

# iAgent for Privacy Protection Saves Billions in Avoided Penalties

## Stay Ahead of Current and Future Data Regulations with iTalent Digital's Compliance Agent

Most companies underestimate the implications of compliance and mistakenly see it largely as an IT issue. The fact is, the specific actions to be taken or enabled as required by the various regulations are so complex as to be practically unachievable without a holistic approach that adapts processes across the organization.

iTalent Digital developed a solution to provide a holistic, customized and cost-effective solution to staying compliant:

## **iAgent for Privacy Protection.**

### THE CHALLENGE

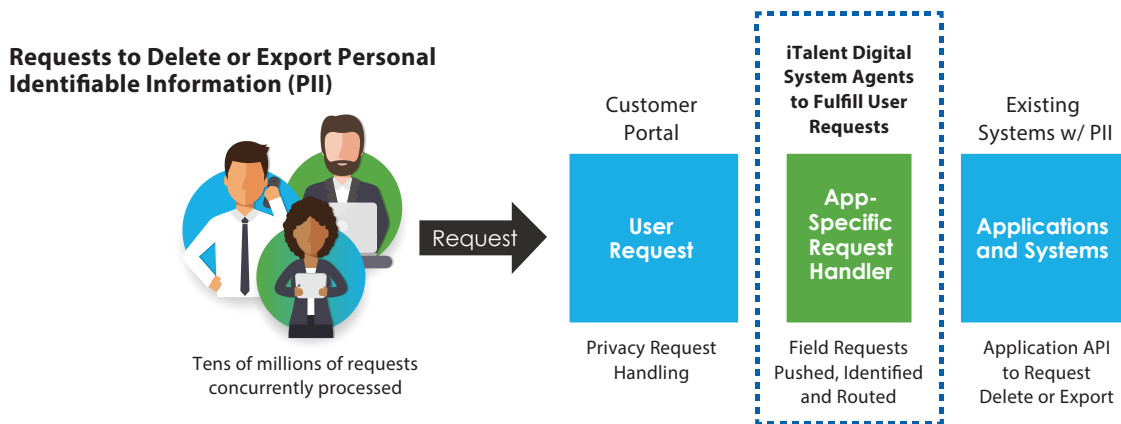
On May 25, 2018, GDPR (the European Union's General Data Protection Regulation) went into effect, allowing the EU to fine noncompliant companies up to 4% of annual global revenues or 20 million euros – whichever is higher. This is only one of dozens of new or updated regulations around the world that protect consumers' personal data. In 2020, the California Consumer Privacy Act (CCPA) will go into effect, which among other penalties, allows consumers to file complaints directly against the offending companies.

Thousands of companies around the world have already been investigated, taken to court, or fined because of alleged noncompliance with data privacy protection laws. These regulations can be expected to become increasingly widespread until every citizen on the planet is protected.

## THE SOLUTION

iAgent can be tailored to handle compliance with GDPR, CCPA and any other current or future regulations thanks to its customizability and its ability to operate across an enterprise's ecosystem of platforms, systems and data repositories. The solution automates the intelligent processing and routing of customer requests to delete or export personally identifiable information (PII).

iTalent Digital delivers an assessment on what personal data exist within the company's application(s) or system(s), then customizes the iAgent for the specific scenario and its unique requirements, delivering a PII data inventory, data typing, tagging and classification, as well as the configuration of tailored data- and application-specific policies. One customer request will be fielded by the iAgent and routed with appropriate actions (Export, Delete, Close) to target applications and systems to ensure compliance.



## THE RESULTS

For global companies with billions of dollars in annual revenues, a privacy protection law violation could cost tens of millions of dollars, not to mention the reputational impact that the negative publicity could incur.

iTalent Digital's iAgent has the potential to save billions of dollars in avoided penalties, not to mention the immense savings of time and productivity among internal resources. iAgent has already processed millions of consumer requests intelligently and automatically, without the need for manual follow-up.



**STEVIE®  
WINNER**

This solution won a **2018 Bronze Stevie® Award for Best New Business Product of the Year.**

### Additional Resources

Web page [https://www.italentdigital.com/Data\\_Privacy\\_Compliance](https://www.italentdigital.com/Data_Privacy_Compliance)

Privacy Protection Laws Are Here to Stay (article) <https://www.linkedin.com/pulse/privacy-protection-laws-here-stay-fred-walters/>

Blind Spots in GDPR Compliance (article) <https://www.linkedin.com/pulse/blind-spots-gdpr-compliance-fred-walters/>

The GDPR Compliance Clock is Ticking (article) <https://www.linkedin.com/pulse/gdpr-compliance-clock-ticking-fred-walters/>

# Who We Are



## iTalent Digital

iTalent Digital is an innovative global woman- and minority-owned digital consulting and software engineering company headquartered in San Jose, California. We help companies achieve exceptional business outcomes through a suite of digital transformation services such as:

- Enterprise Collaboration
- Automated Mobile Solutions
- Business Insights and Analytics
- Artificial Intelligence
- Cloud Integration
- Change Management

The team has numerous awards to its name, including 20+ Stevie® Awards, two Forrester Groundswell Awards, three Lithy Awards, two Best in Biz Awards, the Cisco Diversity Award, and many others.