Leadership: Richard Hibbert, CEO, Co-Founder; Nick Rafferty, COO, Co-Founder

Funded: Privately held

Privacy-related products:

Activity Monitoring,
Assessment Manager,
Data Mapping, Incident Response,
Privacy Information Manager

Description: SureCloud provides cloud-based, integrated risk-management software that is customizable. SureCloud has created a suite of applications for enterprise data privacy programs, from discovery to ongoing data privacy management. Built on a highly configurable platform, SureCloud is simple, intuitive and flexible technology that compliments process within an organization.



Systnaps

Location: Le Perreux sur Marne, France

Number of employees: 9

Founded: 2007

Leadership: Jawaher Allala, CEO; Didier Rousseau, CTO

Funded: Privately held

Privacy-related products:

Data Discovery, Data Mapping,
De-identification/Pseudonymity

Description: Systnaps features the "Dynamic Data Tree Modeling" system, which allows organizations to quickly scan their databases' structure and recreate a graphical view of the data model. Based on this unique algorithm, Systnaps can also identify and record any change made to the databases' structure, and thus helps organization discover any personal data that resides inside of a database and makes the monitoring effortless. A built-in graphical modeling system enables organizations to recreate the business objects from a technical point of view. By applying the local archiving and de-identification rules to the object models, users can archive and anonymize personal data dynamically.



Sytorus

Location: Dublin, Ireland

Number of employees: 11-50

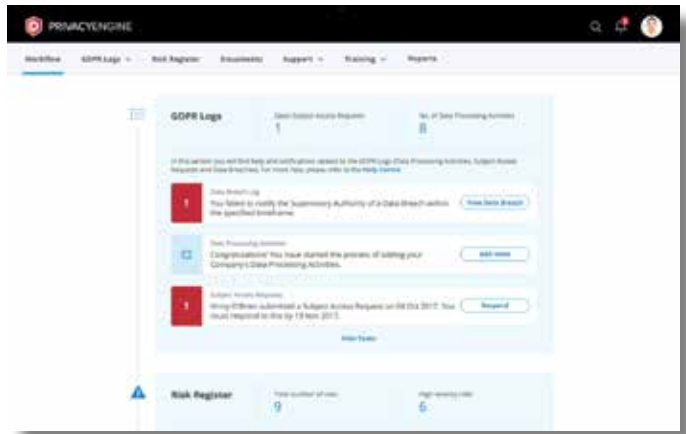
Founded: 2013

Leadership: John Ghent, CEO, Mike Morrissey, Chief Commercial Officer and Certified Data Protection Practitioner, Hugh Jones, CPOt

Funded: Privately held

Privacy-related products:
Assessment Manager

Description: PrivacyEngine offers real-time support to organizations looking to comply with privacy legislation. The company offers access to data protection officers to help companies ensure their documents and policies are up-to-date. PrivacyEngine offers data protection training to help organizations keep their employees on top of their obligations, while making sure they know the company's policies and procedures. The solution also offers logs for companies to track their activities related to the EU General Data Protection Regulation. The log can be used to keep a record of data breaches and subject access requests, as well as assess any risks to compliance.



T Closeness

Location: San Francisco, California

Number of employees: 10

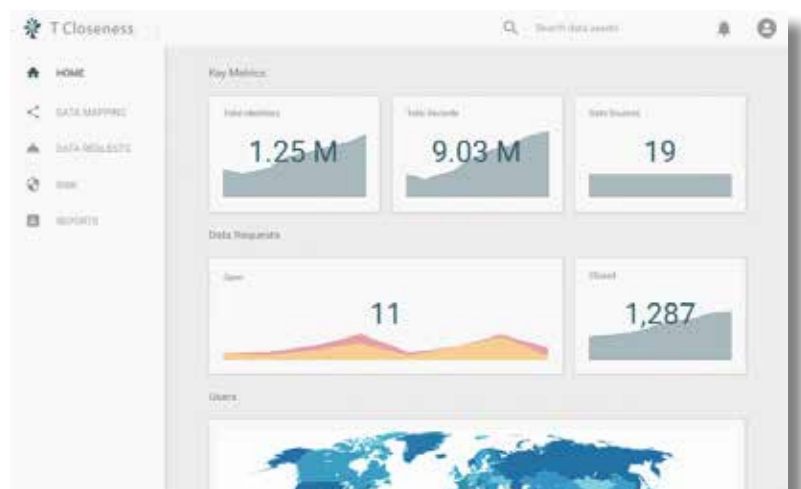
Founded: 2018

Leadership: Patrick Postrehovsky, Co-Founder & CEO ; Mark Watson, Co-Founder & CTO; Gearóid O'Brien, Co-Founder & Chief Data Scientist

Funded: Privately held

Privacy-related products:
Consent Manager, Data Discovery, Data Mapping

Description: T Closeness scans your IT systems and third-party vendor accounts to provide a clear view of data across your organization. Using the power of AI and machine learning, we programmatically build the actions required for each system to handle subject data requests and include a ticket tracker to clearly show the status of every request.



