

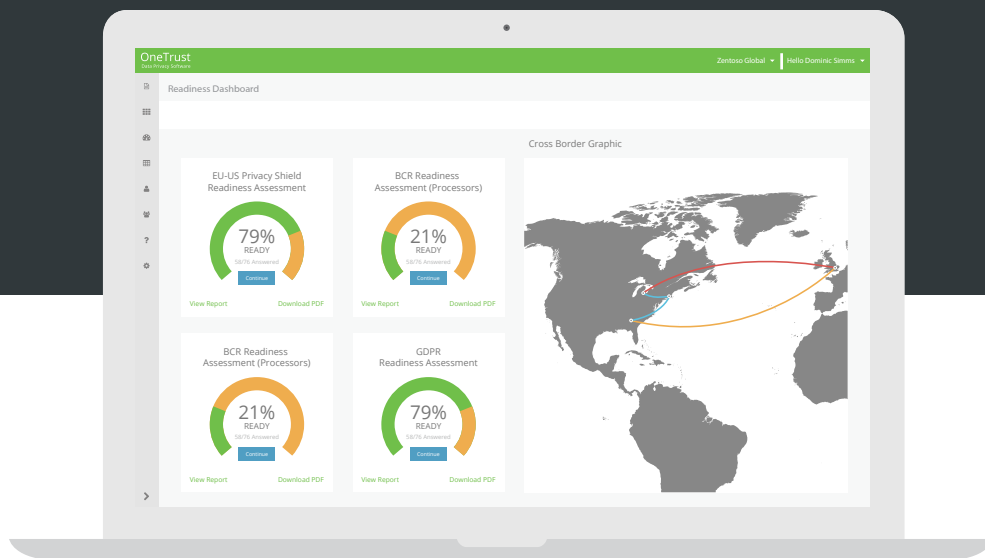
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- Privacy Shield
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- Subject Rights Requests
- Incident Reporting

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Privacy Management Software

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BigID  
Chino.io  
CipherCloud  
Clearswift  
CompliancePoint  
DataGravity  
Dataguise  
D.Day Labs  
DLP Assured  
DocEx  
Exonar  
Global IDs  
Heliometrics  
HexaTier  
Indica  
Informatica  
Integrus  
Kryptowire  
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Miner Eye  
Prifender  
Privacera  
Privacy Company  
Privacy Lab  
Proofpoint  
Protenus  
Proteus-Cyber  
SafeHarbour BV  
SAS Global Data Management  
SecuPi  
SecureB2B  
SkyHigh  
Solidatus  
Tresorit  
Trust Hub  
Varonis  
Veritas

## Assessment Manager

2B Advice  
Automated Intelligence

AvePoint  
BitSight  
Clearwater Compliance  
Collibra  
CompliancePoint  
CSR  
Data Protection People  
Datastreams.io  
Didomi  
DLP Assured  
DPOrganizer  
EuroComply  
Informatica  
Information Builders  
Integrus  
ISMS.online  
Kroll  
MetaCompliance  
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Security Scorecard  
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SoftwareAG  
Sytorus  
TrustArc  
USoft  
Whistic  
Wizuda

## Consent Manager

3PHealth  
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Consentric  
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Didomi  
DocEx

Enlighten  
Evidon  
Integrus  
OneTrust  
PlanetVerify  
Privacy Lab  
PrivacyCheq  
SecuPi  
Signatu  
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DataGravity  
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# Contents by Product Category

## Data Mapping

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Automated Intelligence  
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Datastreams.io  
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Signatu  
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## Structure Systems

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Trust Hub  
Varonis  
Veritas  
ZLTech

## De-identification/ Pseudonymity

Aircloak  
Anonos  
Arcad  
DE-ID Data Corp  
HexaTier  
Mentis  
Privacy Analytics  
Privitar  
Protegrity  
Qixium  
SAS Global Data Management  
SecuPi  
Smartpipe Solutions  
Structure Systems  
Wizuda

## Enterprise Communications

3PHealth  
CompliancePoint  
DocEx  
Frama Systems India  
HaloPrivacy  
priVapp  
SophiMail  
Tresorit  
Virtru  
Vysk  
Wickr

## Incident Response

Clearswift  
Clearwater Compliance  
D.Day Labs  
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ISMS.online  
Kroll  
MetaCompliance  
Proofpoint  
Proteus-Cyber  
Radar  
Resilient  
SecureB2B  
SkyHigh  
Veritas

## Website Scanning

Audito  
Baycloud  
Cryptzone  
Didomi  
Ensighten  
Evidon  
Kryptowire  
OneTrust  
SafeHarbour BV  
TrustArc



# 2017

## Privacy Tech Vendor Report

**T**he privacy technology market is young. Very young. But it is rapidly maturing to meet the needs of organizations around the world.

In the last two years alone, dozens of startups have emerged to provide technological solutions for organizations working toward data protection accountability, compliance, and risk-assessment and -mitigation. Like the information security industry before it, this burgeoning industry is rushing in to fill a void created by new technological challenges and accompanying regulation.

The main driver behind the rapid growth in privacy technology appears to be Europe's General Data Protection Regulation, which comes into force in May 2018 with strict requirements and major consequences for non-compliance, though other regulations, like HIPAA in the U.S., the EU's pending ePrivacy Regulation, Canada's anti-spam law CASL, and cybersecurity laws in China and Russia, will continue to drive the market. Growing consumer awareness of data breaches and their increasing demands that companies protect their information, are also, in part, heating up development.

*The main driver behind the rapid growth in privacy technology appears to be Europe's General Data Protection Regulation, which comes into force in May 2018.*

Quite simply, the sheer complexity large and small organizations face in managing consumer data is driving the need for scalable, efficient, technological solutions. Because organizations face a slew of privacy compliance challenges, C-suites are increasing compliance and risk-assessment budgets, which, in turn, is motivating venture capitalists and entrepreneurs to fund and create scalable, technological solutions.

It's easy to draw parallels between the current effects the GDPR is having on the privacy technology market and the effects U.S. financial industry law Sarbanes-Oxley had on information technology in the early part of this century, after its adoption in 2002. With steep regulatory burdens placed on financial companies, the IT compliance industry took off. The same appears to be underway in the wake of the GDPR.

"I was just speaking with one of our global customers, a company in the entertainment and telecom space," said Dana Simberkoff, chief compliance and risk officer at AvePoint, which began in the IT and compliance space and added focus for privacy when the company realized its tools were a natural fit for the privacy office. "Their VP of IT risk actually compared GDPR to SOX specifically. He thinks that SOX is the only thing he's seen that's similar to this massive shift that GDPR is causing."

Kabir Barday, CEO of recent privacy technology market entrant OneTrust said, more specifically, that the GDPR will alter B2B contracts, which will ultimately drive growth in the market. When companies are assessing the risk of other vendors, they run a checklist – are they ISO 27001-compliant, for example. "What's going to happen," he said, "is that the GDPR is going to be added

to that checklist. That trickles down to the vendor's sales team, who will want to know how to check that box."

Not surprisingly, many of these new privacy-technology companies are based in Europe. EuroComply CEO Emerald de Leeuw, whose company helps organizations identify compliance issues and offers up online training that addresses specific identified gaps, said there's lots of competition emerging in Europe, particularly in Ireland.

Many non-European-based companies are creating a presence in Europe as well. Nymity President Terry McQuay, whose Toronto-based company has been around for 15 years and offers a unique set of solutions specifically designed for the privacy office, now has offices in London, The Hague and Brussels. Similarly, American firm PrivacyCheq is now in Amsterdam and London, according to its co-founder Dale Smith.

This rapid expansion, and the proliferation of privacy technology-specific products, will likely cause some challenges for privacy offices, however, in taking advantage of those products' capabilities. For one, many privacy offices may not be used to purchasing tech products and will need to rely on their IT staffs for assistance, creating new relationships within the organization. Further, the nascent market means there will be many competing manufacturers. Some may provide superior products to others. Some may only offer a select few solutions a privacy office needs. Without experience in evaluating products and feature sets, privacy offices may find themselves at the mercy of savvy salespeople.

Should privacy teams purchase multiple products? Or might they find one privacy technology company has all the solutions they need?

Not surprisingly, several of the developers from these privacy-technology companies have backgrounds in information technology. Some of them are coming to the privacy market with relatively little background in data protection law and compliance. Though many of the companies we've identified in this report are very conscious of the privacy profession and its culture, and have hired veteran privacy professionals to help them enter and understand the market, there may still be nomenclature gaps between the sellers and buyers.

This gap has long been an issue between the privacy and security professions; it was recently addressed by the [NISTIR 8062](#) privacy engineering report.

"When I came to AvePoint," said Simberkoff, "our products were positioned for IP and security, but were really filling many of the requirements of the privacy community. We just weren't targeting those buyers. The company was founded by people who had an IT perspective and that was their vocabulary. ... I think we know that the vocabulary privacy officers use is a lot different than what IT uses."

It's worth noting that many of the privacy technology leaders we've identified have already developed information technology in other fields, often in security. OneTrust CEO Kabir Barday has a background in mobile security. BigID CEO Dimitri Sirota has a background in developing API platforms. Prifender CEO Nimrod Luria has a background in data forensics. Dale Smith, of PrivacyCheq, along with many on his team, has a background in software development. Protenus CEO Robert Lord was once a quant, and his business partner has a background in military intelligence networks.

All of the companies we spoke with, however, are very familiar with the

burgeoning needs of the privacy profession. They are hungry for information about privacy pain points and how technology might be able to alleviate them, and are already spitting out new iterations of their products on a regular basis.

*Companies offering PPM solutions tend to work directly with the privacy office, while organizations offering EPM solutions generally need IT and C-suite buy-in, in addition to the privacy office. But that's just a rule of thumb.*

This rapidly changing market will create concerns for buyers, just by the nature of its incipience. For one, some privacy-technology companies may be looking to get bought out by larger competitors. Mergers and acquisitions are a fact of growing industries and can result in both positive and negative outcomes. A company may buy out another business for its talented staff, intellectual property — or to put it out of business. Buyers should be vigilant about the potential future of a product. In some cases, a start-up getting bought out by a larger company with more features will benefit the buyer. In others, the buyer may experience a dead end.

Based on our interviews, we believe the market will continue to see privacy technology newcomers in the next six to 12 months. Once buyers start implementing these products in earnest, however, the

market will likely consolidate. Prifender's Nimrod Luria, for example, said he expects more startups to enter the market in the coming months, followed by market consolidation, particularly as larger companies see larger budgets in this arena.

Moreover, based on our interviews, relationships with big law firms and consulting companies appear to be friendly. Emerging privacy technology companies do not seem to want to compete with the bigger firms and consultants, but would rather work with them, and in some cases, are willing to license out their technology. EuroComply's de Leeuw said they outsource their consulting requests. "We have no desire to be consultants," she said. Terry McQuay, of Nymity, said they often share software with law firms. "We see them as partners," he said.

This would seem to be a positive trend, especially for those privacy professionals worried about already-established relationships with law firms and/or consulting companies.

## **So, what do we have here? PPMs and EPMs**

With the exception of a small amount of organizations, such as Nymity and TrustArc, both of which got into the game early, the privacy profession has traditionally been served by IT security products, which are usually procured by chief information security officers rather than chief privacy officers, and focus largely on the breach problem. Thus, privacy professionals may not even be aware of some of these new products and resources, let alone feel confident in deciding which tool, if any, is best for them.

To help with "comparison shopping," we are identifying categories in which to place companies that provide privacy technology solutions.



