

Privacy Posture Management (PPM)

Overview

Cybervergent TrustPulse platform offers Privacy Posture Management (PPM) solution that empowers organizations to safeguard sensitive personal data while meeting global privacy regulations. PPM offers a comprehensive, proactive approach to privacy posture management from identifying where personal data resides to managing access and responding to incidents.

Core Features

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Data Discovery

Locates sensitive personal information (PII) across systems and storage environments.
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Privacy Classification

Categorizes data based on regulatory sensitivity and internal policies.
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Access Control

Enforces access restrictions to sensitive data through robust permission controls.
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Privacy Risk Assessment

Evaluates and mitigates risks tied to personal data exposure.
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Data Monitoring

Continuously observes data interactions to detect potential misuse or privacy violations.
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Incident Response

Establishes workflows for breach identification, notification, and resolution.

Benefits

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Ensures compliance with privacy regulations like GDPR, CCPA, and HIPAA.
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Reduces exposure to privacy-related risks and reputational damage.
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Strengthens customer trust by demonstrating responsible data stewardship.
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Provides actionable insights for privacy officers and legal teams.

Conclusion

TrustPulse PPM solution offers a robust, proactive approach to safeguarding sensitive personal data while ensuring regulatory compliance. With its powerful features such as data discovery, risk assessments, and automated incident response, PPM provides organizations with the tools needed to protect privacy, mitigate risks, and build stronger relationships with customers.

Who Should Use PPM?

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Data Privacy Officers

Responsible for ensuring GDPR, CCPA, HIPAA, and other privacy-related obligations to be met, and who need a clear, comprehensive view of all personal data.
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Security Teams

who are tasked with monitoring and preventing unauthorized access to PII, maintaining privacy and security controls.
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Legal and Compliance Teams

managing audits, reporting, and documentation to meet regulatory requirements and ensure privacy compliance.