Tag Inspector

Location: Cincinnati, OH

Number of employees: 35

Founded: 2004

Leadership: Alex Yastrebenetsky, CEO; Michael Loban, CMO; Lucas Long, Product Manager

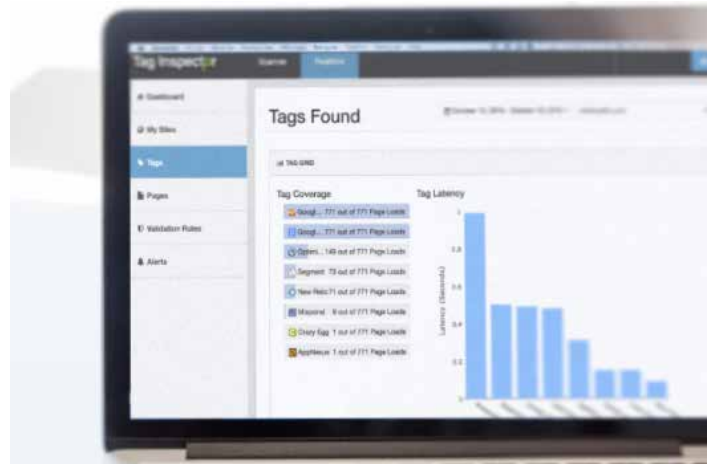
Funded: Privately held

Privacy-related products: Website Scanning

Description: Tag Inspector is a tag auditing platform that provides both synthetic scanning (website crawler that simulates user session) and real user monitoring (monitoring of live tag behavior) to address data quality, site performance, and data privacy. With Tag Inspector, review a visual representation of your site's tag hierarchy to catch double-tagged or unauthorized piggybacking, monitor data collection of all tags, and be notified of any unauthorized tag loading behavior based on rules for allowed and required tags.

Tag Inspector

AN INFOTRUST PRODUCT



Tealium

Location: San Diego, CA

Number of employees: 201-500

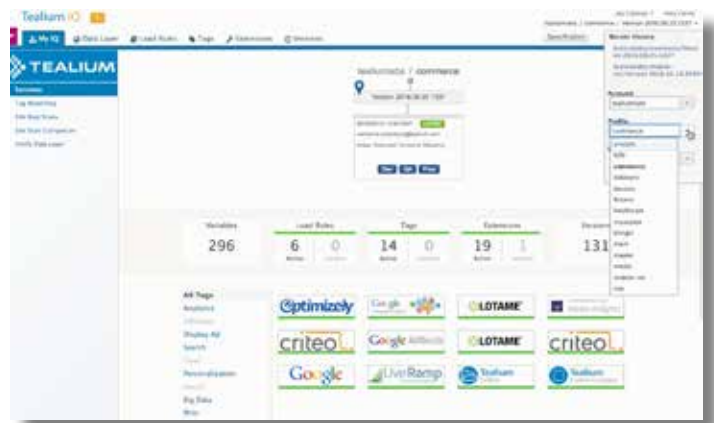
Founded: 2008

Leadership: Jeff Lunsford, CEO; Mike Anderson, Founder & CTO; Ali Behnam, Founder

Funded: Privately held

Privacy-related products: Activity Monitoring, Data Discovery, Data Mapping

Description: Tealium offers several products designed to help organizations map out all of the data they possess. Products such as TealiumIQ, EventStream, and AudienceStream gives companies the ability to define audience-level data and place it in a central hub. Tealium's DataAccess delivers the information to a company's data team in real time, giving them the opportunity to take the results and communicate them to marketing and customer service teams. Tealium's services also help an organization comply with the General Data Protection Regulation by mapping out information, allowing a company to share its data policy across an organization and to its customers, and creating user permissions for accessing data.