Broadly speaking, there are two main categories of privacy technology products: **privacy program management** solutions designed specifically for the privacy office (PPMs), and **enterprise privacy management** solutions designed to service the needs of the privacy office alongside the overall business needs of an organization (EPMs).

The former often includes automated privacy impact assessments, frameworks for implementing a privacy program, website scanning tools for cookie compliance, vendor risk-management tools, and services for demonstrating privacy compliance. The latter tends to include automated or artificial intelligence technology that scans and maps company data assets, as well as tools for monitoring, managing, controlling, and auditing data access and flows.

Companies offering PPM solutions tend to work directly with the privacy office, while organizations offering EPM solutions generally need IT and C-suite buy-in, in addition to the privacy office. But that's just a rule of thumb.

OneTrust CEO Kabir Barday, for example, describes two layers in OneTrust's relationship with clients as they institute his assessment manager product, which we'd categorize as a PPM. "Our conversation starts with the privacy office," he said. It's often driven by an expectation of regulatory enforcement that the legal team is involved with, say prepping for the GDPR. This first phase, he said, involves developing a compliance program and finding out the best ways of demonstrating compliance if a regulation comes knocking on the door.

The privacy office, he explains, will then say, "We need technology to document these needs." If a company is ramping up for the GDPR, the privacy office then has a case to take to the C-suite, which often leads to an "ah-ha moment."

It's then realized that a technological solution is needed to bridge the identified gaps and that the infrastructure of the company's IT needs an overhaul to accomplish this task. That might involve acquiring another piece of technology, or it might require a simple reorganization of how IT does things. "That's when the shift occurs and the IT teams get involved," said Barday. "The privacy team alone isn't going to have sponsorship to implement those technological changes."

*In 2016, those surveyed said they expected a 57-percent increase in their non-salary budgets.*

One challenge in the market is the limited budget allocated to privacy offices. Traditionally, the CISO has a bigger budget for buying technology, but with the potential fining authority built into the GDPR, the budgets of the privacy office could be on the rise.

In fact, budgets for the privacy office have traditionally been low, but, according to the [IAPP-EY 2016 Governance Report](#), privacy pros expect their budgets to increase. In 2015, the privacy professionals surveyed indicated they expected their non-salary budget to increase by 36 percent. In 2016, however, those surveyed said they expected a 57-percent increase in their non-salary budgets.

Additionally, those who said their budget was sufficient in 2016 decreased by 6 percent from 2015.

Further, the mean privacy budget in 2016 is \$1.7 million, with 11 percent of that

going toward technology, and budget numbers increasing significantly in larger organizations. Those with more than 75,000 employees, our biggest category, spend an average of just under \$500,000 annually on privacy technology solutions.

Prifender's Luria confirmed that he is beginning to see CPOs gain bigger budgets.

Even more, said Simberkoff, she's starting to see budgets get pooled. "Technology built in a flexible way can solve multiple pain points in privacy operations," she said. "I think if organizations stay in their stovepipe sort of way, it will be incredibly hard to be successful. GDPR compliance, by its nature, requires partnership between privacy, security and IT. You just can't do it without those three groups, at a minimum, along with data lifecycle cycle management, recordkeeping, marketing, and everyone else. It requires a multistakeholder approach."

Within the larger categories of PPM and EPM solutions, there are several, smaller "buckets" or categories. Some companies we've reviewed fit into multiple buckets, which should serve as a guide for those looking for multiple privacy solutions. Since this is a rapidly evolving market, there is some fluidity to these categorizations, but, on the whole, breaking them up this way should help provide a bit of clarity to the space.

Under the scope of PPMs, we've found there are **privacy assessment managers**, **consent managers**, **incident response**, and **website scanning/cookie compliance tools**. Likewise, under EPMs, we've grouped companies into **data discovery**, **activity monitoring**, **de-identification/pseudonymization**, and **enterprise communications** categories. In addition, we've identified a **data mapping** category, which would fit under PPMs if it requires manual data entry and EPMs if it's the result of automated technology.

## Privacy program management solutions

At the forefront of PPM solutions reside assessment managers. This is one of the most common and competitive areas in the marketplace, with new startups emerging alongside established organizations. Assessment managers tend to automate different functions of a privacy program, such as operationalizing privacy impact assessments, locating risk gaps between data flows and legal regimes, demonstrating compliance, and helping privacy officers scale what have traditionally been complex tasks requiring spreadsheets, data entry, reporting, and so forth.

PPM solutions tend to involve some form of manual data entry that produces an automated dashboard to help operationalize and make tasks for the privacy office more scalable and efficient. Companies like Nymity, OneTrust, TrustArc, and 2B Advice offer a suite of solutions to help companies locate risk and demonstrate compliance for a number of regulations across jurisdictions, including the GDPR, Privacy Shield and others.

That is not to say they all offer the same types of services; some solutions may overlap, but like many of the companies identified in this report, each offers niche services that others do not. This is a product of the nascent market and may change in the years ahead as the market consolidates and commodifies.

Often, assessment managers help point out and demonstrate gaps to help the privacy office leverage improvements across the organization.

Nymity, which operates in its own market category in a sense, uses deep research of data protection laws and regulations to

offer software, templates, assessments, and compliance strategies to help implement and maintain a functioning privacy office. They also work with regulators to help improve compliance and accountability.

There are other more narrow assessment managers from companies that tend to be smaller in size. Whistic, for example, offers an assessment manager specifically for the Privacy Shield. Through manual data entry, Whistic can help organizations identify compliance gaps and help clients attain and manage their Shield certification. Clearwater Compliance offers software specifically for companies covered by the HIPAA Privacy Rule. SecurityScorecard offers a grading profile of vendors across industries to help companies assess the risk levels of vendors.

*Even if some products need CISO buy-in, it's important for the privacy office to know these products exist, as they can be a real help to the needs of the privacy office.*

Of course, the biggest driver for assessment managers at the moment is the GDPR. Companies like DPOrganizer, EuroComply, Signatu, TrustHub, and Wizuda specifically market towards GDPR compliance.

Some smaller companies are beginning to offer consent management tools as well. The consent provisions in the GDPR,

for example, will put increased liability on companies to manage, track, and demonstrate appropriate consent. Since these tools are specifically designed for the privacy office, and may not require full C-suite buy-in, they seem to best fit under the PPM moniker.

Dale Smith, co-founder of PrivacyCheq, a company that has built consent management software for companies needing to comply with the GDPR and COPPA, said his company has focused squarely on developing this specific technology. "There are a lot of companies doing assessments and data maps and summaries about concerns caused by the GDPR," he said, "but if your business is touched by this, before you actually get compliance, the screens and back ends of your apps have to change. We think we're a leader in this change."

Other companies focus on providing website and app scanning solutions. Much of this area has been driven by Europe's cookie rules and maintaining compliance in the ad tech space. Companies like Cryptzone, Ghostery, and Optanon – which was purchased by OneTrust, an early acquirer in the privacy tech space – offer website scanning solutions.

Data mapping is also a huge privacy technology solution right now, and it takes many forms. Some mapping solutions involve manual data entry before providing a visualization of data flows, compliance efforts, or risk areas. Other data mapping solutions are the result of automated data discovery that does not involve much manual entry.

Some companies might also employ traditional governance, risk management, and compliance software (known as GRC) for some of these PPM needs, but we have left these out of our report for now.

## Enterprise privacy management solutions

While PPM solutions tend to be geared specifically toward the privacy office, EPM solutions ultimately tend to involve direct buy in from the CISO, CIO or C-suite because the technological solutions – though geared toward solving privacy issues, at least in part – involve enterprise-wide changes needing approval from the C-suite and/or the IT department.

One of the most common solutions involves a form of automated data discovery where sensitive and potentially risky data is identified in structured and unstructured databases. Many of these companies leverage the privacy office to get larger enterprise buy-in.

“We serve the privacy office,” said Protenus co-founder and CEO Robert Lord. Protenus discovers and maps electronic health records and their data flows and access rights. “In our process, we empower the privacy office to engage the C-suite. The problem we solve is in the privacy office, but with anything that requires changing the business the way our product does, the C-suite needs to get involved.” He said, “We want everyone in the privacy office to get jazzed. Once there is buy in, the privacy office gets a new character; it’s palpable. Some of these initiatives energize the entire C-suite,” he said. “It gives the privacy office a level of visibility they’ve never had before.”

In addition to Protenus’s focused, health care solution, there are several firms in the data discovery market that can serve broader organizational needs, including BigID, Prifender, Proofpoint, Clearswift, Dataguise, and Heliometric. Of course, not all offer the same product, but each offers an automated data discovery service. Some may be specifically for the cloud. Others, like Integris, operate both in the cloud and

on premises. Some use artificial intelligence, or a mix of AI and manual data entry.

BigID CEO Dimitri Sirota said there are three general ways in which his company works with clients. With some organizations, BigID works directly with the CISO. With a security background, he said, “We know how to talk to them.” However, he pointed out, “We’re increasingly going through the CPO; but there are some budgetary issues with the privacy department.” The third bucket Sirota pointed to is the risk and compliance departments.

Prifender CEO Nimrod Luria said they have been talking with Fortune 500 companies from across industry sectors, most of which have dedicated CISOs and CPOs, but, in general, the one with the budget tends to be the CISO. Yet, as we noted, with GDPR around the corner, and with this nascent privacy technology market, he’s seeing CPOs getting bigger budgets.

*Just two years ago, many of the technology solutions in our following vendor directory did not exist.*

Even if some products need CISO buy-in, it’s important for the privacy office to know these products exist, as they can be a real help to the needs of the privacy office. The privacy office is often described as serving the role of “champion” for an organization’s acquiring such technology.

Activity monitoring is also a popular solution that has taken on many forms. Companies like Protenus and HelioMetrics serve the health care industry directly, while others like CipherCloud work with cloud

solutions. The Dataguise platform features a dashboard that provides a window into who is accessing sensitive data, and when.

## Solutions for specific problems

In addition to PPMs and EPMs, which address general privacy compliance programs as a whole, there are also other new privacy technology solutions emerging to target specific pain points.

For example, there are incident response solutions designed to automate processes after a data breach. Kroll, Resilient and Radar each offer such solutions. This is yet another example of combining traditional security attributes (detecting or determining there has been a breach) with privacy needs (initiating a breach assessment and response). Such technology helps the privacy office determine whether it's necessary to report a breach or not, and how quickly.

This also mirrors a larger trend in the legal and finance communities, where startups are designing AI systems to tackle issues traditionally handled by lawyers or financial advisers. Particularly in breach notification, privacy professionals are now being offered technology to help them identify who needs to be notified and in what manner.

There is also a slew of de-identification or pseudonymization technology that helps mask sensitive data so it can be used in data sharing, data science, analytics, or research. Privacy Analytics, Anonos, ARCAD, and HexaTier all reside in this space. With the rise of data science and big data and the need to share aggregated data for business needs, this space will likely grow.

Finally, we've identified what we're calling enterprise communications solutions like HaloPrivacy, Virtru, and Wickr. These provide secure channels for intra-office and B2B communications. In the wake of

the Sony Pictures and Democratic National Committee leaks, for example, a digital trail of professional communications can cause an organization a slew of privacy headaches down the road.

## Conclusion

Just two years ago, many of the technology solutions in our following vendor directory did not exist. Moreover, companies long serving the privacy market are continuing their growth to serve new needs for businesses, whether improved accountability demonstration, automation of PIAs, mapping data flows, or discovering previously unknown, sensitive data.

