

# 2018 Privacy Tech **VENDOR REPORT**

V.2.3e

# OneTrust

Privacy Management Software



## ENTERPRISE PRIVACY MANAGEMENT SOFTWARE FOR GDPR COMPLIANCE

 <h3>READINESS &amp; ACCOUNTABILITY TOOL</h3> <p>Benchmark organizational readiness and provide executive-level visibility with detailed reports.</p> <p>GDPR Articles 5 &amp; 24</p>	 <h3>PIA, DPIA &amp; PBD AUTOMATION</h3> <p>Choose from pre-defined screening questionnaires to generate appropriate record keeping requirements.</p> <p>GDPR Articles 25, 35 &amp; 36</p>	 <h3>DATA MAPPING AUTOMATION</h3> <p>Populate the data flow inventory through questionnaires, scanning technologies or through bulk import.</p> <p>GDPR Articles 6, 30 &amp; 32</p>	 <h3>COOKIE CONSENT &amp; WEBSITE SCANNING</h3> <p>Conduct ongoing scans of websites and generate cookie banners and notices.</p> <p>GDPR Articles 7 &amp; 21 ePrivacy Directive Draft Regulation</p>
 <h3>SUBJECT ACCESS RIGHTS PORTAL</h3> <p>Capture and fulfill data subject requests based on regulation specific requirements</p> <p>GDPR Articles 12 - 21</p>	 <h3>CONSENT &amp; PREFERENCE MANAGEMENT</h3> <p>Track consent transactions, enable data subjects to manage preferences, and maintain records of consent</p> <p>GDPR Article 7</p>	 <h3>VENDOR RISK MANAGEMENT</h3> <p>Conduct vendor risk assessments, audit and manage data transfers to third parties.</p> <p>GDPR Articles 24, 28, 29 &amp; 46</p>	 <h3>INCIDENT &amp; BREACH MANAGEMENT</h3> <p>Build a systematic process to document incidents and determine necessity for notifications.</p> <p>GDPR Articles 33 &amp; 34</p>

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### ABOUT ONETRUST

OneTrust is a global leader in enterprise privacy management software used by more than 1,500 organizations to comply with data privacy regulations across sectors and jurisdictions, including the EU GDPR and ePrivacy. Our comprehensive and integrated platform includes readiness assessments, privacy impact assessments (PIA/DPIA) and data mapping automation, website scanning and cookie compliance, subject rights and consent management, incident reporting, and vendor risk management.

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# Product Category Descriptions

## Privacy Program Management – solutions designed specifically for the privacy office

**Assessment managers** tend to automate different functions of a privacy program, such as operationalizing PIAs, locating risk gaps, demonstrating compliance, and helping privacy officers scale complex tasks requiring spreadsheets, data entry, and reporting.

**Consent managers** help organizations collect, track, demonstrate and manage users' consent.

**Data mapping** solutions can come in manual or automated form and help organizations determine data flows throughout the enterprise.

**Incident response** solutions help companies respond to a data breach incident by providing information to relevant stakeholders of what was compromised and what notification obligations must be met.

**Privacy information managers** provide organizations with extensive and often automated information on the latest privacy laws around the world.

**Website scanning** is a service that primarily checks a client's website in order to determine what cookies, beacons and other trackers are embedded in order to help ensure compliance with various cookie laws and other regulations.

## Enterprise Privacy Management – solutions designed to service the needs of the privacy office alongside the overall business needs of an organization

**Activity monitoring** helps organizations determine who has access to personal data and when it is being accessed or processed. These solutions often come with controls to help manage activity.

**Data discovery** tends to be an automated technology that helps organizations determine and classify what kind of personal data they possess to help manage privacy risk and compliance.

**De-identification/pseudonymity** solutions help data scientists, researchers and other stakeholders derive value from datasets without compromising the privacy of the data subjects in a given dataset.

**Enterprise communications** are solutions that help organizations communicate internally in a secure way in order to avoid embarrassing or dangerous leaks of employee communications.

