

Getting Ready for General Data Protection Regulation (GDPR) – How Dell Can Help



This document is purely for general guidance purposes and does not constitute legal advice or legal analysis.

The GDPR – Aims & Penalties

The General Data Protection Regulation (**GDPR**) is a new law effective on 25th May 2018 that establishes a single set of rules for every European Union (**EU**) Member State to protect personal data of an EU data subject. It builds upon and updates the current EU data protection framework. Under the GDPR, companies processing personal data must continue to ensure for these processing activities that they have:

1. Proper controls on how personal data is stored, kept up to date, accessed, transferred and deleted; and
2. Implemented appropriate technical and organizational security measures.

GDPR also introduces significant fines for non-compliance, including revenue-based fines of up to 4% of total annual worldwide turnover for certain violations under the GDPR.

How Can Dell Help?

Dell is committed in supporting our customers with getting ready for GDPR compliance. We have a broad portfolio of products, solutions and services to support our customer's GDPR compliance initiatives.

The rights of data subject access, portability and data deletion will require organizations to have the ability to search through large volumes of data, which can be particularly challenging for unstructured data. While organizations will have to formulate appropriate queries, many of our products and solutions include powerful search capabilities across specific data sets, and in many cases can also export, restore or delete data to help enable customers meet their GDPR requirements. These solutions include **DP Search for Networker** and **Avamar** backups; **SourceOne** for email, files and **SharePoint** content stored in or managed by the platform; **Mozy** for endpoint backups; and **Isilon Search** for content on **Isilon Storage**.

Understanding how personal data flows within your organization and managing the life cycle of the data is key to enabling an organization to address its GDPR compliance requirements over the long-term. Dell Consulting Services, along with our partners, are poised to assist our customers in data discovery, data mapping, and establishing data life cycle management programs crucial to helping customer's ongoing GDPR compliance initiatives.

Concerns about international personal data transfers may require flexibility in selecting where data can be stored, and may cause some organizations to convert from public to private clouds, or vice-versa, to meet requirements. Our **Virtustream**, **Mozy** and **Spanning** offerings include choices for the geographical location of data storage. Organizations moving data out of public clouds or seeking to gain greater leverage from on-premises private clouds can leverage our **Elastic Cloud Storage (ECS)** solution or localize their backup targets with additional Data Domain appliances.

Over the long term, data minimization and reasonable retention requirements will make it more difficult to use tape backup for archival or long-term retention. Backups written to the **Data Domain** platform are more readily managed and searchable, and data needed for longer retention periods can easily be tiered from the platform to private or public clouds (including **Virtustream**). Data needed for longer term archival purposes can also be readily managed within the **SourceOne** archive platform.

How Can Dell Help? Cont'd

Some organizations may need to remediate older stores of data, much of it stored on tapes or other media that are difficult to access. Our professional services, partner offerings and lower cost ECS storage can help to make these projects work efficiently at an effective price.

To demonstrate accountability at a program level **RSA Archer®** allows your organization to document and evaluate GDPR-related infrastructure, policies and procedures, risks, controls, third parties, outstanding issues and remediation plans. You can consolidate this information for relevant business processes to establish a sustainable, repeatable, and auditable GDPR compliance program.

Organizations who are controllers and processors are required to implement technical and organizational security measures when processing personal data. **Dell Encryption Enterprise** delivers a layered multi-key approach to encryption. **Dell Data Guardian** can help your organization to protect data, control data access and gain visibility into data usage while reducing infrastructure complexity. **Dell Endpoint Security Suite Enterprise** and **Dell Threat Defence** are leading edge, advanced threat prevention solutions using artificial intelligence and machine learning technology that prevents malware from executing before it can do any damage. **RSA NetWitness** Endpoint is an endpoint detection and response tool that continuously monitors endpoints to provide deep visibility into and powerful analysis of all behavior and processes on an organization's endpoints. **RSA SecurID** enables an organization to have secure and convenient access to personal data from anywhere to anything.

Finally, our storage platforms such as **Data Domain** can be effectively hardened to meet cybersecurity requirements, and our **Isolated Recovery Solution** can enhance the resiliency, recovery and availability of critical data.

Visit our new GDPR webpage to learn more about Dell's commitment to GDPR compliance and how we can support an organization's GDPR compliance initiatives.

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