Like the security technology industry just 15 years ago, the privacy technology industry is in flux and is changing every day. Investment in this technology is growing. For example, a company called Collibra, which is preparing a product for the privacy market, announced a whopping \$50 million Series C round of venture capital funding, which includes investors from Facebook, LinkedIn, and Twitter. The technology tracks where data came from and who in the organization is using it. They say this need is driven, in part, by the GDPR.

This rise in privacy technology is great news for privacy professionals. There are now options for a number of needs. Whether it's focused for consent management, or a more broadly, like privacy program automation, there are solutions out there. The caveat is that purchasing privacy technology, in general, will involve a new learning curve for the profession.

"The privacy industry is so rich with change and needs and so historically underserved," said Protenus' Robert Lord. "This is a powerful place for innovation. I think privacy pros' lives are going to get a lot better."



# NYMITY GDPR Solutions



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EMBED PRIVACY THROUGHOUT  
THE ORGANIZATION AND  
DEMONSTRATE GDPR COMPLIANCE



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**TEMPLATES™**

DEVELOP TECHNICAL AND  
ORGANIZATIONAL MEASURES TO  
MEET GDPR REQUIREMENTS



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BASELINE YOUR GDPR COMPLIANCE  
STATUS AND COMPARE TO OTHERS



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AND REPORT ON PROGRESS



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STAY INFORMED AND UNDERSTAND YOUR  
GDPR COMPLIANCE OBLIGATIONS

*YOUR GDPR SOLUTIONS PARTNER*

[WWW.NYMITY.COM/GDPR](http://WWW.NYMITY.COM/GDPR)

## 2B Advice

**Location:** Bonn, Germany

**Number of employees:** 11-50

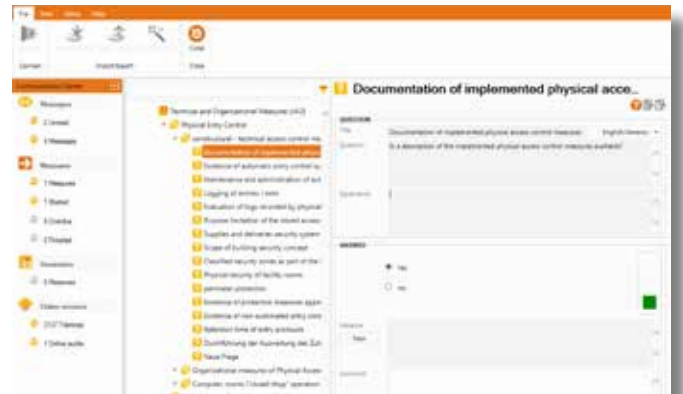
**Founded:** 2003

**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

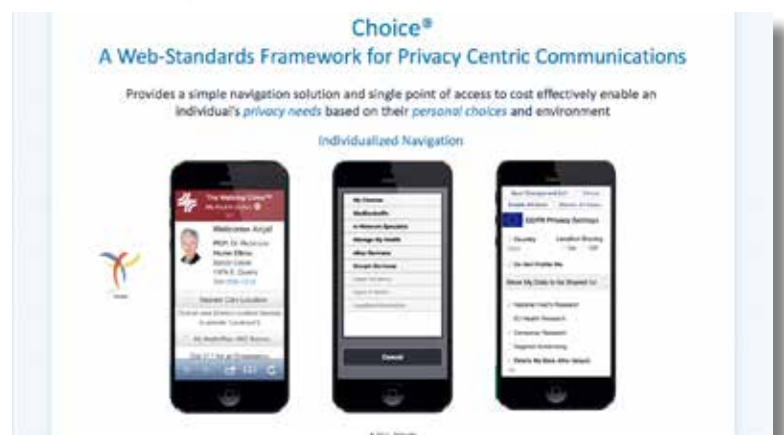
**Founded:** 2006

**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.



# Aircloak

**Location:** Berlin, Germany

**Number of employees:** 7

**Founded:** 2014

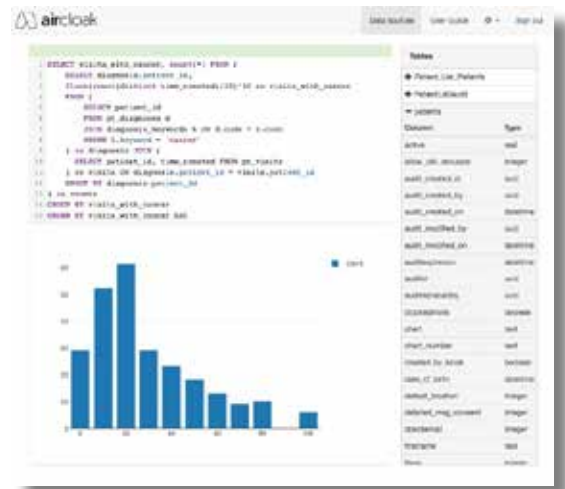
**Leadership:** Felix Bauer, CEO; Sebastian Probst Eide, CTO; Paul Francis, Co-founder

**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

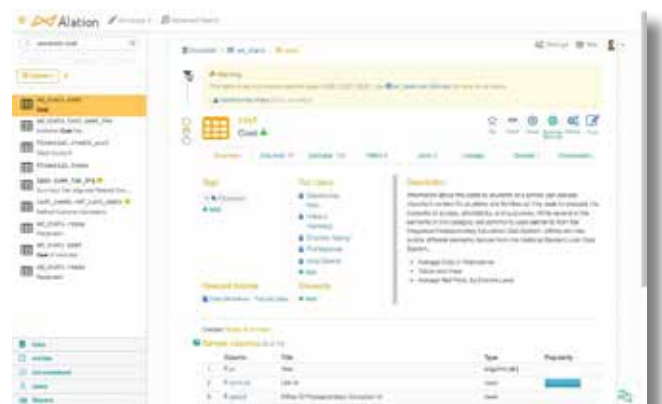
**Founded:** 2012

**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

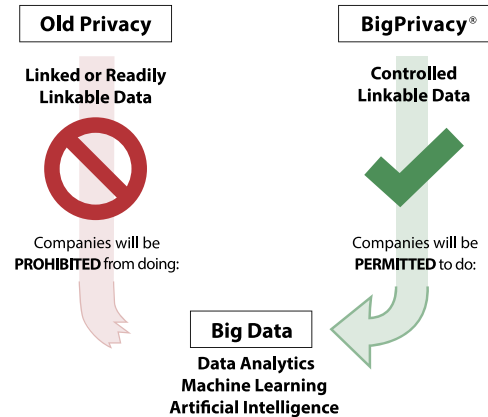
**Privacy-related products:**

**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**



# Arcad

**Location:** Peterborough, NH

**Number of employees:** 50-100

**Founded:** 1992

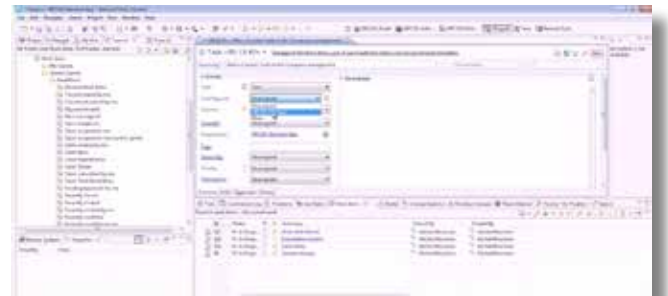
**Leadership:** Philippe Magne, CEO and Chairman;  
Alexandre Codinach, COO; Marc Dallas, R&D Director;  
Michel Mouchon, CTO; Marie-Celine Burlats, CFO

**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.



# Automated Intelligence

**Location:** Belfast, Northern Ireland

**Number of Employees:** 51-200 employees

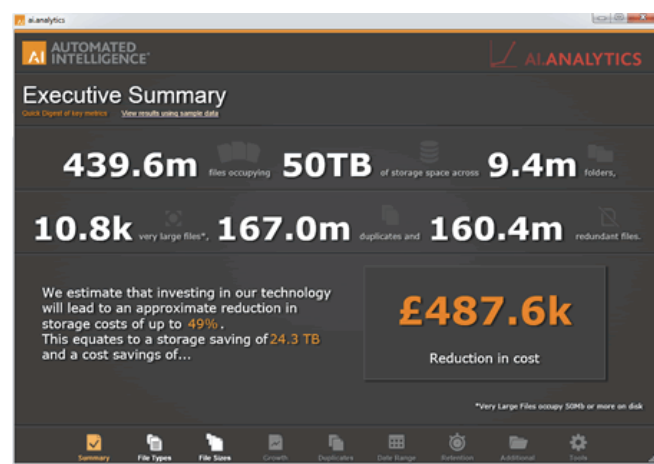
**Founded:** 2010

**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+

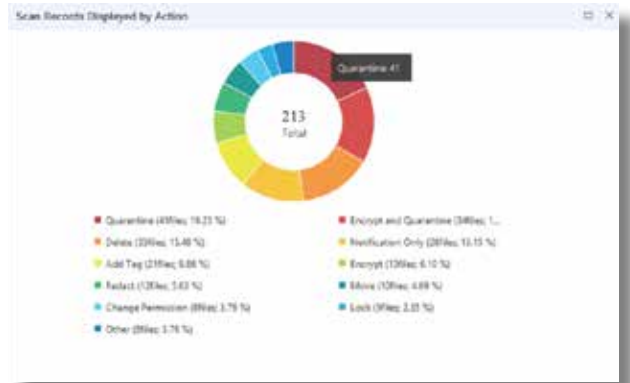
**Founded:** 2001

**Leadership:** Kai Gong, CEO and Co-Founder; Tianyi Jiang Co-Founder, Co-CEO, COO; Dana Simberkoff, Chief Compliance and Risk Officer

**Funded:** Privately held

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

**Description:** AvePoint offers numerous solutions to ensure companies are in compliance with regulations. Its data governance solution allows companies to maximize their compliance efforts by integrating policies to actively enforce data governance, while using different tools to minimize compliance risks. Its compliance solutions monitor and report on the actions and safeguards a company has implemented to prove their policies are in compliance. The solution lets companies export action reports to highlight process to C-suite executives and legal professionals. Its management tool allows companies to automate the process of detecting and responding 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:** 11-50

**Founded:** 2016

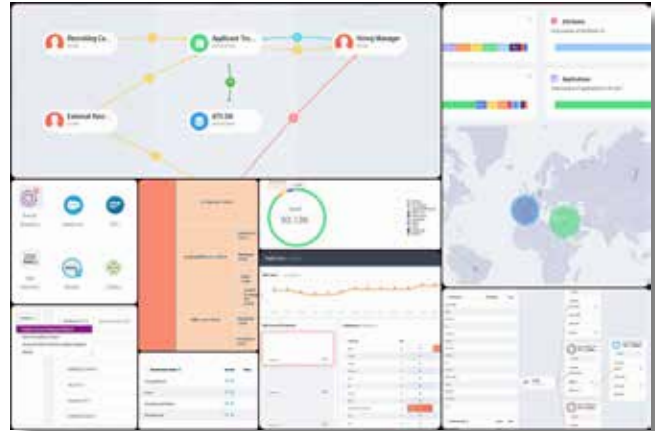
**Leadership:** Dimitri Sirota, CEO;  
Nimrod Vax, CPO

**Funding:** Privately held

**Privacy-related products:**

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

**Description:** BigID provides enterprise software for managing and protecting customer and employee data in the data center or cloud. BigID's PII protection and privacy technology combines machine learning and identity intelligence to help organizations secure personal data and meet new privacy regulations like GDPR. The BigID software automates PII discovery, inventory by data subject, data flow mapping, risk analysis and privacy compliance. For privacy professionals, BigID simplifies compliance with several GDPR requirements, including data subject rights management, consent tracking, DPIA data flow mapping and breach notification. BigID is venture backed with development in Israel and operations in the U.S. and Europe.



