



HOW SECURE DATA SHARING HELPS MITIGATE GDPR RISK

Eliminate hidden layers of data to stay compliant and avoid penalties



CHAMPION
GUIDES

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THE DARK DAYS OF GDPR

It was a close call, but 2018 almost became known as the year the General Data Protection Regulation (GDPR) derailed Christmas.

Every holiday season in a small Bavarian town, German children hang letters to Father Christmas on a communal tree in the middle of the square. Generous community members then secretly fulfill the wish lists of children whose parents don't have the means.

However, GDPR privacy concerns almost caused the cancellation of the annual tradition, because children share personal information (or, more precisely, that of their parents) on publicly displayed wish lists in order for the community to deliver presents.¹ Thankfully, some bright minds came to the rescue: By appending appropriate legalese and a parental consent to the wish list forms, they saved Christmas in Bavaria from the G(DP)Rinch.

While this solution averted a potential disappointment, GDPR, which went into effect at the end of May 2018, has demonstrated its far-reaching impact in a short period of time. Viewed as the culprit for

55% of mergers and acquisitions falling apart in 2018,² and the driving force behind location tracking concerns being raised against companies such as Google,³ few businesses are immune to GDPR in this global economy.

The hits will keep coming, too, because less than half the international companies worth \$100 million or more are ready to comply fully with GDPR, according to a PwC study released at the end of October 2018.⁴

There are, of course, organizations that are less worried about GDPR. All of them tend to have a key characteristic in common: They've invested in modern technology to store and share data securely. Responding to GDPR requirements around data privacy and protection is relatively painless when organizations employ a single source for data, and have a good understanding of what data they have and why they have it.

This eBook highlights the underlying data challenges many organizations face today to comply with GDPR, and it provides guidance on how to adopt modern technology solutions to help ease the burden of GDPR.

¹ German kids nearly banned from sending Santa letters. BBC: <https://bbc.in/2PGr59m>

² Trentmann, Nina. Data Protection Concerns Upend M&A Plans. The Wall Street Journal: <https://on.wsj.com/2A6aQ0a>

³ GDPR complaints against Google's deceptive practices to track user location. BEUC, The European Consumer Organisation: <https://bit.ly/2GnmMjL>

⁴ The journey to digital trust. PwC: <https://pwc.to/2A0qcm>

DO YOU KNOW WHERE YOUR DATA IS HIDING?

When it comes to GDPR, some enterprises fret over the fines and penalties for non-compliance.⁵ Others worry about how to respond to the “right to be forgotten” clause⁶ that allows individuals to request complete erasure of their personal information.

While both are legitimate concerns, neither is the place to start. Instead, it’s helpful to look at the three main areas⁷ of GDPR purview:

1. Principles around how personal data are processed and handled
2. The rights of individuals (a.k.a. “data subjects”)
3. Accountability, including being able to document and demonstrate data compliance

At the heart of this purview is, quite simply, data. How do organizations manage their data? Are data governance practices in place for the plethora of data sources that exist today? Do organizations account for risks throughout the entire lifecycle of their data—from creation and storage, to usage and sharing, to archiving or deletion?

In essence, GDPR requires organizations to rein in the runaway complexity that multiple data sources create and to figure out their data governance on a global scale.

There’s good reason for this demand. Not only do most organizations keep their data in multiple locations (disparate data warehouses, data marts, servers, and clouds), they also suffer from “hidden layers of data.” This phrase describes the countless copies of data that exist within companies as a result of siloed teams and departments sharing information.

