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GDPR: What the data companies are offering

The EU's General Data Protection Regulation goes into effect today. Here's what some of the specialty and Hadoop platform vendors are offering to help their customers be compliant and stay that way.



By [Andrew Brust](#) for [Big on Data](#) | May 25, 2018 -- 13:00 GMT (06:00 PDT) | Topic: [Big Data Analytics](#)

Today is GDPR day, the day the European Union's (EU's) [General Data Protection Regulation](#) (https://ec.europa.eu/info/law/law-topic/data-protection/data-protection-eu_en) goes into effect. Companies with customers in the EU are bound by the regulation, and there are very stiff fines for non-compliance.

GDPR has become mainstream, as evidenced by my 13 year-old son who, as I was writing this post, asked me why everyone's updating their privacy policies. You've probably been getting numerous privacy policy update emails in your inbox, too. If so, you know that while the GDPR is about data, it's geared to all companies, not just vendors in the data and analytics space. In fact, those companies have the same liabilities as their customers and are still busy figuring out the finer GDPR details.

But that doesn't stop our fearless analytics and data management vendors from offering products and features now to help their customers comply. This post is an attempt at rounding up several of these GDPR helpers.

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Read all about it

A few companies have issued press releases around GDPR recently, so let's start with them. But keep in mind these announcements are more GDPR-timed reminders than they are breaking news, as the features aren't all new.

In March, [StreamSets](#) (<https://streamsets.com/>) announced its [Data Protector](#) (<https://streamsets.com/products/data-protector>)

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How to request your personal data (TechRepublic)

(<https://www.techrepublic.com/article/how-to-request-your-personal-data-under-gdpr/>)

It takes work to keep your data private online. Here are apps that help (CNET)

(<https://www.cnet.com/news/it-takes-some-work-to-keep-your-data-private-online-here-are-some-apps-to-help/>)

product that can discover, secure and govern personal identifiable information (PII) as it arrives from a batch or streaming data source or moves between compute platforms.

ADVERTISING

Dataguise is a company that has been dedicated to data protection since its founding. While the company got started offering data masking technology for relational databases, it's now branched out to machine-learning based active data protection. Back in November, the company announced data detection and security support for GDPR Article 17 (the Right to Erasure) and Article 15 (Right of Access by the Data Subject). And in a release earlier this month, [Dataguise](https://www.dataguise.com/) highlighted six of its features as GDPR compliance-relevant: sensitive data detection; policy-based data

governance; controls over sensitive data; automated sensitive data auditing; real-time GDPR compliance violation alerts; and pre-planning and documenting data in and out of compliance.

On Tuesday, [Arcadia Data](https://www.arcadiadata.com/) issued a press release explaining that its [Arcadia Enterprise](https://www.arcadiadata.com/product/) includes several GDPR compliance-assisting features, based on its integration with three Apache Software Foundation open source projects: [Spot](#)

(<http://spot.apache.org/>) (for anomaly detection) as well as [Sentry](http://sentry.apache.org/) (<http://sentry.apache.org/>) and [Ranger](http://ranger.apache.org/) (<http://ranger.apache.org/>) (both for role-based access control).



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And just yesterday, [Attunity](https://www.attunity.com/) (<https://www.attunity.com/>) announced its [Gold Client for Data Protection](https://www.attunity.com/products/gold-client/gold-client-for-data-protection/) (<https://www.attunity.com/products/gold-client/gold-client-for-data-protection/>), which provides data masking and PII detection for SAP environments. The announcement came not just on the eve of GDPR day but in the run up to [SAP's annual Sapphire conference](https://events.sap.com/sapandasug/en/home.html) (<https://events.sap.com/sapandasug/en/home.html>) being held June 5-7 in Orlando, Florida. The product also offers configurable erasure-policy rules, SAP change log protection and a user-defined "undo" period (to define the period after which data masking is irreversible).

Elephants in the room

What about the major Big Data platform vendors (once categorized as Hadoop distribution

vendors)? [Cloudera](https://www.cloudera.com/solutions/lower-business-risks/general-data-protection-regulation.html) (<https://www.cloudera.com/solutions/lower-business-risks/general-data-protection-regulation.html>)'s big bet is on its [Navigator Product](https://www.cloudera.com/products/product-components/cloudera-navigator.html) (<https://www.cloudera.com/products/product-components/cloudera-navigator.html>), which is focused on data cataloging and data lineage, and Apache Sentry -- already discussed, above -- for which Cloudera is the prime backer.

[Hortonworks](https://hortonworks.com/solutions/gdpr-compliance/) (<https://hortonworks.com/solutions/gdpr-compliance/>) has placed its chips on [Apache Atlas](http://atlas.apache.org/) (<http://atlas.apache.org/>), a data governance/data catalog-focused project, and the aforementioned Apache Ranger; it is the key commercial backer for both projects. [Apache Metron](http://metron.apache.org/) (<http://metron.apache.org/>), which the company also backs, is a security solution for streaming data that Hortonworks also offers up as part of its overall GDPR solution.