# 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.



# Chino.io

**Location:** Rovereto, Italy

**Number of employees:** 11-50

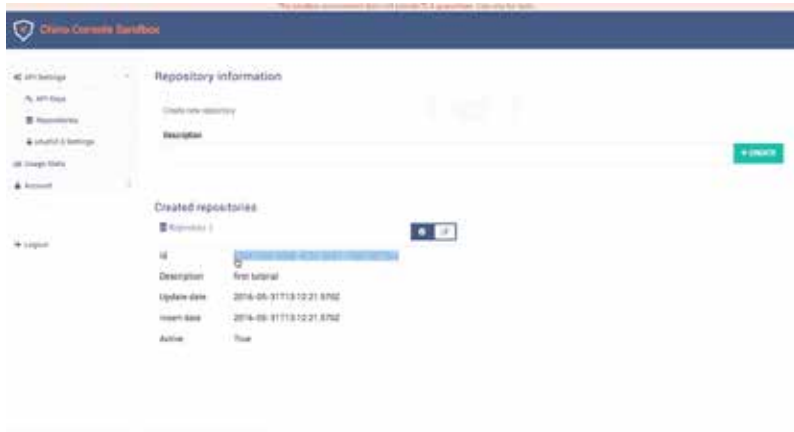
**Founded:** 2014

**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.



# 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.



# 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.





# Consentric

**Location:** Bath, U.K.

**Number of employees:** 30-100

**Founded:** 2015

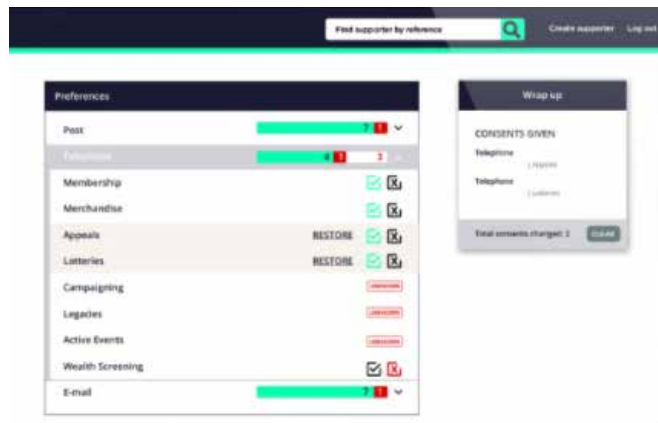
**Leadership:** Bruce Finnamore, Chairman; Jeffrey Thomas, Director; John Hall, CEO; Mark Reed, CTO

**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

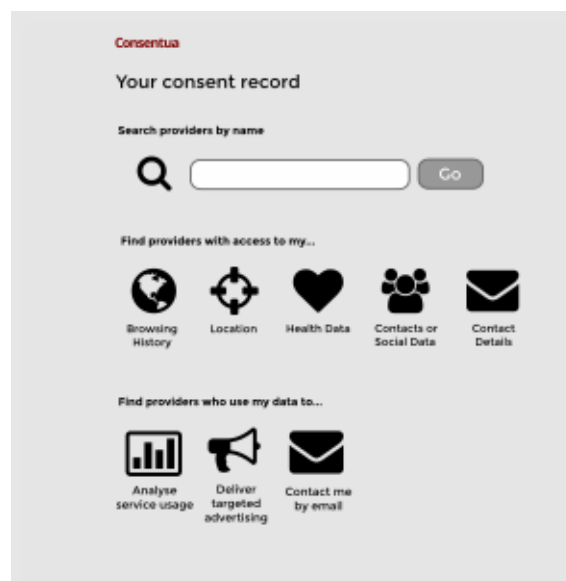
**Leadership:** Chris Cooper, Director and Co-Founder

**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.



# 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.



## CSR



**Location:** Jensen Beach, FL

**Number of employees:** 11-50

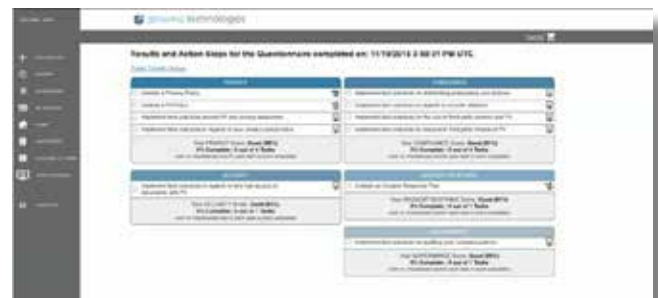
**Founded:** 2014

**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.



# D.Day Labs

**Location:** Tel Aviv, Israel

**Number of employees:** 9

**Founded:** 2016

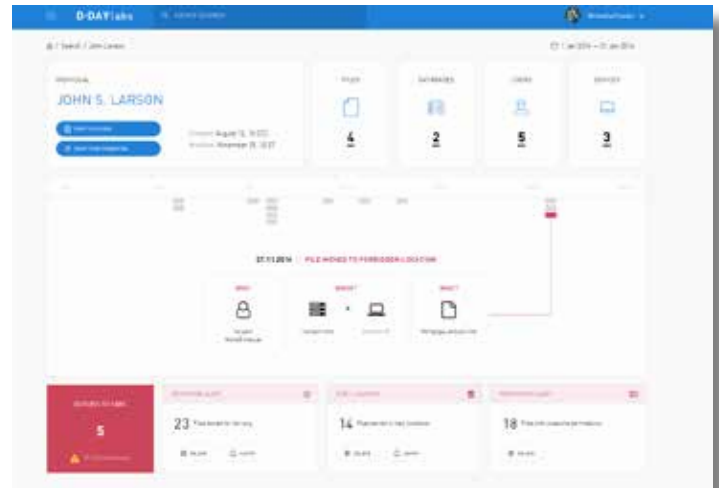
**Leadership:** Guy Leibovitz, Founder & CEO

**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

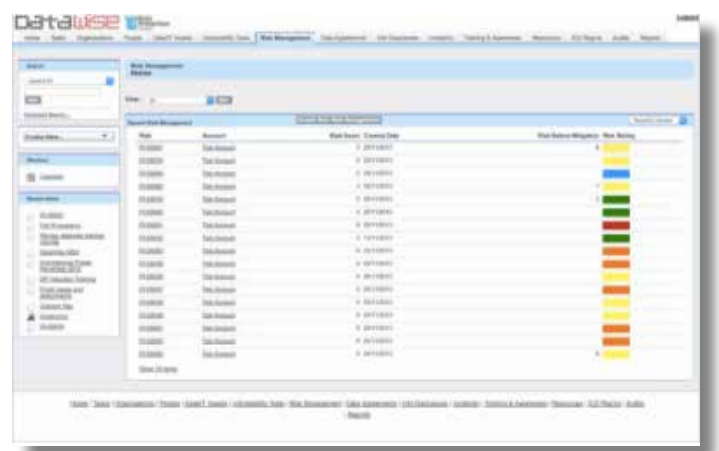
**Founded:** 2015

**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.

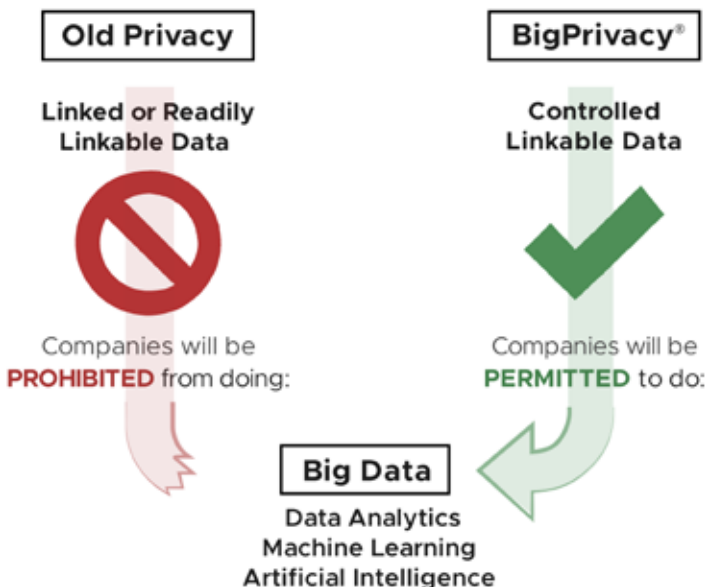


# GDPR locks up the value of Big Data. **BigPrivacy® unlocks it.**

Since all major companies rely on Big Data for analytics, machine learning, and artificial intelligence, it's critical that companies now start to enable compliance in a way that protects and increases the irreplaceable value of their big data assets.



## Unlocking the Value of Big Data



BigPrivacy is a patented technology that protects privacy by automatically "Anonosizing" data and actually expands the amount of data available for responsible use.

Click to learn more about unlocking the value of Big Data analytics under the GDPR

Or email us at:  
[LearnMore@anonos.com](mailto:LearnMore@anonos.com)

# 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

**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.



# Dataguise

**Location:** Fremont, CA

**Number of employees:** 100-200

**Founded:** 2007

**Leadership:** Manmeet Singh, Co-founder and CEO; James Emmons, VP, Global Sales; JT Sison, Worldwide VP of Marketing and Business Development; Subra Ramesh, VP of Products and Engineering; Venkat Subramanian, CTO; Adrian Booth, Co-founder and VP

**Funded:** Privately held

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

**Description:** Dataguise's platform helps an organization discover, audit, and monitor sensitive data in real time. The platform monitors all of the data whether it is within the enterprise or on in the cloud. Dataguise offers templates for companies to use to create their own policies, and allows them to build their own data elements. The dashboards on the platform allow an organization to determine who is accessing data and when, and sends alerts whenever sensitive data is discovered. The platform offers an automated method to encrypt all information within all data repositories and helps ensure companies are compliant with privacy and regulatory mandates.