# Vendors by Product Category

## Activity Monitoring

Alation  
AvePoint  
BigID  
Chino.io  
CipherCloud  
Clearswift  
Compliance Technology Solutions bv  
CompliancePoint  
CompLions-GRC BV  
D.Day Labs  
DataGravity  
Dataguisse  
Datex Inc.  
DLP Assured  
DocEx  
Draftit Privacy  
DSS Consulting Ltd.  
Egnyte  
Exonar  
Global IDs  
Heliometrics  
HexaTier  
Immuta  
Indica  
Informatica  
Integris  
Janusnet  
Kryptowire  
The Media Trust  
Mentis  
Mighty Trust Limited  
Miner Eye  
NextLabs, Inc.  
Prifender  
Privacera  
Privacy Company  
Privacy Lab  
Proofpoint  
Protenus  
Proteus-Cyber Ltd  
SafeHarbour BV  
SAS Global Data Management  
SecuPi  
SecureB2B  
SkyHigh

Solidatus  
Tealium  
Tresorit  
Trust-Hub  
USoft  
Varonis  
Veritas  
WireWheel.io

## Assessment Manager

2B Advice  
Advanced Metadata  
Aptible  
AuraPortal  
Automated Intelligence  
AvePoint  
BitSight  
Clarip  
Clearwater Compliance  
Collibra  
CompliancePoint  
CompLions-GRC BV  
ConsentEye  
CSR  
CyberSaint Security  
Data Protection People  
Data Solver  
Dataguisse  
Datastreams.io  
Didomi  
Direct Line To Compliance, Inc.  
DLP Assured  
DPOrganizer  
Draftit Privacy  
DSS Consulting Ltd.  
ECOMPLY.io  
eDataTask  
EuroComply  
Fastweb  
Informatica  
Information Builders  
InnoSec  
Integris  
ISMS.online  
Kroll  
MEGA International  
MetaCompliance

## Mighty Trust Limited

Nymity  
OneTrust  
Opus  
Prince Group NL  
Privacy Company  
Privacy Lab  
PrivacyAnt Ltd.  
PrivacyPerfect  
Privaon  
Privatar  
Proteus-Cyber Ltd  
Radar  
Raptor Compliance  
SafeHarbour BV  
Security Scorecard  
Sensorpro  
Senzing  
Signatu  
SoftwareAG  
Spearline Risk and Compliance  
SuitePrivacy  
Sytorus  
TrustArc  
USoft  
Whistic  
WireWheel.io  
Wizuda

## Consent Manager

3PHealth  
AuraPortal  
AvePoint  
Baycloud  
Clarip  
ComplianceLog  
ConsentEye  
Consentric  
Consentua  
Cookiebot  
Crownpeak  
Data Solver  
Datastreams.io  
Didomi  
digi.me  
DLP Assured  
DocEx

