LTIMindtree

Case Study

Implementation of Privacy regulation for US-based Multinational Technology Company

Client

US-based multinational technology company that designs, develops, and sells consumer electronics, computer software, and online services.

Challenges

- Identification and documentation of PII data fields
- Implementation of Privacy regulation for PII fields in the Enterprise Data Warehouse (EDW) and enforce Privacy beyond the compliance deadline

LTIMindtree Solution

- Automated Discovery of PII, PCI, and PHI fields along with a Data Asset Inventory
- Creation of a data repository and data lineage of sensitive data
- Addressed the 'Right to be Forgotten' via DSRM solution
- Anonymization of sensitive data in the Data Warehouse area
- Data obfuscation in core and semantic layers in Enterprise Data Warehouse
- Development of a rule-based engine to Pseudo-Anonymize and de-Pseudo Anonymize data to enforce Privacy compliance
- Tools/Technology used : Teradata, Java, Redis, Unix and Cassandra

Business Benefits

- 100% reduction in manual effort for discovery of PII fields and automation of data anonymization and de-anonymization
- Cost savings of 75% through automation-led methodology
- Clean documentation on data lineage of PII fields for the entire EDW system