[MapR](https://mapr.com/datasheets/perspective-series-mapr-for-gdpr/) (<https://mapr.com/datasheets/perspective-series-mapr-for-gdpr/>) says its Converged Data Platform (MCDP) offers PII auditing and governance (with no performance degradation); data lineage for personal data; real-time alerts for breach notifications; and file- and volume-level security with Access Control Expressions (ACE).

Data management and governance vendors a go go

You may find what I've covered so far is helpful. But *lots* of other vendors are in the data protection game:

- [Alation](https://alation.com/eu-gdpr-alation/) (<https://alation.com/eu-gdpr-alation/>), which focuses on data catalog technology, explains that such technology must be the very underpinning of GDPR compliance
- [Collibra](https://www.collibra.com/data-governance/data-protection/) (<https://www.collibra.com/data-governance/data-protection/>) says likewise about its data governance-focused products
- [Unifi](https://unifisoftware.com/GDPR/) (<https://unifisoftware.com/GDPR/>) focuses on data preparation and data catalog functionality but also offers GDPR written and technical audits (including AI-based PII detection).
- [Waterline Data](https://www.waterlinedata.com/gdpr-compliance-solution/) (<https://www.waterlinedata.com/gdpr-compliance-solution/>) offers sensitive data discovery and GDPR compliance status reporting
- [Podium Data](https://www.podiumdata.com/blog/next-generation-managing-enterprise-data-intelligent-data-identification) (<https://www.podiumdata.com/blog/next-generation-managing-enterprise-data-intelligent-data-identification>) offers what it calls Intelligent Data Identification, enabling real-time detection, reporting and alerting of PII and duplicate data.
- [Big ID](https://bigid.com/) (<https://bigid.com/>) offers PII identification and protection; data flow mapping; and other governance features
- [Informatica](https://www.informatica.com/solutions/data-governance/gdpr.html) (<https://www.informatica.com/solutions/data-governance/gdpr.html>) offers sensitive data detection via its [Secure@Source](https://www.informatica.com/products/data-security/secure-at-source.html) (<https://www.informatica.com/products/data-security/secure-at-source.html>)

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- [Spirion](https://www.spirion.com/) (<https://www.spirion.com/>) offers data protection and classification for sensitive data
- [Privacera](http://www.privacera.com/) (<http://www.privacera.com/>) does too, and says its sensitive data discovery is AI-based
- [Io-Tahoe](http://www.io-tahoe.com/) (<http://www.io-tahoe.com/>) offers machine-learning based discovery of sensitive data and redundant data, and integrates both facilities into its data relationship and data flow discovery. (**Disclosure: I work with Io-Tahoe** and therefore will comment no further.)
- [Infogix](https://www.infogix.com/) (<https://www.infogix.com/>), [GroundLabs](https://www.groundlabs.com/) (<https://www.groundlabs.com/>), [Ataccama](https://www.ataccama.com/) (<https://www.ataccama.com/>) and [ZL Technologies](http://www.zlti.com/) (<http://www.zlti.com/>) have offerings in the GDPR space, too. And to be very candid, I have yet to learn the details. But I intend to.

Hopefully you're getting the picture: GDPR is creating a bumper crop of products, features and -- more than likely -- a lot of closed deals for these vendors. That's how regulation works: compliance is mandatory, and compliance is hard, but the right technology can help companies follow the rules in an automated fashion, and still conduct business.

Happy GDPR day everyone. I wish your inboxes some peace and quiet over the holiday weekend observed in the US, UK and elsewhere.

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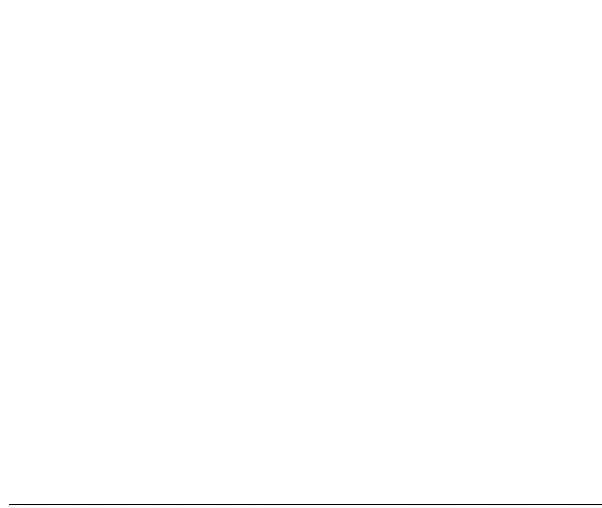
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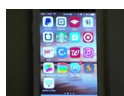
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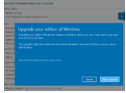


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