# Datastreams.io

**Location:** London, U.K.

**Number of employees:** 10+

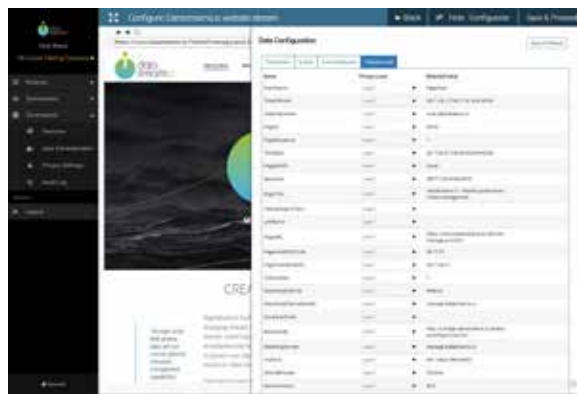
**Founded:** 2016

**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.



# DE-ID Data Corp

**Location:** Richboro, PA

**Number of employees:** 2-10

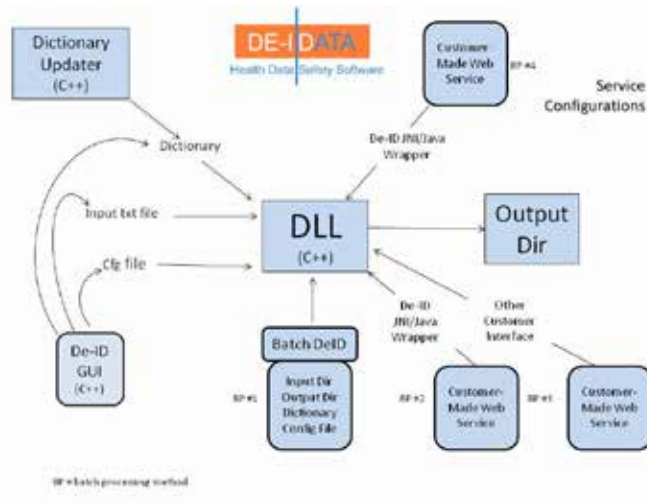
**Founded:** 2003

**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:**

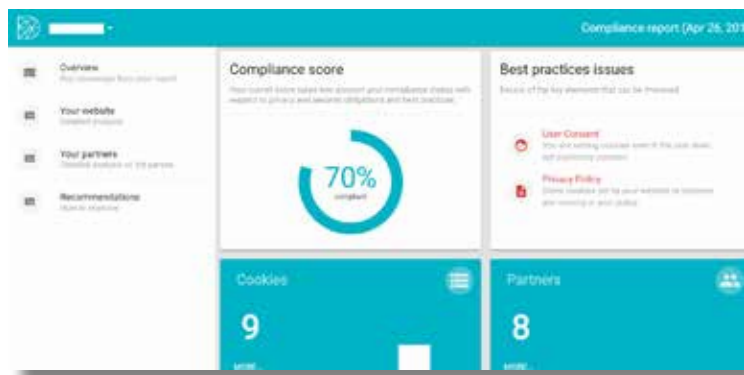
**Assessment Manager**, **Consent Manager**, **Website Scanning**

**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



# DLP Assured

**Location:** London, U.K.

**Number of employees:** 51-200

**Founded:** 2010

**Leadership:** Barry Seward, CTO

**Funded:** Privately held

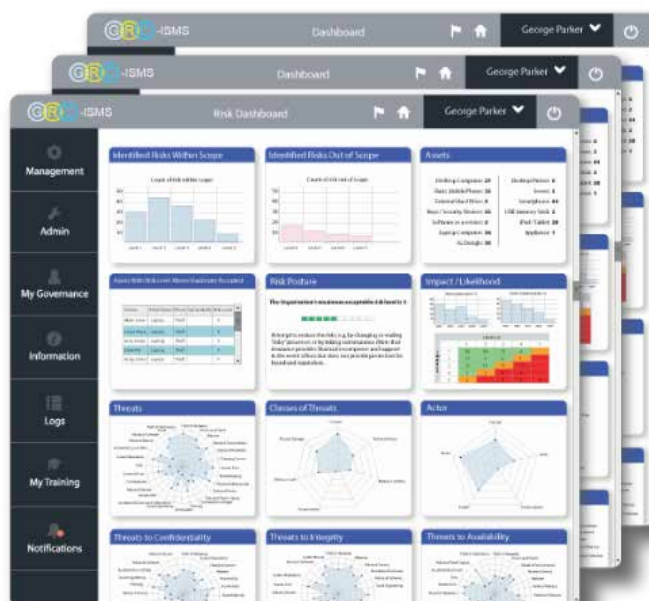
**Privacy-related products:**

**Activity Monitoring**, **Assessment Manager**

**Description:** DLP Assured's GRC System is a self-reporting platform designed to report on governance by including a visual dashboard that features real-time displays of pertinent information from relevant staff to help improve decision-making. The asset register records all of an enterprise's assets that can then be assessed for risk. This could include databases with personal information



DLP Assured



# 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.



# 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.



# Enlighten



**Location:** San Jose, CA

**Number of employees:** 80-100

**Founded:** 2010

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

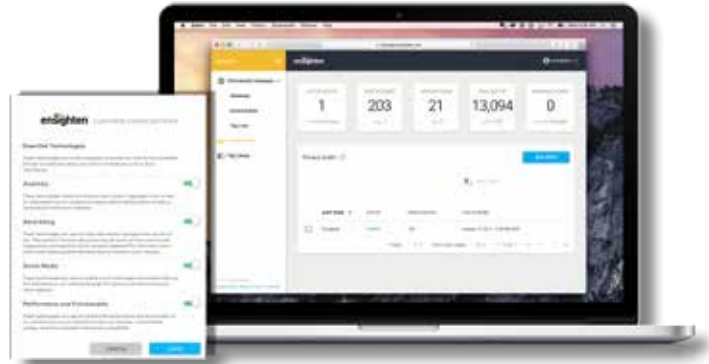
**Funded:** Privately held

**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.



# 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

**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 Trackemap 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

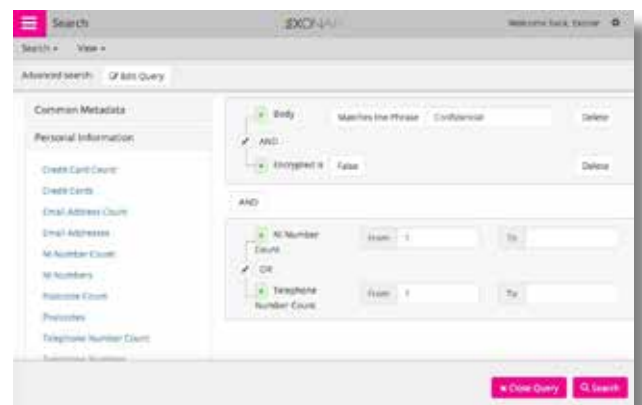
**Founded:** 2007

**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.





# 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

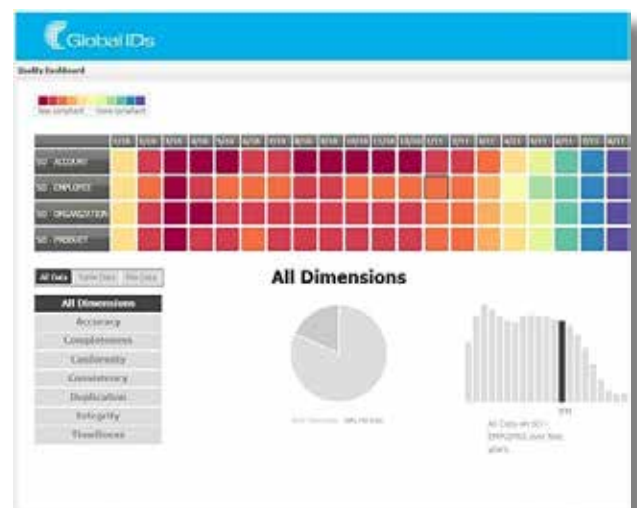
**Founded:** 2001

**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.



# 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.



# 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.

# hexatier

Secure, Comply, Go!



# 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.

# > INDICA



# Informatica

**Location:** Redwood City, CA

**Number of employees:** 3,500+

**Founded:** 1993

**Leadership:** Anil Chakravarthy, CEO;  
Amit Walia, Chief Product Officer

**Funded:** Privately held

**Privacy-related products:**

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

**Description:** Informatica is a data management and security company with market products in all categories of data management. Informatica's data security helps organization detect and protect by locating and analyzing risk, monitoring and protecting structured and unstructured private and sensitive data. Its solutions classify and locate PII, how it's accessed, and develops a risk score to prioritize remediation with the orchestration of data protection; including access controls, encryption, tokenization, and masking. Informatica's platform also monitors data flows, access and behaviors, and alerts clients to unusual or anomalous events. They provide data anonymization and protection with dynamic and persistent data masking.



# 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

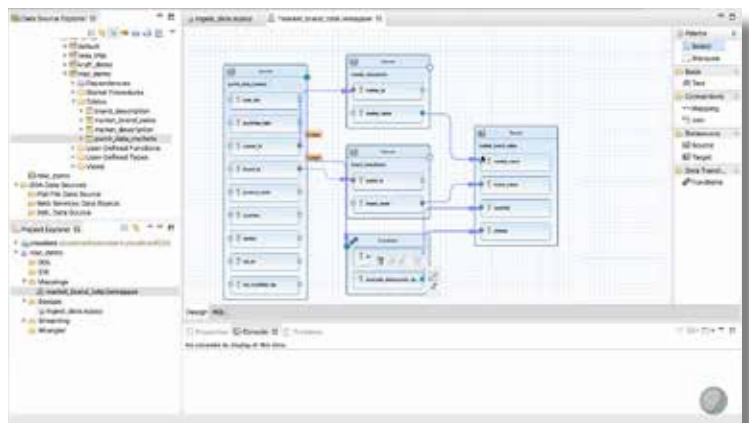
**Funded:** Privately held

**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 sight 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 Builders





# Integris



**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:** Integris helps companies automate compliance with privacy laws, contractual agreements, and company policies, both on premise or in the cloud. By integrating with existing systems, Integris 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.





**Location:** New York, NY

**Number of employees:** 2,000+

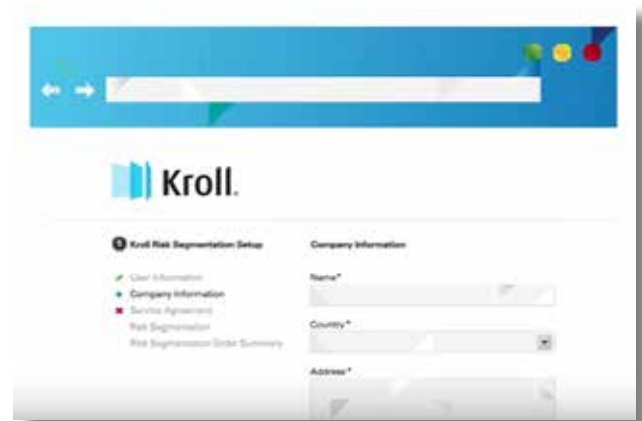
**Founded:** 1972

**Leadership:** David Fontaine, CEO; Bill Krivoshik, 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

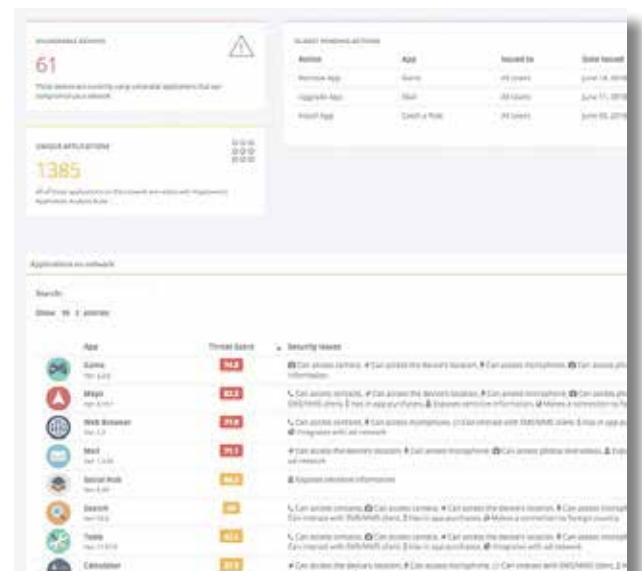
**Leadership:** Angelos Stavrou, Founder