Thomson Reuters



Location: New York, NY

Number of employees: 10,000+

Founded: 2008

Leadership: James C. Smith, President and CEO; Stephane Bello Executive VP and CFO; Gus Carlson, Executive VP and Chief Communication Officer

Funded: Publicly traded

Privacy-related products:

Privacy Information Manager

Description: Thomson Reuters has released its Data Privacy Advisor, a solution designed to help privacy professionals answer compliance questions through resources it has compiled and artificial intelligence. Users can enter a question into the platform, and the solution will come up with answers ranked by a confidence rating. The confidence rating is powered by IBM Watson and is created with the intention of getting smarter with each interaction. The solution also allows users to stay up to date with current privacy news, browse topics by jurisdiction, and see where enforcement actions have been taken around the world.



THOMSON REUTERS



Transcend

Location: San Francisco, California

Number of employees: 5

Founded: 2018

Leadership: Benjamin Brook, CEO; Michael Farrell, CTO; Faris Mohiuddin, VP Business

Funded: Privately held

Privacy-related products: Activity Monitoring, Assessment Manager, Consent Manager, Data Discovery, Website Scanning

Description: Transcend is an automation system for data subject requests. Transcend orchestrates the entire process automatically across a company's suite of third-party vendors and internal data silos. As an interface to receive DSRs, Transcend also provides companies with a modern Privacy Center, hosted at privacy.<company>.com. The Privacy Center is hosted by us, on your domain, for your customer. Transcend can send and receive data via our API, connect directly to your database, and ping people to upload or erase data. It also undergoes recurring third-party attestations for SOC 2.



Transcend



Tresorit

Location: Teufen, Switzerland; Budapest, Hungary

Number of employees: 51-200

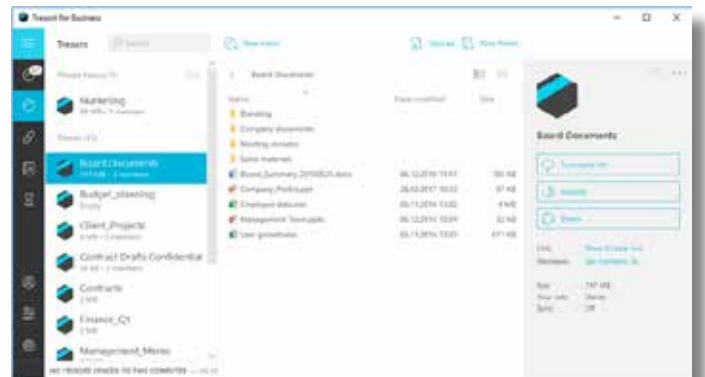
Founded: 2011

Leadership: Istvan Lam, CEO; Szilveszter Szebeni, Co-founder, CIO; Gyorgy Szilagyi, Co-founder, CPO

Funded: Privately held

Privacy-related products: **Activity Monitoring, Enterprise Communications**

Description: Tresorit is a secure file synchronization software that uses the cloud to store encrypted data in order to make it shareable and accessible from everywhere. Tresorit is specifically designed to share confidential data of business users. Encryption is performed before the data gets uploaded to the cloud, therefore, users of Tresorit do not require to trust the cloud provider or the communication links. Encrypted content handled by Tresorit is shareable without re-encryption and sharing is reversible by permission revocation.



Truata

Location: Dublin, Ireland

Number of employees: 30-50

Founded: 2018

Leadership: Felix Marx, CEO; Aoife Sexton, CPO; Nehal Maniar CTO

Funding: Privately held

Privacy-related products: **De-identification/Pseudonymity**

Description: Truata is an independent Irish Trust founded by Mastercard and IBM in 2018, which offers a new approach to data anonymization and analytics. It helps solve one of the most challenging issues under EU data protection: namely to allow companies to meet the very high threshold for anonymization. Truata offers its customers a service to lawfully conduct analytic services on fully anonymized data through various tools, data insights, algorithms and reports that customers can use in their own products and solutions. As a privacy-enhancing organization, Truata allows companies to extract value from data sets while preserving individuals' privacy.



Trunomi

Location: San Jose, CA.; London, U.K.; Bermuda

Number of employees: 10

Founded: 2013

Leadership: Stuart Lacey, Founder & CEO;
Naresh Singhal, CTO; Kartik Venkatesh,
Chief Architect

Funding: Privately held

Privacy-related products:

Consent Manager

Description: Trunomi unlocks customer data using consent and data rights.

