



# **Sleeping Giant of Privacy, Security and E-discovery – Minimize Data to Minimize Risk**

**Wednesday, 19 February**

**08:00-09:00 PST**

**11:00-12:00 EST**

**16:00-18:00 CET**



# Introductions

## Panelists



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Director of Product  
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Leader of AI, Privacy,  
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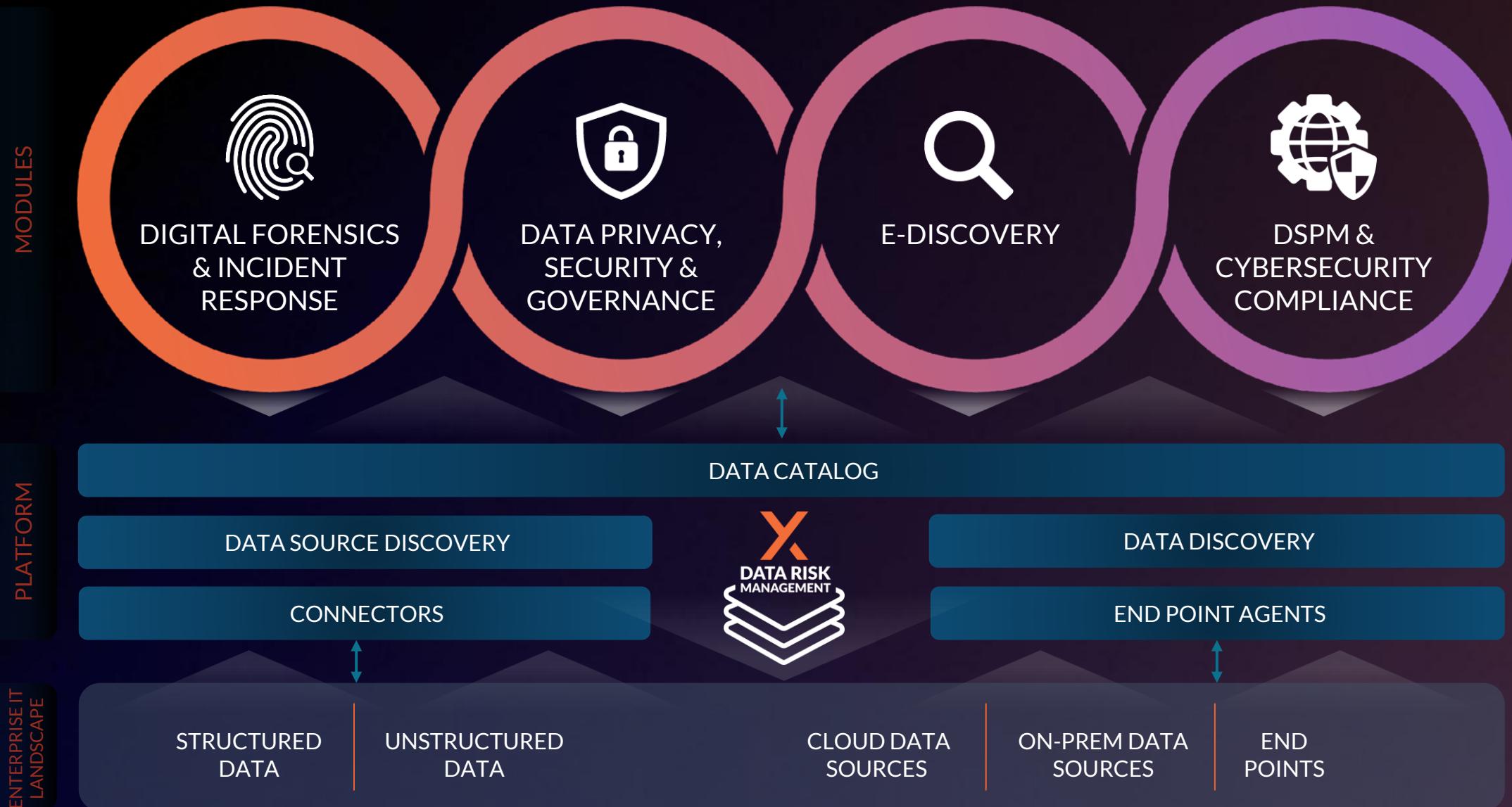
Senior Director -  
Product Management  
/ Financial Services