**Funded:** Privately held

**Privacy-related technology:**

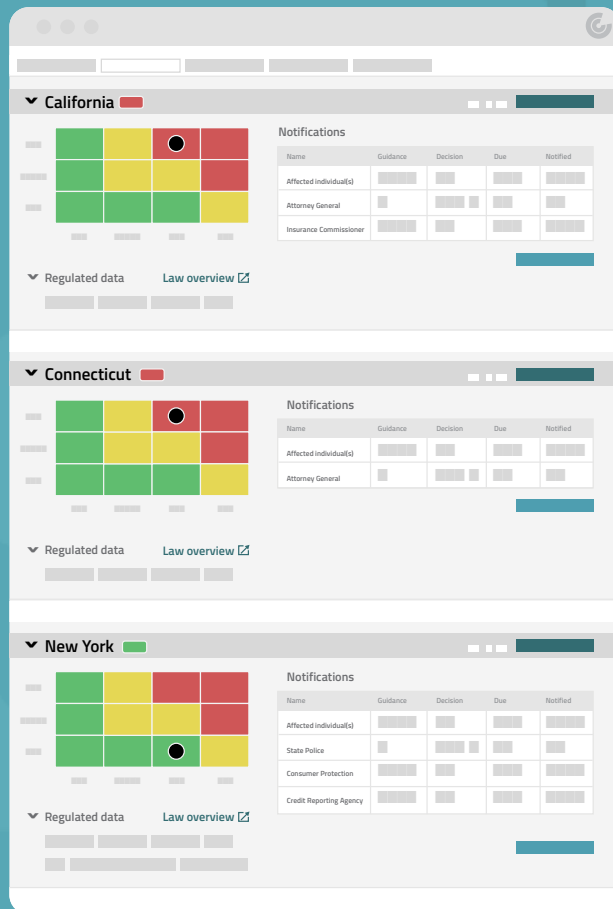
**Activity Monitoring, Website Scanning**

**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.



# Breach Guidance and Notification Software

## Simplify compliance with data breach laws



- Reduce Breach Risk
- Improve Efficiency & Consistency
- Stay Current with Data Breach Laws
- Manage Contractual Obligations
- Document Burden of Proof

### Prepare for GDPR:

Learn how RADAR operationalizes your incident response framework



Revolutionize incident response management  
radarfirst.com



# 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.



# 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.



# Nymity



**Location:** Toronto, CA

**Number of employees:** 51-200

**Founded:** 2002

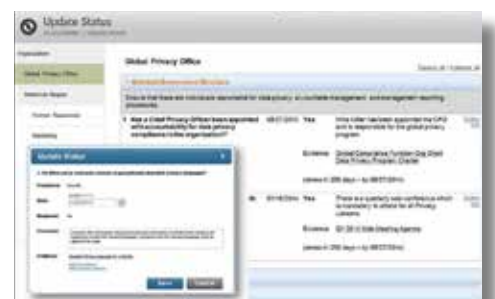
**Employees:** Terry McQuay, President and Founder; Teresa Troester-Falk, Chief Global Privacy Strategist; Oleg Lemeshko, CTO; Camille McQuay, VP, Research; Constantine Karbaliotis, VP, Privacy Office Solutions; John Jager, VP, Research Methodology; José Alejandro Bermúdez, Managing Director, Latin America; Nisha Lakhani-Bandali, Director of Marketing; Carlos Chalico, Director of Strategic Alliance; Meaghan McCluskey, Director, Compliance Research; Brenda Lint, Director, Operations and Quality Control

**Funded:** Privately held

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

**Description:** Nymity offers a variety of privacy-related, software solutions designed specifically for the privacy office. Nymity's suite of services includes privacy management and data mapping software that allows the privacy office to demonstrate accountability and compliance and to report on the status of a privacy program with quantitative metrics. In addition to benchmarking solutions to compare privacy programs among organizations, Nymity offers privacy management planning portals and status reports, as well as the ability to assign, communicate and report privacy ownership within the organization. The company also offers a number of privacy templates for GDPR and BCR compliance.

**NYMITY**  
innovating compliance



# OneTrust



**Location:** Atlanta, GA; London, U.K.

**Number of employees:** 51-200

**Founded:** 2016

**Leadership:** Kabir Barday, CEO; John Marshall, Alan Dabbieri, Co Chairman; JP Halebeed, Global R&D; Andrew Clearwater, Director, Privacy; Chris Hoff, Director, Regulatory Affairs

**Funded:** Privately held

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

**Description:** OneTrust offers a privacy management software platform designed to help organizations comply with data privacy regulations across different sectors and jurisdictions, including the GDPR and Privacy Shield. It provides assessment automation tools for PIAs, DPIAs, and vendor-risk assessments; maps data to provide a central register of data flows, processing, and reporting; scans sites for cookie compliance; and certifies for Privacy Shield and APEC CBPR commitments. The platform offers dashboards, metrics, and reports for companies to track their progress.



# 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.





# 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

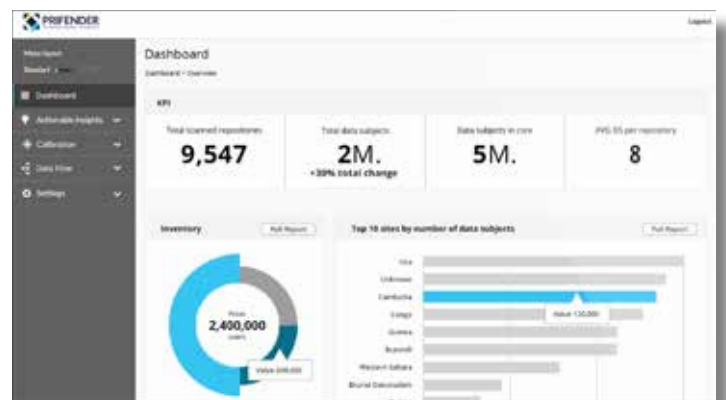
**Leadership:** Nimrod Luria, Founder, CEO; Omer Matityahu, COO; Sagi Leizerov, CDSO, Christopher Glover, CTO

**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

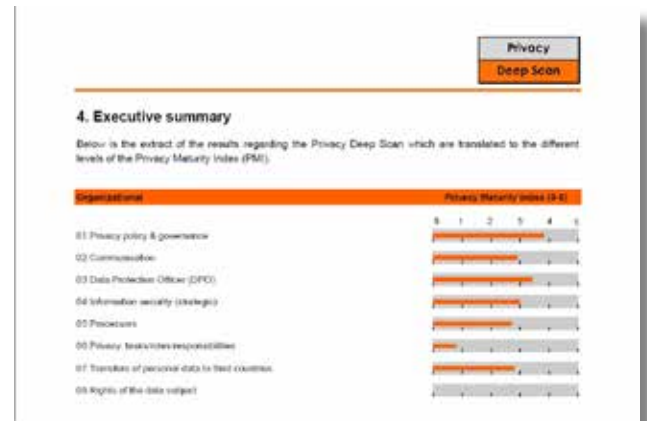
**Leadership:** Marc Ernst, CEO; Gerard Smits, CTO

**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

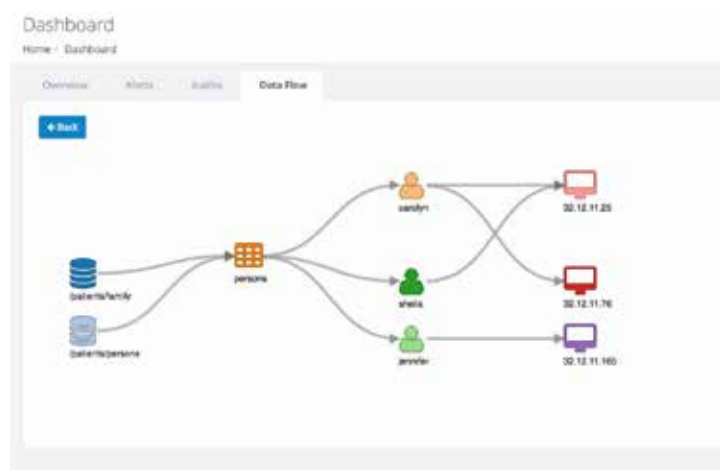
**Founded:** 2016

**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

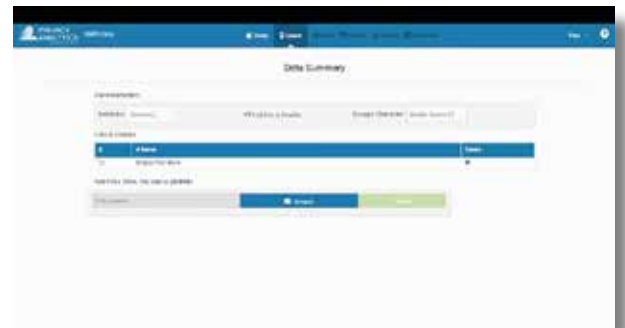
**Leadership:** Khaled El Emam, Director, Real World Evidence Solutions; Peter Hunter, Director, Real World Evidence Solution; Pamela Neely Buffone, Director, Product Management; Geordan Chester, Director, Professional Services; Dan Kha Pham, Director, Software Engineering; Sam Wehbe, Director, Marketing

**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:** 14

**Founded:** 2014

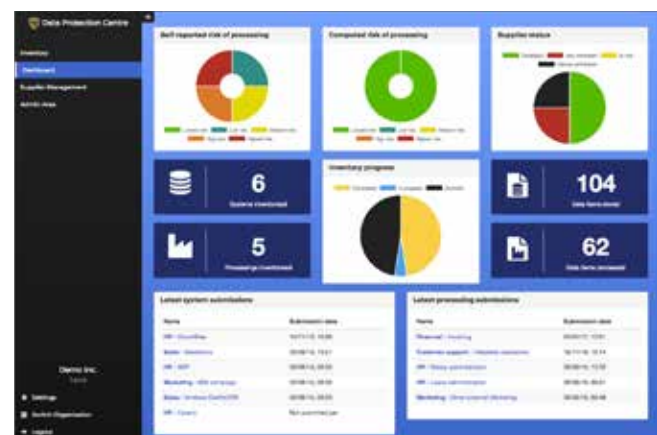
**Leadership:** Frank Koppejan, Founder and CEO

**Funded:** Privately held

**Privacy-related technology:**

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

**Description:** Data Protection Centre is a tool to help data protection officers monitor their organization's privacy compliance status. DPC helps by automating all the repetitive tasks and letting the DPO concentrate on the rest. DPC solves privacy compliance with the different designed modules, each addressing a separate need in the compliance ecosystem. The Inventory Module helps detail what kind of personal data the organization stores and processes. The dashboard gives the DPO an idea of all the personal data that can be found in the organisation and supplier management allows the DPO to monitor and log the compliance status of all the third-parties.



# 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*



# 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 management and data subject touchpoints. Enterprise-focused ConsentCheq CDK provides multi-lingual notice and consent management for websites, mobile apps, and physical locations requiring logging, role-based dashboards for DPO, 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 ConsentCheq API facilitates consent verification for both in-house and third-party marketers.



# PrivacyPerfect



**Location:** Rotterdam, Netherlands

**Number of employees:** 5-10

**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 four administrations required by the GDPR: data protection impact assessments, prior consultations, processings (including transfers), 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 organisation to enter and assess relevant privacy records and promote them through the "privacy funnel" while monitoring workflow.



Make sure.



# 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.





**Location:** London, U.K.

**Number of employees:** 20-50

**Founded:** 2014

**Leadership:** Jason du Preez, CEO; Chris Smith, VP of Technical Sales and Customer Engagement; Jason McFall, CTO; Russel Smith, Chief Revenue Officer; Nikki Stones, Head of Marketing

**Funded:** Privately held

## Privacy-related technology: De-identification/Pseudonymity

**Description:** Privatar has two different products designed to protect sensitive data. Its Publisher tool takes sensitive data and applies a privacy policy to create an anonymized copy, which can be used to investigate analytics and data sharing between trusted parties. The Publisher encrypts identifying fields in a dataset and distributes the rest of the data in order to stop re-identification in linkage attacks. Its Lens product is an interface allowing analysts to perform analytics queries of data, while preventing direct access to sensitive data. It has access control, while all queries are audited and logged.