Trunomi provides customer consent and data rights management technology which enables businesses to request, receive and capture customer consent to the use of their personal data. For the business we create consent receipts and convert them

to customer data rights accessible across all data systems. We enable businesses to comply with EU GDPR, data privacy laws, and replace inefficient and costly legacy approaches. For the customer we provide control and transparency over how their personal data is used.



TrustArc



Location: San Francisco, CA

Number of employees: More than 150

Founded: 1997

Leadership: Chris Babel, CEO; Tim Sullivan, CFO;
Hilary Wandall, General Counsel & CDGO

Funded: Privately held

Privacy-related products: **Assessment Manager**,
Consent Manager, **Data Mapping**,
Website Scanning

Description: TrustArc offers privacy compliance and risk-management solutions to help design and build privacy programs, assess and remediate risks, and manage and demonstrate compliance. The TrustArc Platform includes website/app scanning;

data inventory and data flow mapping; assessment management, library of assessment templates including off-the shelf DPIAs / PIAs, cross-border data transfer and GDPR solutions; and cookie consent and ad-compliance management. It has scanning technology for insight into PII, data collection, first and third-party trackers, and risk levels. TrustArc offers a central, searchable repository and data register for audit trails. TrustArc also provides Privacy Shield assessments and TRUSTe certifications for APEC CBPR, COPPA, and Enterprise Privacy certifications in addition to a dispute-resolution service.



trust-hub



Location: London, U.K.

Number of employees: 50

Founded: 2015

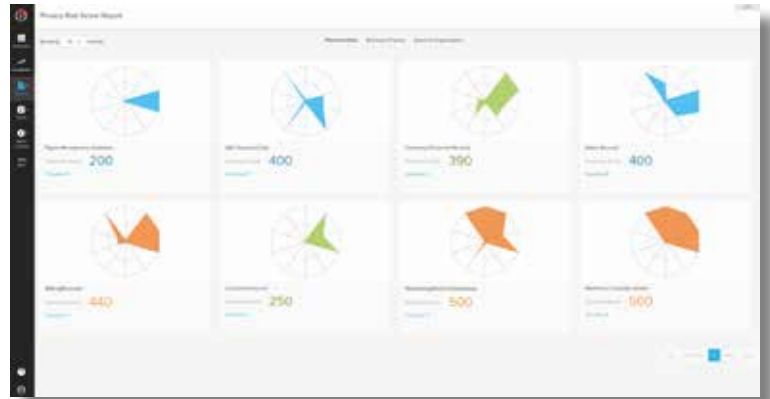
Leadership: Simon Loopuit, CEO & Founder, Ian Bryant, COO, Will Parton, Chief Technical Architect

Funded: Privately held

Privacy-related products:

Activity Monitoring, Consent Manager, Data Mapping

Description: Trust-hub is a global technology leader in the emerging field of personal data governance. Its patent pending technology enables global organisations to optimise the business benefits from using this personal data whilst dynamically managing their global regulatory obligations and associated risk profile. The trust-hub platform is provided as SaaS and leverages graph database technology, state of the art visualisation techniques, machine learning algorithms, flexible interfaces and data level encryption to deliver market leading functionality and security. This includes dynamic data mapping (both internal and supply chain), gap analyses, rights and consent management, DPIAs, risk assessments and breach mitigation.



USoft



Location: Naarden, The Netherlands

Number of employees: 50+

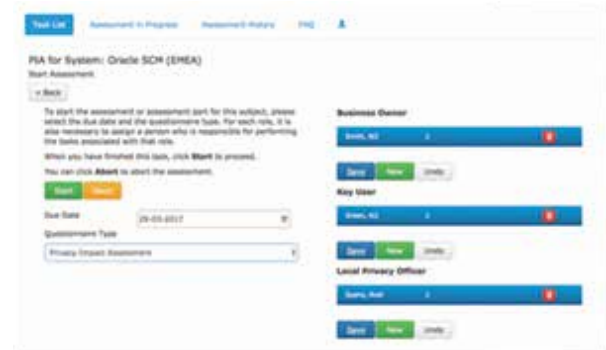
Founded: 1987

Leadership: Roel Spans, CCO; Patrick Dekker, CEO; Albert Holl, Privacy Director

Funded: Privately held

Privacy-related products: **Activity Monitoring, Assessment Manager, Consent Manager, Data Mapping, Incident Response**