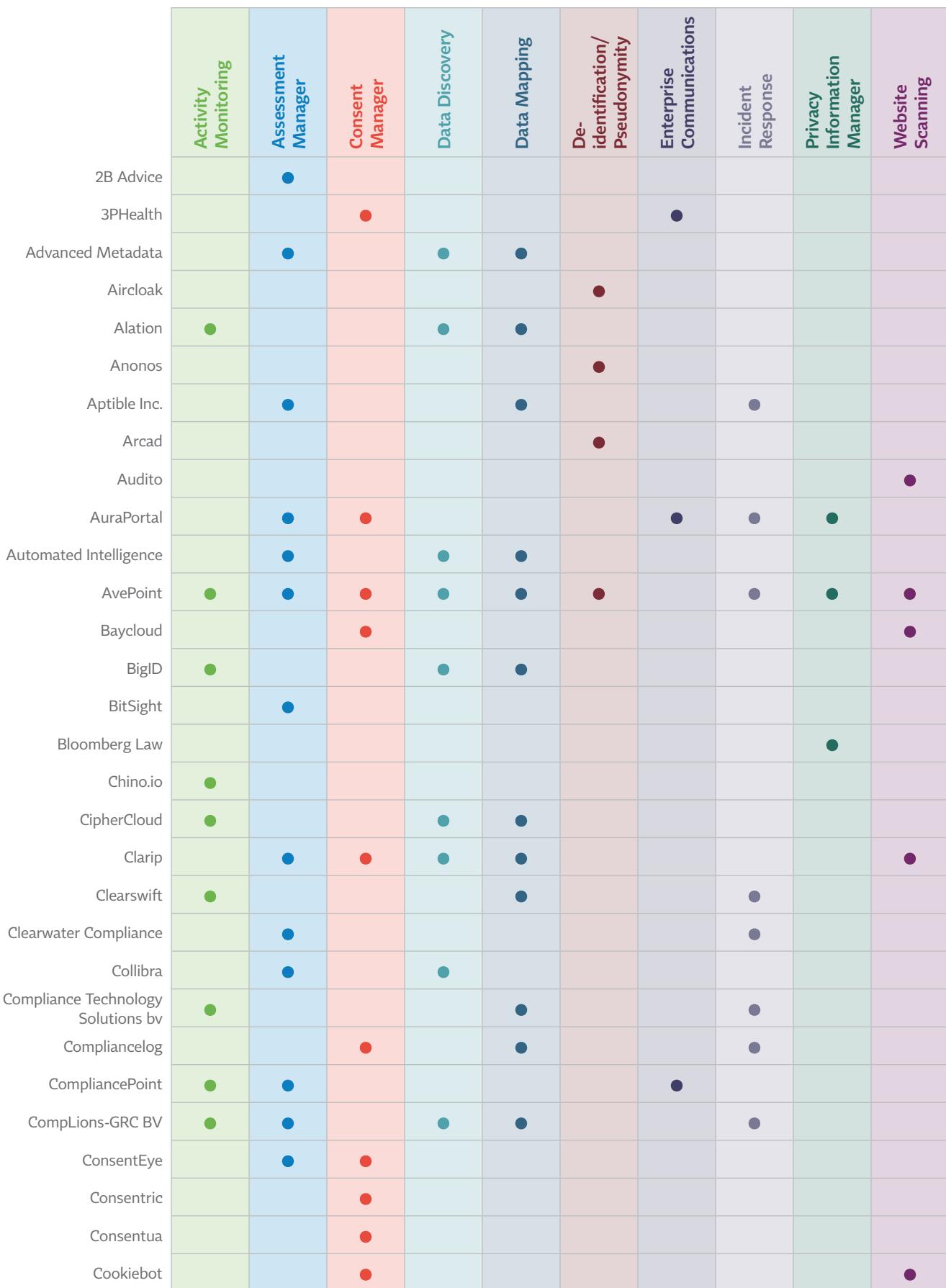
# Vendors by Product Category

DSS Consulting Ltd.	DSS Consulting Ltd.	Automated Intelligence
eDatasoft	Egnyte	AvePoint
Ensighten	EPI-USE Labs	BigID
EPI-USE Labs	Exonar	CipherCloud
Evidon	Global IDs	Clarip
Integris	HexaTier	Clearswift
iWelcome	Immuta	Compliance Technology Solutions bv
JLINC Labs	Indica	ComplianceLog
Lenos Software	Informatica	CompLions-GRC BV
MEGA International	Information First	D.Day Labs
Metrisolve	Infosum	Data Solver
Obsequio Software	Integris	DataGravity
OneTrust	Janusnet	Dataguise
PactSafe	The Media Trust	Datastreams.io
PlanetVerify	Mentis	DLP Assured
PossibleNOW	Miner Eye	dpify bvba
Privacy Lab	NextLabs, Inc.	DPOrganizer
PrivacyCheq	Nortal	Draftit Privacy
Proteus-Cyber Ltd	OneTrust	DSS Consulting Ltd.
Retrospect	Opus	ECOMPLY.io
SAP	Predesto	eDatasoft
SecuPi	Prifender	Egnyte
Sensorpro	Proofpoint	Exonar
Senzing	Protenus	Global IDs
Signatu	Proteus-Cyber Ltd	Heliometrics
Spearline Risk and Compliance	Qixium	Immuta
Trunomi	Raptor Compliance	Informatica
TrustArc	Rever	Information First
Trust-Hub	RISMA Systems	Infosum
USoft	SAP	Integris
WireWheel.io	SAS Global Data Management	MEGA International
<b>Data Discovery</b>		
Advanced Metadata	Senya Limited	MetaCompliance
Alation	Senzing	Mighty Trust Limited
Automated Intelligence	Solidatus	Miner Eye
AvePoint	Structure Systems	NextLabs, Inc.
BigID	SuitePrivacy	Nortal
CipherCloud	Systnaps	Nymity
Clarip	Tealium	OneTrust
Collibra	Varonis	Opus
CompLions-GRC BV	Veritas	Predesto
D.Day Labs	WireWheel.io	Privacera
DataGravity	ZLTech	Privacy Company
Dataguise		Privacy Lab
Direct Line To Compliance, Inc.		PrivacyAnt Ltd.
DLP Assured		PrivacyPerfect
<b>Data Mapping</b>		
Advanced Metadata	Aptible	Proofpoint
Alation		