## 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.



# 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

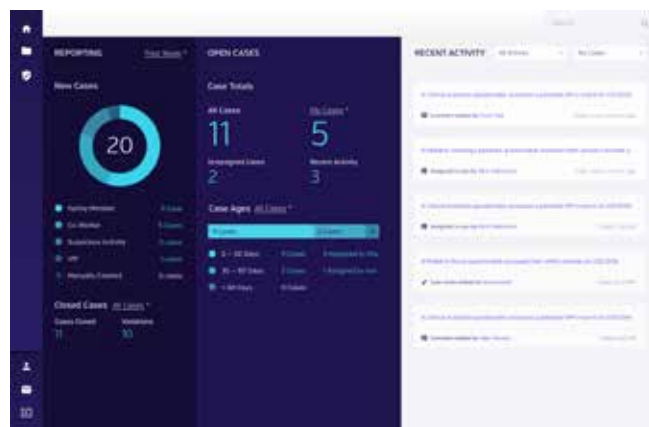
**Leadership:** Robert Lord, Co-founder, CEO; Nick Culbertson, Co-Founder, COO & President; Chris Jeschke, CTO

**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



# Proteus-Cyber

**Location:** Baltimore, MD

**Number of employees:** 2-10

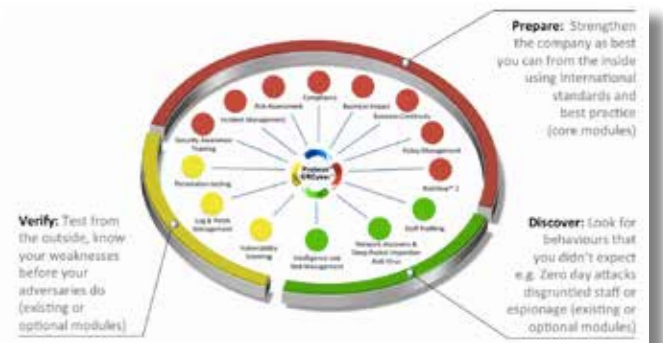
**Founded:** 2003

**Leadership:** Chris Greenslade, Founding Partner & Owner; John Clelland, Founding Partner & Owner; Craig Mason, Founding Partner & Owner

**Funded:** Privately held

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

**Description:** The Proteus GDPRReady tool software fully supports the GDPR process with Regulation (EU) 2016/679 articles built in, providing the DPO with a ready-made suite of tools to model business processes, define what sensitive data exists and where it is, and perform multi-phase data privacy impact assessments. It can model business processes, perform privacy impact and risk assessments, map data flows, report levels of compliance, identify non-compliances, audit outsourced functions, and provide vendor risk-management audits. This GDPR solution can also be upgraded to the ProteusCyber software to help with other standards, including PCI-DSS and ISO 27001.



# 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

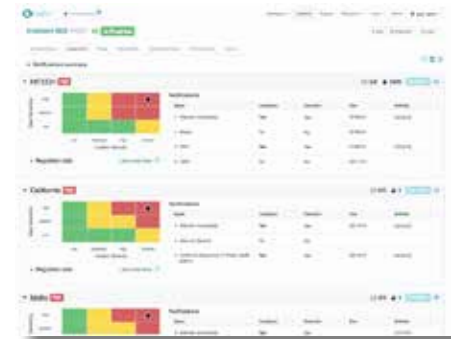
**Founded:** 2014

**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.



# Resilient



**Location:** Cambridge, MA

**Number of employees:** 140-200

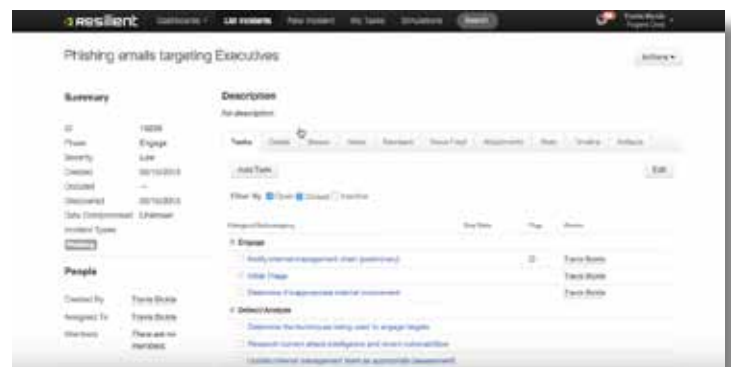
**Founded:** 2010

**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.





# Rever

**Location:** Brussels, Belgium

**Number of employees:** 15-50

**Founded:** 2004

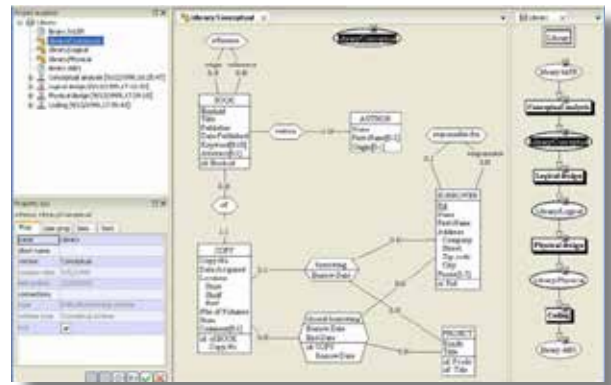
**Leadership:** Dominique Orban de Xivry, CEO;  
Stephane Coethals, VP Sales & Operations;  
Maxime Cools, Director of Corporate Sales;  
Muriel Adamski, Online Communications Officer

**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.



# 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.



**SafeHarbour**

AUDIT PRIVACY SECURITY





[Schedule Demo](#)

# Get GDPR Ready with BigID

## 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

# SAS Global Data Management

**Location:** Cary, NC

**Number of employees:** 10,000+

**Founded:** 1976

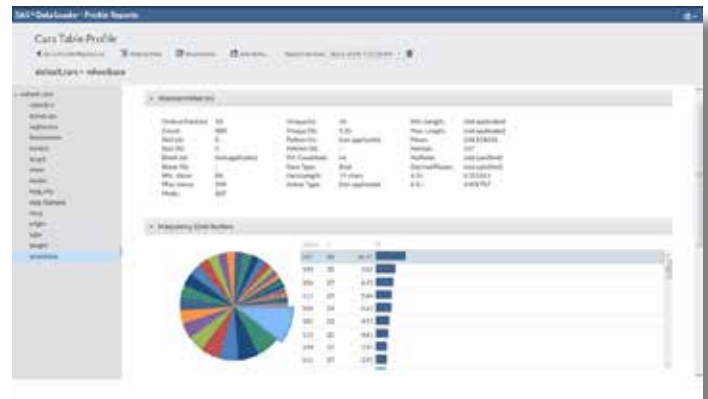
**Leadership:** Jim Goodnight, Co-Founder and CEO; John Sall, Co-Founder and Executive VP; John Boswell, Executive VP and Chief Legal Officer; Oliver Schabenberger, Executive VP and CTO

**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

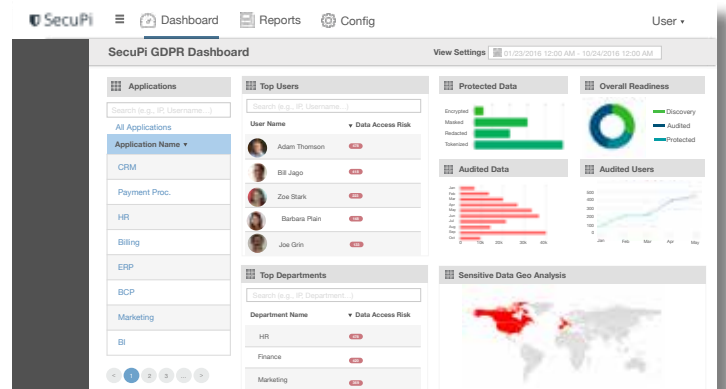
**Leadership:** Alon Rosenthal, Co-founder & CEO; Dotan Adler, Co-founder & CTO; Amir Fligler, VP R&D

**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.



# 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.



# 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.





# Smartpipe Solutions

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

**Number of employees:** 45

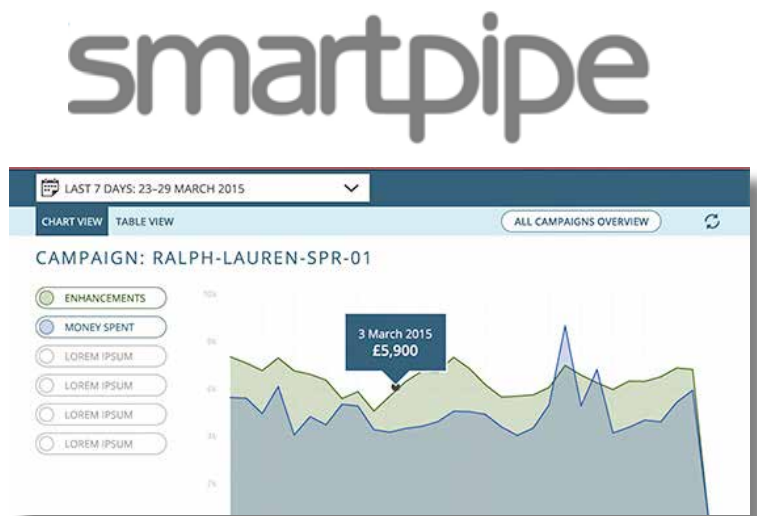
**Founded:** 2014

**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.



# 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

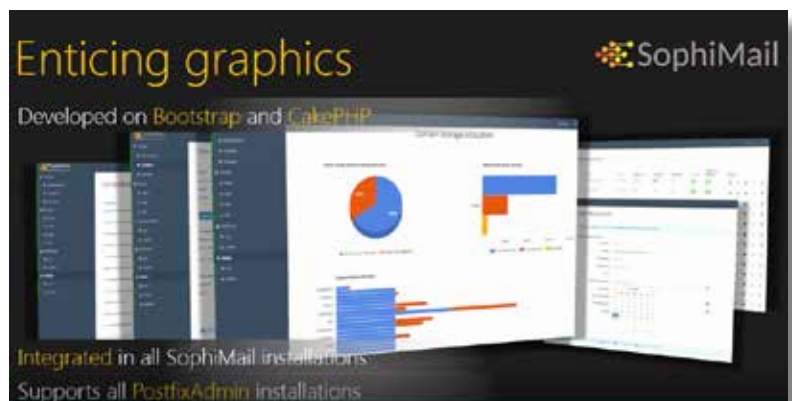
**Founded:** 2014

**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.



# Structure Systems

**Location:** Nijmegen, The Netherlands

**Number of employees:** 2-10

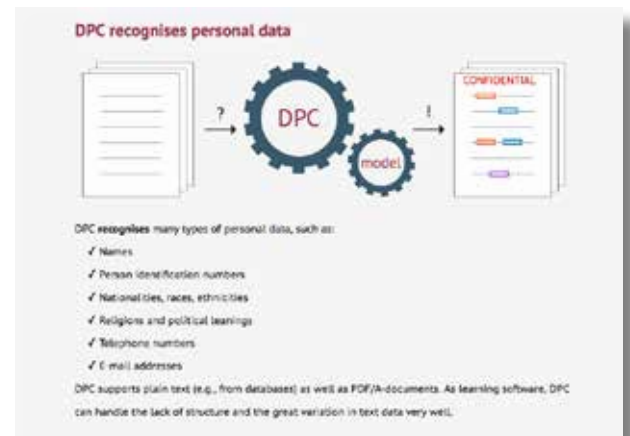
**Founded:** 2017

**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.



# Sytorus

**Location:** Dublin, Ireland

**Number of employees:** 11-50

**Founded:** 2013

**Leadership:** Owen Murphy, Chairman and CFO; John Ghent, CEO; High Jones, Chief Privacy Officer

**Funded:** Privately held

**Privacy-related products:**

**Assessment Manager**

**Description:** Sytorus offers several assessment tools designed to help organizations comply with the General Data Protection Regulation. Sytorus conducts a privacy impact assessment, where it analyzes the origin, scope, and risk originating from proposed data processing, while noting where the data originated from within an organization. The tech company's DP Executive Assessment examines the data management practices in place within an organization based on the eight data protection rules within Irish legislation. Sytorus also offers the PrivacyEngine, which is designed to be a resource for data protection officers to complete necessary tasks required for GDPR compliance.