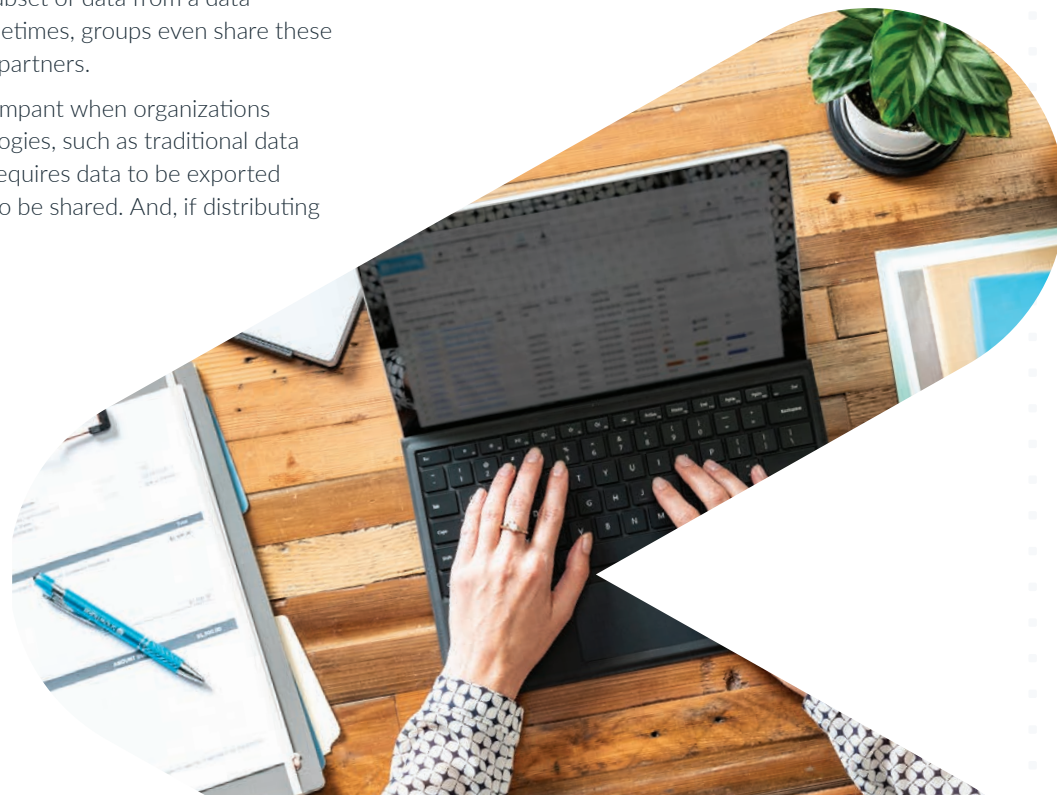
Why do “hidden” copies exist? Whenever groups that lack a common data source within an organization need to share information, they create and send copies or even simple spreadsheets. Oftentimes, these copies spread out across an organization as “data marts” – a subset of data from a data warehouse. And sometimes, groups even share these copies with external partners.

Copies of data are rampant when organizations rely on older technologies, such as traditional data warehouses, which requires data to be exported and copied in order to be shared. And, if distributing

data sets via cloud storage, FTP or APIs are hard to track, what about employees who manually share files and spreadsheets via thumb drives or email?

Imagine how challenging it is to find every instance of one individual’s data in these scenarios, let alone the personal data of hundreds of thousands of people. And yet, that’s exactly what GDPR now requires. Let the scavenger hunt begin!

Perhaps it’s time to consider a new framework to help organizations comply with GDPR.



⁵ GDPR Fines and Penalties, Intersoft Consulting: <https://bit.ly/2A3M00Z>

⁶ GDPR Right to be Forgotten, Intersoft Consulting: <https://bit.ly/2PGsFrO>

⁷ Krass, Caroline, Ahmed Baladi, Jason Kleinwaks, Emmanuelle Bartoli, The General Data Protection Regulation: A Primer for U.S.-Based Organizations That Handle EU Personal Data: <https://bit.ly/2uRegnm>

SEEK OUT SECURE DATA SHARING

When you look at the heart of the data problem, it comes down to two inefficiencies: the use of data marts and data silos to store data, and the subsequent manual efforts required to copy and move that data.