# Vendors by Product Category

Protenus	Statice	Proteus-Cyber Ltd	
Proteus-Cyber Ltd	Structure Systems	Radar	
Qixium	Systnaps	Resilient	
Raptor Compliance	Wizuda	SecureB2B	
Rever	<b>Enterprise Communications</b>		
RISMA Systems	3PHealth	SkyHigh	
SecuPi	CompliancePoint	Spearline Risk and Compliance	
Senya Limited	Cryptshare	USoft	
Senzing	AuraPortal	Veritas	
Signatu	Datex Inc.	<b>Privacy Information Manager</b>	
SkyHigh	DocEx	AuraPortal	
Solidatus	Echoworx Corporation	AvePoint	
Spearline Risk and Compliance	Frama Systems India	Bloomberg Law	
Structure Systems	HaloPrivacy	DataGuidance	
Systnaps	Hotshot Technologies, LLC	Dataguise	
Tealium	Janusnet	dpify bvba	
TrustArc	JLINC Labs	Information First	
Trust-Hub	NextLabs, Inc.	JLINC Labs	
USoft	priVapp	Mighty Trust Limited	
Varonis	SophiMail	NextLabs, Inc.	
Veritas	Tresorit	Nymity	
WireWheel.io	Virtru	PactSafe	
ZLTech	Vysk	Privacy Company	
<b>De-identification/Pseudonymity</b>		Privatar	
Aircloak	Wickr	Thomson Reuters	
Anonos	<b>Incident Response</b>		
Arcad	Aptible	WEKA MEDIA GmbH & Co. KG	
AvePoint	AuraPortal	<b>Website Scanning</b>	
CRM Partners	AvePoint	Audito	
Cybernetica	Clearswift	AvePoint	
Data Solver	Clearwater Compliance	Baycloud	
Datex Inc.	CCompliance Technology Solutions bv	Clarip	
DE-ID Data Corp	Compliancecelog	Cookiebot	
HexaTier	CompLions-GRC BV	Cryptzone	
Immuta	D.Day Labs	Didomi	
Information First	Dataguise	Ensighten	
Lenos Software	Draftit Privacy	Evidon	
Mentis	DSS Consulting Ltd.	Kryptowire	
Privacy Analytics	Informatica	The Media Trust	
Privatar	ISMS.online	OneTrust	
Protegity	Kroll	SafeHarbour BV	
Qixium	The Media Trust	Tag Inspector	
SAS Global Data Management	MEGA International	TrustArc	
SecuPi	MetaCompliance		
Sensorpro	Mighty Trust Limited		
Smartpipe Solutions	OneTrust		
	Proofpoint		