# Tresorit

**Location:** Teufen, Switzerland; Budapest, Hungary

**Number of employees:** 51-200

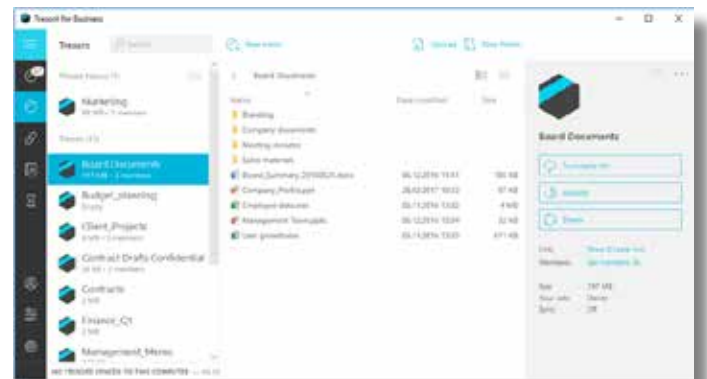
**Founded:** 2011

**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.



# 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



**FREE**  
tool available  
at [iapp.org](http://iapp.org)



**Location:** San Francisco, CA

**Number of employees:** More than 150

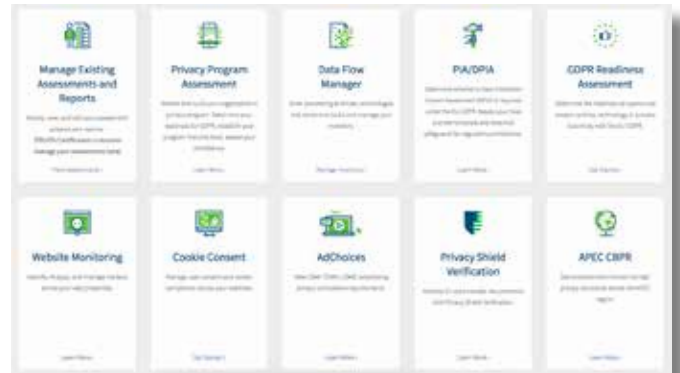
**Founded:** 1997

**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

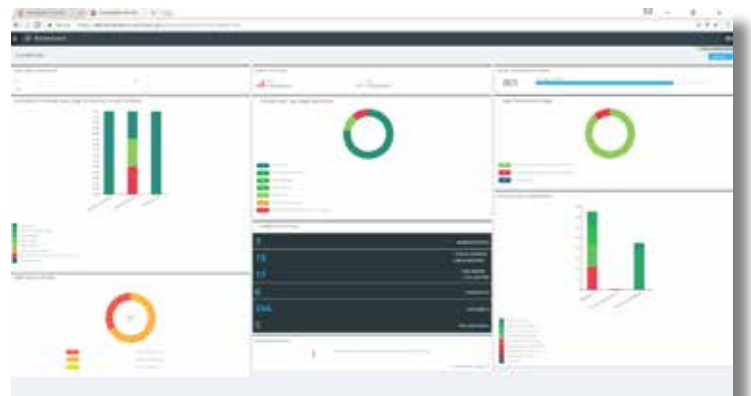
**Founded:** 2015

**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 delivers an innovative privacy-by-design platform supporting the flow of personal data across organisational ecosystems within a safe, compliant and infinitely scalable framework. We enable businesses to realise the strategic advantage of their personal data within the requirements for the General Data Protection Regulation and without disrupting existing systems and processes. Our Business Lens solution provides a starting point for business leaders managing GDPR obligations. It dynamically maps personal data to present a holistic view of compliance challenges. Specific tools and controls can then be applied to model risk, enhance security, and adapt processes.





**Location:** Naarden, The Netherlands

**Number of employees:** 50+

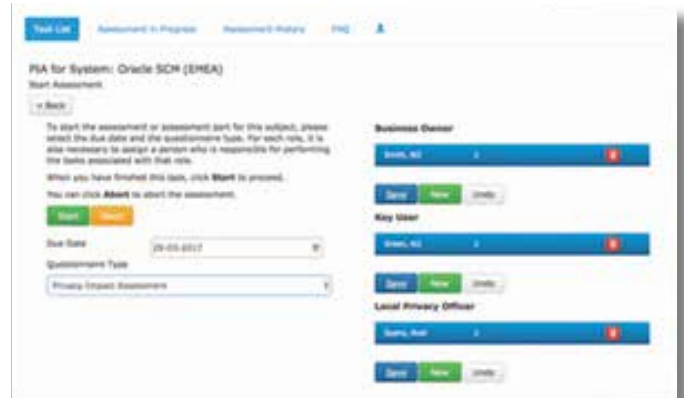
**Founded:** 1987

**Leadership:** Roel Spans, CCO; Patrick Dekker CEO; Pieter Roemer, COO, CFO

**Funded:** Privately held

**Privacy-related products:** **Assessment Manager**

**Description:** USoft Smart Privacy offers an efficient approach and a secure software solution for comprehensive insight and control of a company's privacy compliance activities. The principle behind Smart PIA is that organizations can configure their own way of working with the software. The default implementation is based on five steps: Data register; triage to decide on the risk appetite; multiple PIA questionnaires; dashboards & reporting; and admin and management function. Smart PIA offers an all-in-one GDPR readiness assessment tool. It's easy to create your data register, quickly assess high-risk areas, efficiently run PIAs, manage and control data, with repeatable processes, and all evidence in one database.



## 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.





**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.

# VERITAS



## Virtru

**Location:** Washington, DC

**Number of employees:** 40-50

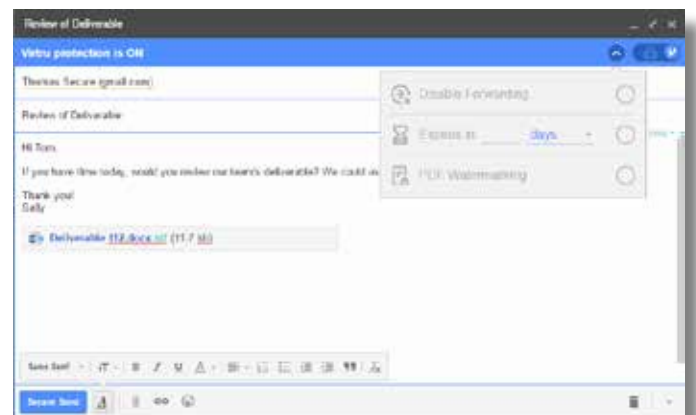
**Founded:** 2012

**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.



# 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

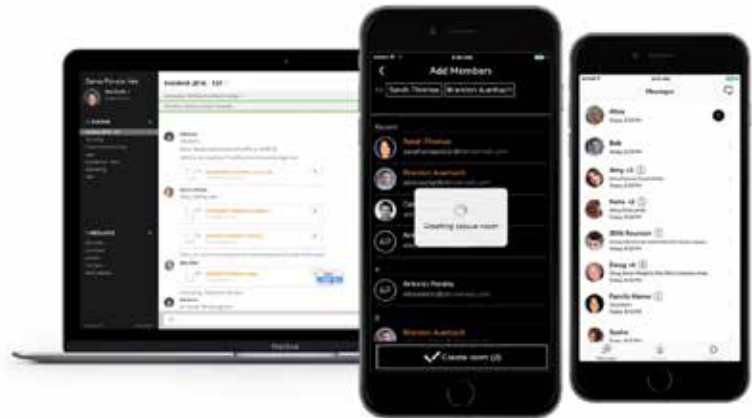
**Founded:** 2012

**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.



# Wizuda

**Location:** Dublin, Ireland

**Number of employees:** 30-50

**Founded:** 2001

**Leadership:** Dennis Jennings, Chairman; Pa Nolan, Non-Executive Director; Brendan Rogan, CEO; Danielle Cussen, Head of Global Account Services; Sacha Jones, Head of Product and Delivery; Shane O'Keefe, Head of Development; Gavin Stewart, Head of International Sales and Marketing; Mike Tuohy, Information Officer, DPO

**Funded:** Privately held

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

**Description:** Wizuda's software solution offers companies a centralized hub for management and authorization of all data transfers in accordance with the GDPR. The solution offers layers of reporting to ensure GDPR compliance and gives companies a 360-degree view of all internal and external data flows by risk category and region. The solution features privacy and data protection impact assessments and authorization workflows. Wizuda's reporting capabilities enable companies to prove they are in compliance with the GDPR. The solution also lets companies anonymize, encrypt, and securely transfer data within the platform.



# ZLTech

**Location:** Milpitas, CA

**Number of employees:** 150

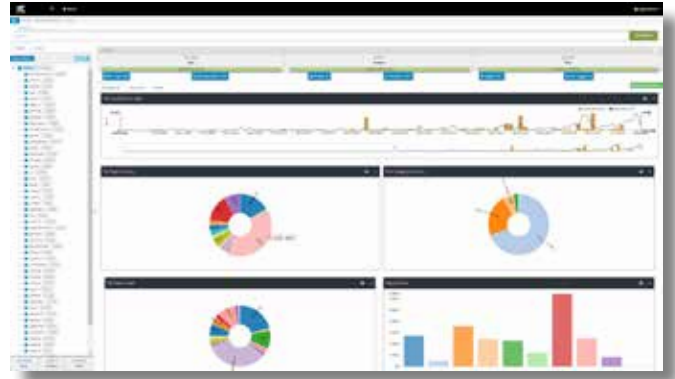
**Founded:** 1999

**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.



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# The GDPR Deadline is Approaching Are you ready?

TrustArc Provides Technology Solutions to  
Address All Phases of Privacy Compliance

## Build Your Program



- GDPR Readiness Assessment
- GDPR Implementation Plan
- Privacy Program Review
- Data Inventory & Mapping
- Policies & Procedures
- PIA / DPIA Program Dev

## Assess Your Program



- GDPR, FIPPs, GAPP, OECD
- Privacy Risk Assessments
- Privacy Shield, APEC, BCRs
- Vendor Risk Management
- Breach Response Plans
- Privacy Certifications

## Manage Your Program



- Article 30 / Compliance Reports
- PIA / DPIA Automation
- Consent / Tracker Management
- DAA / EDAA AdChoices
- Dispute Resolution
- Platform Integrations