When the General Data Protection Rule (GDPR) became effective throughout the EU in May 2018, it heralded a new era for data privacy. The success of GDPR inspired many countries to increase data privacy and a global movement has emerged. To date, 107 countries have enacted legislation intended to secure and protect data and privacy.

For many organizations, data privacy compliance is a daunting challenge. Undoubtedly, there’s a lot to consider but failure to comply carries severe penalties and may damage a corporate’s brand and reputation. Because many data privacy legislative programs have much in common, international organizations will benefit from a holistic approach that can be tailored to meet the nuances of specific jurisdictions.

The new era of data privacy offers a unique opportunity to review customer data and communications to ensure customers receive the right messages about relevant products and services.

FIS has helped many clients comply with GDPR and other data protection laws. Our methods and technologies are continually tested in some of the world’s toughest regulatory environments and our clients rely on our services and expertise at all stages of the compliance process.

Here’s how some FIS clients have successfully solved the data protection challenge.

CASE STUDY

ADDRESSING THE DATA PRIVACY CHALLENGE

Building on GDPR Success

A year after GDPR enactment, a Fortune 250 insurance company wanted a comprehensive privacy audit across all of its European subsidiaries to identify regulatory gaps.

With a huge volume of data, the company sought a flexible solution that would offer additional benefits including:

• Automation of data collection, storage and distribution
• A risk and control assessment model that could collect evidence from the functional privacy offices across Europe
• A strategic solution that could be adapted and scaled to meet multiple emerging privacy regulations simultaneously

The company has adopted a permanent answer to the growing global data compliance challenge. Its flexible FIS solution allows multi-regulation mapping and gap reporting so the firm now has a holistic view of regulatory compliance.
HELPING A MAJOR CALIFORNIA BANK COMPLY WITH CCPA

With an asset base of over $45 billion, this major California bank needed to comply with the California Consumer Privacy Act (CCPA) and other pending privacy regulations.

A project was established to:

• Provide the bank’s customers with a convenient way to exercise their data rights
• Maintain the bank’s reputation for trust and transparency in an era of tighter privacy regulations and well-publicized data breaches
• Implement an integrated strategic solution across the bank

In addition to operationalizing a privacy program for its internal operations, the bank needed to manage the risk of many partners and vendors.

ENSURING A CREDIT CARD PROCESSOR IS LGPD-COMPLIANT

Brazil’s Lei Geral de Proteção de Dados (LGPD) was passed in 2018 and is effective from August 2021. The new law attempts to unify over 40 diverse statutes by replacing certain regulations and supplementing others. LGPD is inspired by Europe’s GDPR and there are many overlaps.

Faced with a daunting LGPD compliance deadline, this bank sought clarity and guidance on the implications for its credit card processing business. The bank was aware that FIS had implemented successful data privacy solutions for many banks in global locations and had the experience, knowledge and technology to help.

Following a detailed survey of business requirements, FIS proposed and implemented Data Privacy Manager – a software-as-a-service (SaaS) solution in a cloud-hosted service model.

Key highlights of the solution include:

• Data inventory maps, data subject rights management, assessment and issues management, cookie consent management, preference and consent management, and reporting and analytics
• Web forms for customer request intake
• Manual integration with nominated back-end systems for day one
• Automated integration as part of a controlled rollout of the solution

The new solution gives the bank a comprehensive data privacy portfolio and a structured view of its data processing activities. Relevant data is mapped to support the data inventory and all processes are recorded to meet legal requirements.

Its FIS solution automates assessments reports and disclosures, which can be modified to meet evolving business and compliance needs. As well as helping the bank meet its day-one compliance requirements, FIS offered a road map to further automation and integration with processor systems.
STRATEGIC DATA PRIVACY SOLUTION FOR A MAJOR PROFESSIONAL SPORTS LEAGUE

With more than 100 million customers, a major professional sports league company held vast volumes of personal data. It faced a pressing CCPA compliance deadline that affected multiple business lines. As a force in retail, it required a high-quality bespoke solution that reflected its brand and values. The right solution needed to offer easy integration and include e-discovery tools.

FIS implemented an integrated end-to-end privacy compliance platform. The system is highly configured across rules, roles, validation workflows, decision-making parameters, integration, dashboards and regulatory reporting. Automation is at the heart of the system to facilitate optimized and timely request fulfilment. With an end-to-end privacy solution, the company efficiently met its compliance deadline.

SIMPLIFYING CCPA COMPLIANCE FOR A LARGE U.S. RETAILER

This major U.S. retailer faced a significant CCPA compliance challenge. With over 40 IT systems, including proprietary solutions and SaaS products, it had a complex technology environment that was changing rapidly. Several legacy systems were being phased out while new systems were integrated.

Evolving CCPA requirements created a significant backlog of modifications and enhancements to the solution and business processes. After considering options, the retailer invited FIS to propose a data privacy solution.

At the outset of the project, FIS designed and implemented a solution to prioritize workflow within high-risk systems.

Working in close collaboration with the client, FIS:

- Implemented a customized solution that was integrated with existing ticketing systems
- Leveraged a unique set of questionnaires for system and business processes to create a robust data inventory

The retailer now has a strategic data privacy solution that includes:

- A flexible, multi-channel intake process for DSRM
- Semi-automated identity verification IDV
- Pre-seeded communication templates that save time and reduce errors
- Customized request fulfilment workflows that boost flexibility

Once the new solution was implemented, FIS performed end-to-end testing and user training. Now the client benefits from a centralized solution to data rights and a comprehensive business process inventory.

Highlights of the new platform include:

- Real-time data inventory and mapping
- Robust data subject rights management infrastructure
- Comprehensive and flexible reporting and analytics

The new solution is branded with the company’s colors and embedded in its culture. To encourage adoption, all users were thoroughly trained, and a user-friendly design boosted uptake. The platform also supports third-party managed services.
HELPING A FINTECH STARTUP FOCUS ON ITS CORE BUSINESS

With ambitious growth plans and limited resources, this U.S.-based fintech needed a cost-effective privacy platform to automate compliance with GDPR and provide a foundation for the upcoming CCPA regulations.

As a lean company, it needed an agile privacy management solution that could:

- Run a data protection impact assessment (DPIA) as required by legislation
- Automate manual data subject access request (DSAR) processes to improve response times
- Manage the data inventory

Following a detailed assessment of the business requirements, the FIS solution was quickly implemented to meet all the client’s needs. The data protection officer can choose from a range of DPIA templates, modify as necessary and implement the DSAR process using their own intake gateway. The solution operates across multiple geographies and will be adapted to meet upcoming CCPA regulations.

OVERCOME YOUR DATA PRIVACY CHALLENGES WITH A TRUSTED PARTNER

FIS empowers thousands of financial institutions who made the strategic decision to use data rights regulation to embark on a new era of customer engagement.

Featuring automated privacy compliance and risk management tools and a future-proof, open architecture that enables end-to-end privacy protection, our cloud-based, enterprise-grade platform makes LGPD compliance a seamless transition that yields endless data-driven opportunities.

To learn more about how you can turn data privacy into opportunity, click here or contact getinfo@fisglobal.com.
About FIS

FIS is a leading provider of technology solutions for merchants, banks and capital markets firms globally. Our more than 55,000 people are dedicated to advancing the way the world pays, banks and invests by applying our scale, deep expertise and data-driven insights. We help our clients use technology in innovative ways to solve business-critical challenges and deliver superior experiences for their customers. Headquartered in Jacksonville, Florida, FIS is a Fortune 500® company and is a member of Standard & Poor’s 500® Index.