Integreon

# Session Outline

- Overview of Laws Mandating Data Deletion
- Real-World Examples & Case Studies
- Leveraging Technologies to Implement Data Deletion
- Conclusion and Q&A

# Exterro Data Risk Management Platform



# DATA PRIVACY, SECURITY & GOVERNANCE SUITE

PRODUCTS



PLATFORM

ENTERPRISE IT LANDSCAPE

DATA CATALOG



DATA SOURCE DISCOVERY

DATA DISCOVERY

CONNECTORS

END POINT AGENTS

STRUCTURED DATA

UNSTRUCTURED DATA

CLOUD DATA SOURCES

ON-PREM DATA SOURCES

END POINTS

# Overview of Laws Mandating Data Deletion

# U.S. and Int'l Data Minimization Requirements

1974



U.S. Privacy Act

"Each agency ...shall maintain in its records *only* such information about an individual as is relevant and necessary..."

1981



Fair Info Practice Principles (FIPPS)

- Collection limitation
- Data quality
- Purpose specification
- Use limitation
- Security safeguards
- Openness
- Individual participation
- Accountability

2002



Privacy Rule:  
Minimum Necessary Standard

When using, disclosing, or requesting PHI, "a covered entity or business associate must make reasonable efforts to limit [PHI] to the *minimum necessary*..."

2018



Article 5:  
Processing Principles  
Data should be "kept in a form which permits identification of data subjects for *no longer than is necessary*..."

2021



GLBA:

FTC Safeguards Rule

"[M]aintain procedures for the secure *disposal* of customer information in any format *no later than two years* after the last date the information is used..."

# iapp U.S. State Data Minimization Requirements

## California

“a business shall *not retain* a consumer’s personal information or sensitive personal information ... *for longer than is reasonably necessary* for that disclosed purpose.” Cal. Civ. Code § 1798.100(a)(3)

CPPA – April 2024 enforcement advisory on data minimization



## Colorado

“Controllers shall set specific *time limits for erasure* or to conduct a periodic review .” 4 CCR 904-3-6.07(B)



## New York

Businesses must “*dispose*[] of private information within a reasonable amount of time after it is no longer needed...” NY Gen’l Bus Law § 899-bb-2(b)(ii)(C)(4)



## Maryland

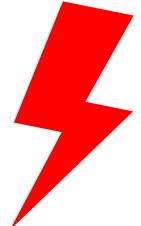
A controller may only collect or process “*sensitive information*” if it is “*strictly necessary*.” Maryland Online Data Privacy Act of 2024, § 14-4607(A)(1)





## Data Minimization - Regulatory Actions

- **InfoTrax Systems** – FTC action alleged failure to implement a “process for inventorying and deleting consumers’ personal information ... that is no longer necessary.” (Jan. 2020)
- **EyeMed** – NY AG \$600K settlement, alleged failure to delete 6-year-old email. (Jan. 2022)
- **Drizly** – FTC action alleged failure to implement a “practice for inventorying and deleting consumers’ personal information stored on its network that was no longer necessary.” (Oct. 2022)
- **InMarket** – FTC action over geolocation data alleged retention of such data for 5 years – “longer than reasonably necessary.” (Jan. 2024)
- **Blackbaud** – FTC action alleged failure to “enforce its own data retention policies, resulting in the company keeping customer’s consumer data for years longer than was necessary.” (Feb. 2024)



# Data Bloat – Impact on Incident Response

- **Increased costs**
  - Investigations
  - Notifications
  - Public/media relations
  - Regulatory fines/responses
  - Litigation



- **Affected population**

$$\begin{aligned} & [\text{Current Population}] \times [\text{Related Parties}] \times [\text{Years of Exposure}] \\ & = [\text{Likely Affected Individuals}] \end{aligned}$$

## Paul's Rule of 70x !

(e.g., 100 employees x 3-to-4 beneficiaries x 20 years = 7000 victims)

# Real-World Examples & Case Studies

## The Hidden Risks of Excessive Data Storage Optimizing Data Retention for Compliance, Efficiency & Risk Mitigation

**Quote:** *"The more hay in the stack, the harder to find the needle."*

**Key Idea:** Storing excessive data makes it harder to extract intelligence when it's needed.

### The Hidden Costs of Excess Data Retention

- **Operational Inefficiencies** – Slower decision-making, bloated IT infrastructure.
- **Legal & Compliance Risks** – Increased exposure in litigation, audits, and regulatory scrutiny.
- **Security Vulnerabilities** – More data = higher breach risk

