

*Identify, categorise and classify your data to help  
reduce cost, manage risk and stay protected*

# ***Know your data***

What you have, where it is,  
and who can see it



**As your data grows and ages, understanding your risk exposure becomes an ever-increasing challenge.**

An incomplete view of your data can leave you open to security threats and non-compliant with regulation. This can lead to heavy sanctions, as well as storage costs and inefficiencies caused by over-retention of poorly organised information.

## Questions to ask yourself

Where is your sensitive data?

Are you keeping data for too long?

How secure is your data?

Who owns or uses your data?

Do you know if your data is duplicated or obsolete?

Which data is subject to legal hold?

## The cost of not knowing your data

Data awareness needs to be embedded within everyday operational compliance. If you don't know what data you have then you could be losing money and exposing your business to a number of risks.

Fines of up to **4%**  
of global turnover or  
**€20m<sup>1</sup>**

### Financial and reputational risk



- Legal or regulatory sanctions for mismanagement of data – e.g. of personal data or regulated industry data.
- Reputational damage from misusing, wrongly disclosing or failing to locate data.
- Being unprepared for subject access requests, litigation or regulatory requests.

**80%** of organisations  
experience downtime due  
to security incidents<sup>2</sup>

### Security threats



- Theft of – or improper access to – data that is stored in locations unsuitable for its security classification.
- Theft and subsequent malicious use of personal data relating to your employees, customers or clients.

**70%** of eDiscovery costs  
are in the review phase<sup>3</sup>

### Excessive costs



- Higher disclosure costs caused by over-retention of data.
- High storage volumes due to duplicate, obsolete, or low-utility data that could be archived or destroyed.

**20%** of business time  
is wasted on outdated or  
inaccurate information<sup>3</sup>

### Wasted time



- Poorly organised data preventing users from quickly accessing the information they need.
- Over-retention of data, reducing the visibility of the information that really matters.

<sup>1</sup> For mismanaging personal data under the EU's incoming GDPR

<sup>2</sup> PwC's Global State of Information Security® Survey 2016

<sup>3</sup> The Lawyer, 26 January 2015



# Giving you effective data oversight

We use sophisticated technology combined with industry, legal and data expertise to tackle our clients' issues. We can scan your network – from file shares and emails to laptops and the cloud – to look inside your files and locate the data that's causing you problems.

## **What is this data?**

What is its subject matter and sensitivity level? Is it subject to any regulations or legal holds?

## **Where is this data?**

Where is this file stored? Is that an appropriate location? Is it duplicated elsewhere?

## **Where did this data come from?**

Who or what created it? Are they inside or outside your organisation?



## **Who can access this data?**

Who should be able to access it? Are the current access rights appropriate?

## **How old is this data?**

Is there a legal, regulatory or business reason for retaining it in its current format?

# Business benefits of knowing your data



## **Reduced regulatory risk**

Know what you have so you can manage it appropriately.



## **Reduced security risk**

Identify exposed sensitive data, then secure or dispose of it.



## **Cost savings for data storage**

Identify duplicate, obsolete or low-value data, and flag it for disposal.



## **Reduced data complexity**

Map your data, then gain efficiencies by reorganising, archiving or disposing of it.



## **Ongoing data protection**

Track your remediation and guard against emerging threats.

## Working with us

We bring together people and technology to help you deliver on your business priorities.

### **Deep industry knowledge**

Our industry experts and data analysts work together to help you address your issues.

### **Broad range of experts**

From industry regulation and personal data law to information governance and network architecture, we can build the team that's right for you.

### **Leading-edge technology**

We're technology agnostic, selecting from a range of innovative solutions to find the tools that meet your needs.

## Contacts

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