

DATA ANALYTICS

General Data Protection Regulation

Qlik® and GDPR

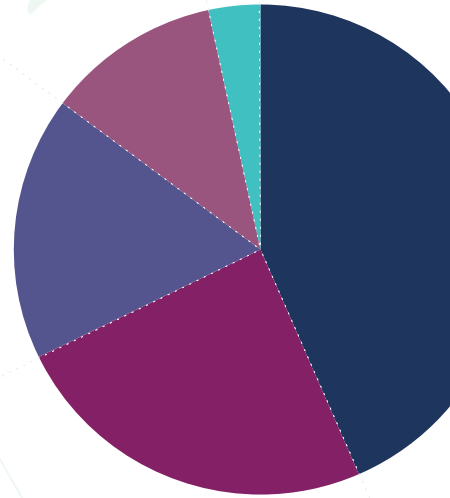


INTRODUCTION

Qlik is not just a provider of analytics. As a company, we believe in the power of data to transform business and improve society. We serve as a resource to all of our customers as they develop and refine their data strategies — including those around the sensitive area of data privacy compliance.

The General Data Protection Regulation, or GDPR, affects your organization if you process personal data of EU residents — no matter where in the world you are based. Effective from 25 May 2018, it requires greater transparency and increased accountability in your management of personal data.

GDPR is grabbing the headlines as it imposes large sanctions for those found to be in violation. Maximum fines can be 4% of global revenue or 20 million euros (whichever is greater). Noncompliance may even stop your organization from processing data altogether.



Qlik, your partner in a new era of privacy regulation

GDPR signals a new era of privacy regulation that emphasizes people and technological processes. Putting in place cross-functional teams and strong partnerships with resources like Qlik will be important pieces in solving the jigsaw puzzle that is GDPR compliance.

Trust in Qlik as a GDPR compliant vendor.

Qlik has successfully addressed its own GDPR compliance by putting together a cross functional team that includes Legal, IT, R&D, Consulting, Sales, Marketing and Support. The team built comprehensive internal processes to ensure Qlik's compliance with GDPR requirements. We are committed to protecting our data, the data of our EU customers and partners, and communicating in an open and transparent manner while respecting their choices and control over their data.



GDPR basics

GDPR enhances the rights of EU citizens to make requests about what personal data you are using -and why. They may ask you to stop processing their data, move it to another company or delete it permanently.

In addition to the effort of making any necessary changes in policies and procedures, you face the challenge of understanding where personal data is stored in every system across your organization, down to the individual files that contain them.

You also need to understand the relationships and connections of that personal data and who has access to it. **For example:**

- Who has opted in and who hasn't, when managing consent to sending marketing information;
- Ensuring that any opt-in/opt-out requests remain consistent for all services such as email campaigns, newsletter and SMS;
- Understanding which 3rd party suppliers have signed up-to-date contracts and which have not;
- Monitoring data governance policies including controls that only authorised employees can see personal data within your systems.

These are just a few examples of the many GDPR compliance issues you need to address when managing your organization's personal data supply chain.

Qlik can help you tackle these issues and help you more easily meet the requirements of GDPR.

Have confidence in Qlik's products and services.

As a leading data analytics platform for over 25 years, Qlik products help customers of all sizes manage and understand their data for a range of risk management and compliance-oriented use cases.

Qlik's technology strategy includes significant investment in addressing issues of data governance and sovereignty. We utilize privacy-by-design methods to ensure all of our solutions support your needs to protect personal data located on premises and in the cloud. This includes compliance with all data protection laws, not just GDPR requirements.

In building and promoting a compelling offer into your GDPR compliance strategy, you can draw on the collective knowledge and experience of Qlik Consulting Services, and that of our diverse and strong partner ecosystem of System Integrators, technology partners, OEMs and resellers.



Leverage Qlik to help achieve GDPR compliance.

What makes Qlik different is the unique patented Qlik Associative Engine that brings together all your data so you can freely explore without limits using simple searches and selections. The Qlik engine provides associative data indexing and dynamic calculations to reveal complex relationships that would not be visible via query-based approach.

We call this our Associative Difference.[®] The Associative Difference makes intuitive connections within complex data that lead to new discoveries and new ways to improve your business.

Qlik can combine all of your data protection and privacy systems together giving you clear visibility and actionable insights to help you fulfill your ongoing responsibilities for GDPR compliance.

Mitigating risk with Qlik

The question is not whether a technology solution is compliant with GDPR, but rather how it can support an organization in meeting GDPR requirements. The Qlik Associative Engine gives you the ability to retrieve data from multiple sources, highlight relationships and, just as importantly, connect what was once disconnected.

Qlik's powerful governance capabilities and open APIs can strongly align with your data protection policies, supporting self-service for your users while adhering to your access controls ensuring only the authorized people get access to the sensitive data so you can remain confident in your compliance.

Creating Trust through Transparency

To keep your customers' trust, you have probably already strengthened safeguards against security breaches. While this is important, it is not enough. In complying with GDPR, you have an opportunity to move to the next level of digital trust by enabling better relationships with your data. Trust can be enhanced by providing transparency on what personal data is held and how it is used. Organizations can identify inconsistent or unauthorized data across different systems with the help of Qlik's Associative Engine. Use the mashup capabilities of Qlik products to embed analytics and create online portals to communicate in an open and transparent manner.



Become a trusted data custodian

Qlik can be the ideal partner to help you raise the level of digital trust with your customers. For more information, please visit our web site via the links or contact your local Qlik representative today.

For more examples of how Qlik can help you, please see the [General Data Protection demo app](#) available on our demo site.

Additional Resources

Qlik & GDPR

www.qlik.com/gdpr

Learn more about Qlik

The Qlik Associative Difference:

www.qlik.com/products/associative-difference

Try Qlik:

<https://www.qlik.com/try-or-buy>

Use Qlik:

<https://demos.qlik.com>

Learn Qlik:

<http://qcc.qlik.com/>

Develop Qlik:

branch.qlik.com



About Qlik

Qlik's vision is a data-literate world, one where everyone can use data to improve decision-making and solve their most challenging problems. Only Qlik offers end-to-end, real-time data integration and analytics solutions that help organizations access and transform all their data into value. Qlik helps companies lead with data to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

qlik.com

Learn more about GDPR

European Commission, Data Protection:

https://ec.europa.eu/info/strategy/justice-and-fundamental-rights/data-protection_en

Find your local Data Protection Authority:

http://ec.europa.eu/justice/data-protection/article-29/structure/data-protection-authorities/index_en.htm

Read and navigate the complete GDPR:

<https://gdpr-info.eu/>