# The Path to Data Clarity

## Four Critical Steps:

### 1. Get a Complete Inventory of All Data Sources

- Identify structured & unstructured data
- Assess what's critical vs. obsolete

### 2. Digitize All Data If You Can

- Improves accessibility, searchability & governance

### 3. Empower Legal Teams for Self-Sufficiency

- Automate data holds & releases
- Reduce reliance on IT for legal operations

### 4. Audit the Process Continuously

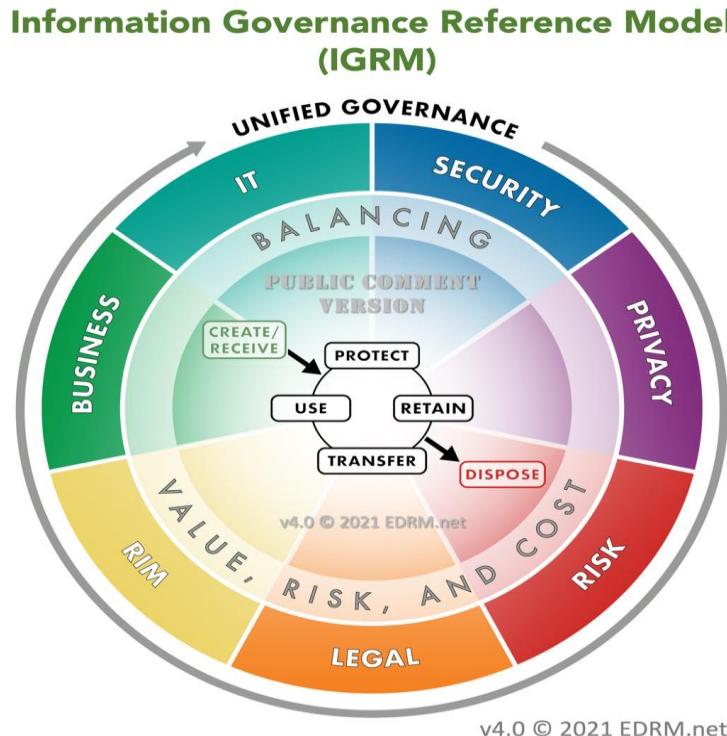
- Ensure policies match reality
- Identify gaps & mitigate risks proactively

# Practical Disposition Strategies

- Practical Discovery and Disposition
  - Initial thoughts on creating a Data Disposition strategy -
    - Just starting the project and getting all Stakeholders engaged was one of hardest parts
    - Need a strong Executive Sponsor at Corp level – RIM
    - Project Management and documentation will be critical with all the moving processes
  - Tactically Developing an Enterprise disposition strategy
    - Coordination across multiple business disciplines, will require patience. The bigger and more diversified your company the more patience you will need.
    - Need to group to lead the process for all stakeholders
    - Allow each stakeholder the opportunity to voice their needs from others.
    - Remember that all the Stakeholders have same basic objective, just from another perspective