Description: USoft SMART Privacy offers an efficient approach and secure software solution for comprehensive insight and control of company's privacy compliance activities. The principle behind the SMART PIA software is that organizations can configure their own way of working. The default implementation is based on five steps: data register; triage based on the relevant GDPR risk qualifications; multiple DPIA questionnaires; dashboards and reporting and admin and management function. SMART PIA offers an all-in-one-go GDPR-readiness assessment tool: including an easy-to-create data register; data breach notification; data subject rights; assessments of high-risk areas; efficiently runs DPIAs; and an easy-to-manage-and-control, repeatable process, in one database. USoft also offers privacy-related products as voice- and face-authentication software.



Varonis



Location: New York, NY

Number of employees: 966

Founded: 2004

Leadership: Yaki Faitelson, CEO, President, Co-Founder; Ohad Korkus, CTO & Co-Founder; Gili Iohan, CFO; Jim O'Boyle, Senior VP of WW Sales; David Bass, Senior VP of Engineering; Gilad Raz, CIO & VP of Technical Services; David Gibson, VP of Strategy and Market Development; Ken Spinner, VP of Global Field Engineering; Seth Gerson, VP and General Counsel; Eric Mann, COO; Yzhar Kaysar, Chief Architect; Tami Bronner, VP of Product Management

Funded: Publicly traded

Privacy-related technology: Activity Monitoring, Data Discovery, Data Mapping

Description: Varonis offers products designed to help companies combat cyberattacks and insider threats. Its enterprise security software uses entity behavior analytics to profile anyone using data and will alert the proper channels whenever there is any suspicious activity. It uses predictive threat models to notify if there is any abnormal access to sensitive files, account hijacking, or privilege abuse. Its Data Classification Framework helps a company identify sensitive data and shows where it is exposed. The software helps companies protect any exposed sensitive data, and lets them know if it has been breached.



Veritas



Location: Mountain View, CA

Number of employees: 7,800

Founded: 1995

Leadership: Bill Coleman, CEO; Mike Palmer, Executive VP, Chief Product Officer; Mick Lopez, CFO; Lynn Lucas, Chief Marketing Officer; Todd Hauschildt, Sr. VP and CIO; Michelle VonderHaar, Sr. VP and General Counsel

Funded: Privately held

Privacy-related products: Activity Monitoring, Data Discovery, Data Mapping, Incident Response

Description: Veritas markets its solutions as tools that enable organizations to harness the power of their information to drive business success. Their “regulatory readiness” portfolio delivers capabilities that allow organizations to gain visibility into their data estate, take action to retain and delete data, and assume control over their data to successfully manage the information explosion. From advanced file and user analytics through auto-classification and cloud archiving, Veritas streamlines the collection of custodian data from multiple sources and reduces the manual effort required to stay compliant. Veritas provides an integrated approach to help with the identification, search, retention, protection, and monitoring of key personal and sensitive data.



Virtru

Location: Washington, DC

Number of employees: 40-50

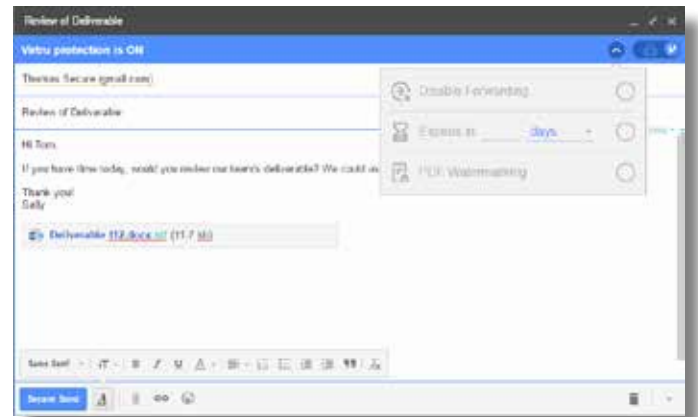
Founded: 2012

Leadership: John Ackerly, Co-Founder, CEO;
Brian Zang, VP of Sales; Charles Gold, CMO

Funded: Privately held

Privacy-related products:
Enterprise Communications

Description: Virtru is an email service offering encryption on every single message. Only the sender and the recipient can see the message. The sender can disable forwarding on any messages and can even set an expiration date for the message, down to the minute when it is received. Senders can even revoke access to their emails if they so wish. When an email is received, the recipient opens the email and verifies their identity within a couple of clicks. The Pro version on Virtru offers more features, including an interactive dashboard, warnings of sensitive information within emails, PDF watermarking, read receipts, and the ability to be compliant with different regulations.