These practices have always thwarted enterprises in their quest to become truly data-driven, and now also put companies at risk of non-compliance with GDPR (and a host of other global data governance laws).

What organizations need is a single source of truth for their data and the ability to share data by accessing it, not moving it.

What many organizations don't realize is that the technology exists today to achieve this "holy grail" of data management. Advances in encryption and stateless computing have created new ways to securely store and share governed data so that it's possible to keep live data in a single location and grant on-demand access to that single source of truth.

These new technologies allow everyone to interact with a single copy of the exact same data. This new reality occurs through secure data sharing, where data remains in its original location and users reference the data in a secure and scalable manner.

That means data copies, packaged data sets, and data transmittals are no longer necessary, and data processes can be automated. Not only does this solve the problem of referencing stale data, but it solves the challenge of finding and eliminating hidden data layers.

How do you achieve this single source of truth and secure data sharing?



INVEST IN A CLOUD-BUILT DATA WAREHOUSE

Traditional data warehouses are constrained resources. The complexity and friction built into these systems de-incentivize centralized data processing. For example, these systems push resource demands out to the edges, which leads to the creation of data marts that hold copies of data, captured at a moment in time.

A cloud-built data warehouse offers a new way to think about data management. With its modern architecture, this solution revolutionizes how storage, distribution, and consumption of shared data are handled within an organization. Because cloud-built data warehouses have near-infinite scalability and

robust, built-in and programmatic security in their very nature, organizations benefit from flexible, fast, and agile data sharing without wasting time, resources, or money.

Best of all, organizations can manage requests for complete data sets at any time without interrupting everyday workflows. With a cloud-built data warehouse, instant compute power is essentially limitless, which makes it easy to respond to individual requests. Once you pull data, it's simple to delete it,

if necessary, and you can rest assured that copies do not exist. The “right to be forgotten” becomes a quick task to complete rather than a company-wide headache.

Simply put, secure data sharing is a logical “fix” to the governance issues that GDPR raises, and investing in a cloud-built data warehouse keeps you ahead of the compliance regulations of today and tomorrow.



WHAT A CLOUD-BUILT DATA WAREHOUSE WON'T HIDE

Adopting a cloud-built data warehouse does more than help with GDPR compliance. Here are some additional benefits that organizations experience when they move their data into a single cloud-built solution:

Scalability

- Independent, unlimited, and instant scalability of compute and storage
- Multiple independent compute clusters that share data without contention
- Auto-scaling during concurrency surges

Affordability

- Pay-by-the-second usage
- Automatic adjustment of resources for new use cases or data surges
- Capacity planning that requires only a simple assessment of the data needs

Semi-structured data

- Full support for JSON, Avro, Parquet, and XML data
- Ability to load data in its native format

Secure data sharing

- Secure, governed, and live enterprise data sharing
- Ability to share data across an organization and between organizations

Security, management, and data protection

- Out-of-the-box, always-on secure data environment, including a virtual private cloud (VPC)
- Near-zero administration with built-in performance tuning



THE BRIGHT SIDE OF GDPR

While GDPR may seem like a thorn in your side, the truth is that data challenges are only increasing in complexity with each passing day. This new EU law may actually be a blessing in disguise: You now have a regulatory reason to invest financial resources in a single cloud-built solution that solves the data sharing issues plaguing your organization.

As an added bonus, adopting a cloud-built data warehouse and using secure data sharing provides a competitive advantage. The sooner you benefit from faster data insights and rapid data-driven decision-making, the sooner you can focus less on regulations and more on strategies for accelerating your business. [Find out more.](#)





ABOUT SNOWFLAKE

Snowflake is the only data warehouse built for the cloud, enabling the data-driven enterprise with instant elasticity, secure data sharing and per-second pricing, across multiple clouds. Snowflake combines the power of data warehousing, the flexibility of big data platforms and the elasticity of the cloud at a fraction of the cost of traditional solutions. Snowflake: Your data, no limits. Find out more at [snowflake.com](https://www.snowflake.com)



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