# Information Governance Model

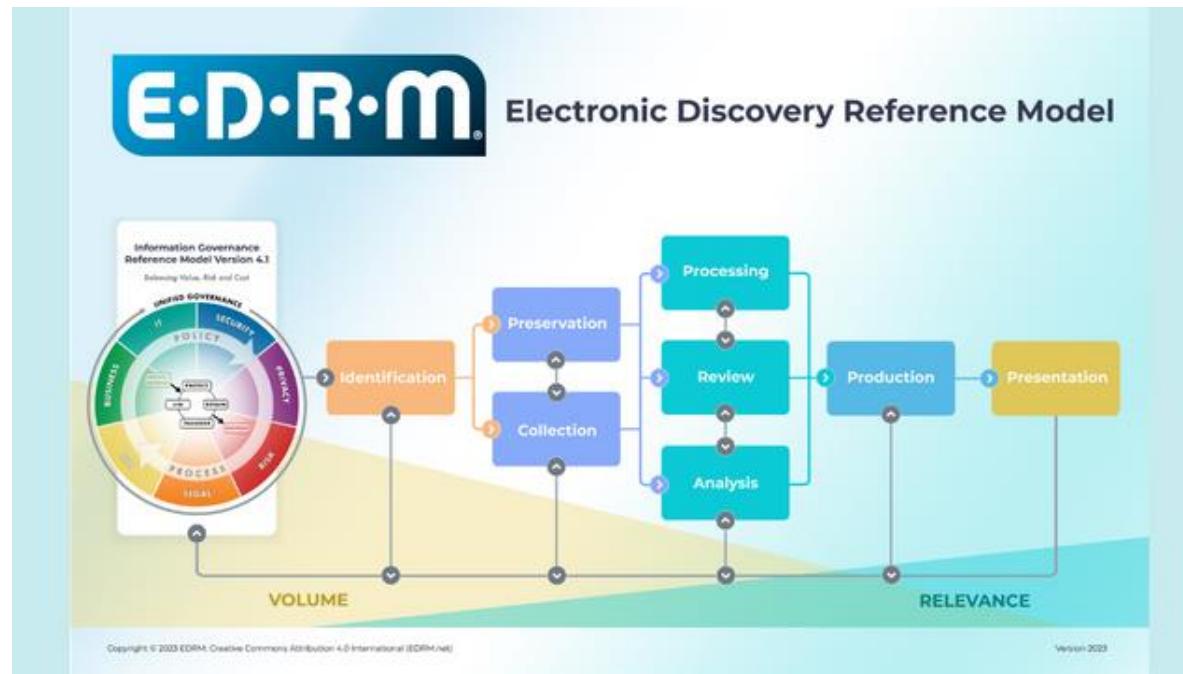
IGRM Redesign – Inclusion of Risk Management functions including Privacy in the Information Governance decision process was part of the update to the IGRM as a part of the EDRM



# Information Governance

The IGRM redesign group wanted to stress these things in the redesign and acknowledge that IG is continuous and engaging stakeholders is a must for good IG

A well-designed IG process is the foundations to a good and efficient EDRM process. The IRGM is in front of the ERDM to reflect the critical nature of the IGRM to your EDRM



# Risk Reduction and Takeaways

## **Business and risk reduction drivers behind data deletion projects**

- Reduce cost of storage - \$4 per box per month is \$48 per box per year and it adds up to a lot of money going out the door when you have thousands to tens of thousands on boxes in storage
- Reduce risk and fines of non-regulatory compliance. An IG process that includes annually reviewing regulatory retention requirements to your retention schedule should be foundational. Make it a routine annual process.
- Reduce legal risk by no longer having data that could be responsive to legal matters

## **Key Takeaways**

- Include all risk partners to ensure defensible disposition. All relevant partners must be engaged to leave no gaps in your process.
- As a baseline, you need a Consistent workflow, adequate documentation, evidence of approvals to fully support the decision processes in the future... Possibly in court or before a regulator

# Roadmap for Implementing Data Deletion

# Get Buy-In by Identifying Strategic Benefits



Reduce Risk of  
Litigation and  
Fines



Reduce Expected  
Cost of a Data  
Breach



Reduce Storage  
Costs



Reduced E-Discovery  
Costs and Cyber  
Insurance Premiums

## Key Steps

- Identifying all data sources
- Identifying data sources with personal and sensitive data
- Identifying data that must be retained:
  - Legal holds
  - Retention requirements
  - Business reasons

# Challenging to Do Manually

- Limited resources
- Data proliferation
- Quickly out-of-date
- Complex

# Leverage Technologies to Reduce the Pain

- Automated Data Mapping
- Data Catalog
- Legal Hold
- Data Retention

## Roadmap for Implementing Data Deletion

1. Identify high-risk systems
2. Catalog sensitive and personal data in high-risk systems
3. Identify data on a legal hold
4. Identify data that must be retained because of retention regulations
5. Identify data necessary for business reasons
6. Minimize unnecessary data!
7. Pat yourself on the back and do a little dance to celebrate ☺

## Leverage Technology to Increase Effectiveness and Reduce Pain

0. Identify and implement technology provider that offers all necessary solutions
1. Identify high-risk systems → **Data Source Discovery**
2. Catalog sensitive and personal data in high-risk systems → **Data Discovery & Data Catalog**
3. Identify data on a legal hold → **Legal Hold**
4. Identify data that must be retained because of retention regulations → **Data Retention**
5. Identify data necessary for business reasons → **Data Catalog**
6. Minimize unnecessary data!
7. Pat yourself on the back and do a little dance to celebrate ☺

# Conclusion and Q&A

# Connect with us!

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