Vysk

Location: San Antonio, TX

Number of employees: 50+

Founded: 2012

Leadership: Victor Cocchia, Founder and CEO;
Davis Eberhart, VP of Engineering

Funded: Privately held

Privacy-related products:
Enterprise Communications

Description: The Vysk QS1 smartphone case delivers true end-to-end encrypted secure voice calls by jamming the smartphone's microphones and using a physically separate audio system and encryption processor to create a secure pathway for voice data. Encryption takes place at the source, not in software, and is made even more secure with the Vysk Privacy Network. QS1 users are able to talk securely and to protect their in-person meetings from eavesdropping, all while using their own smartphones and without changing their habits. The QS1 offers the convenience of making and receiving truly private communications by simply sliding a switch.



WEKA MEDIA GmbH & Co. KG

Location: Kissing, Germany

Number of employees: 360

Founded: 2001

Leadership: Werner Pehland, Managing Director; Stephan Behrens, Managing Director; Michael Bruns, Managing Director

Funded: Privately held

Privacy-related products:

Privacy Information Manager

Description: We offer practical solutions for data protection officers who want to implement the full range of corporate data protection tasks efficiently and to the highest professional standards. Whether an initial data protection inventory or a complex IT audit, from the documentation of the TOMs to the creation and maintenance of procedural directories, from data protection impact assessments to creating inputs to compliance management. In this way, data protection officers are able to reliably implement data protection in the corporate environment. The carefully coordinated combination of technical contributions and commentaries, regulations and news eliminates tedious research. Topic-based overview pages, practical search functions and variable hit lists, as well as all tools are immediately available to the user.



Whistic

Location: Orem, UT

Number of employees: 11-50

Founded: 2015

Leadership: Josh Mortensen, CEO; Nick Sorensen, President and COO; Juan Rodriguez, CTO

Funded: Privately held

Privacy-related products:

Assessment Manager

Description: Whistic, in addition to its general vendor management solution, offers an online tool allowing companies to conduct risk assessments both internally and with third parties in relation to the Privacy Shield. The Privacy Shield assessment tool includes a self-assessment tool and provides a team collaboration solution to help manage and hold employees accountable for accurate data entry. Whistic then provides a gap analysis report for Privacy Shield and offers an annual registration tool to maintain certification.



Wickr

Location: San Francisco, CA

Number of employees: 35-50

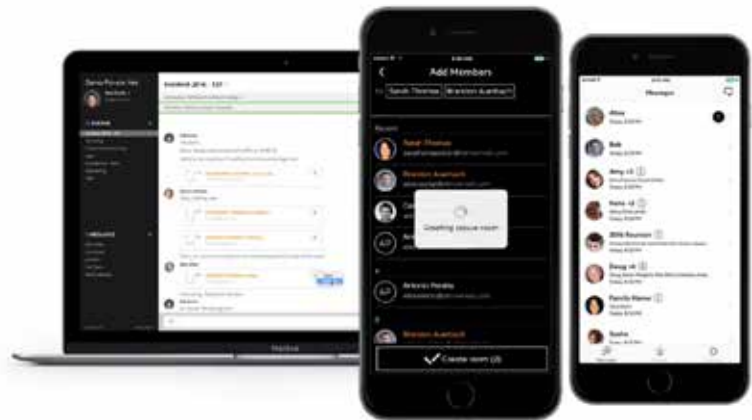
Founded: 2012

Leadership: Joel Wallenstrom, CEO; Chris Howell, CTO; Chris Lalonde, COO

Funded: Privately held

Privacy-related products:
Enterprise Communications

Description: Wickr offers a secure messaging service designed for both business and personal use. Wickr offers ephemeral communications, meaning all messages only last for a short amount of time before they are permanently deleted. Users can determine how long the messages will exist before they are eliminated. All messages are encrypted, and no third party, or Wickr themselves, can access them. Wickr offers the same services for group messages as well.



WireWheel.io



Location: Arlington, VA

Number of employees: 15-20

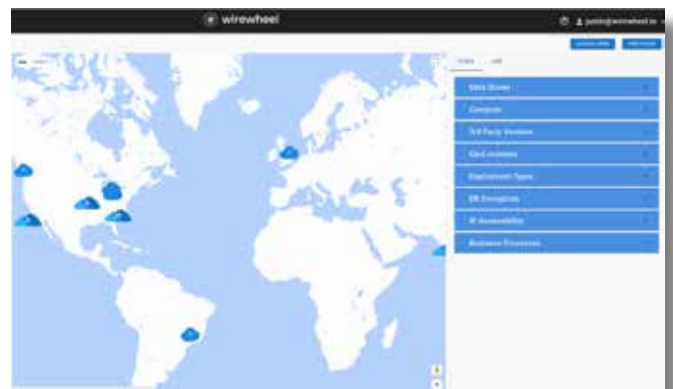
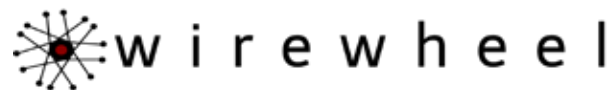
Founded: 2016

Leadership: Justin Antonipillai, Chief Executive Officer; Ed Peters, Chief Technology Officer; Amol Deshpande, Chief Scientist; Chris Getner, Chief Product Officer

Funded: Privately held

Privacy-related technology: **Activity Monitoring**, **Assessment Manager**, **Consent Manager**, **Data Discovery**, **Data Mapping**

Description: WireWheel.io aims to modernize and simplify how enterprises protect and manage the privacy of personal data, especially for cloud deployments. We equip privacy professionals with the tools to help them understand where their data stores are, where their compute is, and what third parties are part of any application or business process. WireWheel's data privacy and data protection platform also helps enterprises discover the personal data they hold, its activity across the entire data lifecycle and, in turn, enable them to meet GDPR's compliance requirements. WireWheel.io's Data Privacy and Protection platform is built on a modern microservices architecture that can be easily deployed from the public cloud or inside an organization's data center.



Wizuda



Location: Dublin, Ireland

Number of employees: 30-50

Founded: 2001

Leadership: Danielle Cussen, Managing Director; Brendan Regan, CEO; Paul Watson, Implementation & Services Manager; Mike Ross, Sales Director

Funded: Privately held; Owned by ICONX Solutions

Privacy-related technology:

Assessment Manager,

De-identification/Pseudonymity

Description: Wizuda provides software solutions that allow organizations to take control and track all data flows, internally and externally, to create an environment of compliance and data privacy. Wizuda is focused on developing IT solutions that help businesses grow and empower people to collaborate and stay connected securely and compliantly. Headquartered in Dublin, Ireland, the company's ethos is, "Because Data Deserves Privacy." It's Compliant File Share, Compliant Data Transfer and Digital Subject Access Requests products, simplify GDPR compliance and enable secure file transfers for companies throughout the world, every minute of every day.



ZLTech



Location: Milpitas, CA

Number of employees: 150

Founded: 1999

Leadership: Kon Leong, CEO & President; Arvind Srinivasan, CTO; Erna Arnesen, Chief Channel and Alliances Officer

Funded: Privately held

Privacy-related products: **Data Discovery,**
Data Mapping

Description: ZL Technologies Unified Archive is a centralized information governance platform that enables organizations to govern structured and unstructured data within a singular environment, comprising eDiscovery, compliance, records management, storage management, file analysis and analytics. Using its metadata and content analysis functions along with built-in visualization capabilities, organizations can classify and remediate sensitive information throughout the enterprise for the EU General Data Protection Regulation, risk mitigation, and data privacy. As a primary component, ZL UA offers customizable rules-based classification policies, which allow organizations to govern data long-term on an automated basis.



Privacy Compliance and Risk Management



TrustArc Privacy Solutions

20+ Years
Experience

Deep Privacy
Expertise



1,000+
Clients

Global
Coverage



Privacy Platform

- Data Flow Manager
- Assessment Manager
- Cookie Consent Manager
- Direct Marketing Consent Manager
- Website Monitoring Manager
- Individual Rights Manager
- Ads Compliance Manager



Consulting & Training

- GDPR Maturity Assessment
- CCPA Priorities Assessment
- DPIA / PIA Program Development
- Breach Response Plans
- Policies and Procedures
- HIPAA Assessments
- Employee Training



Compliance Validation

- GDPR Validation
- Privacy Shield Verification
- APEC CBPR / PRP Certification
- Kids Privacy / COPPA Certification
- TRUSTe Enterprise Certification
- Dispute Resolution Service