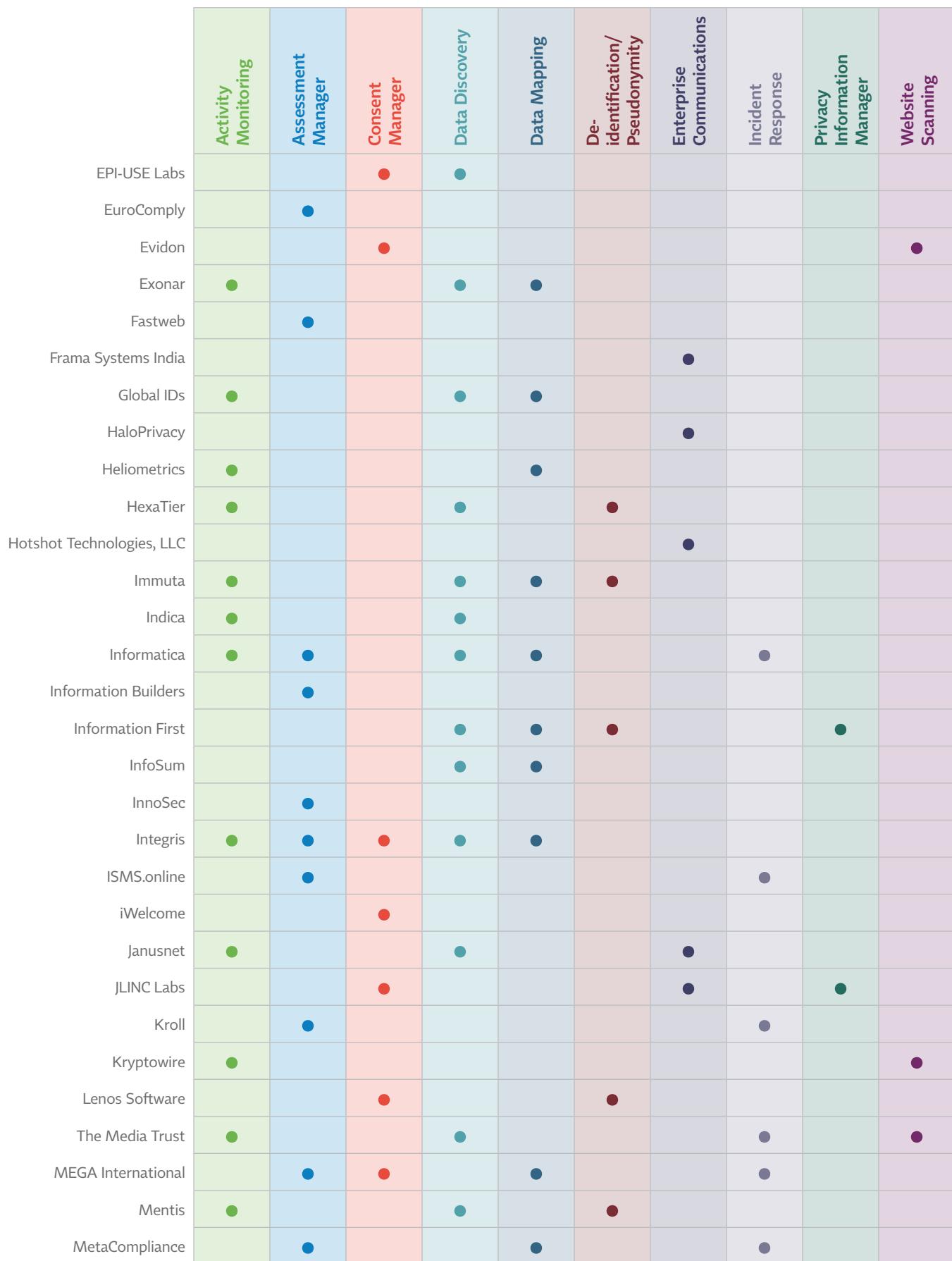
# Privacy Tech Vendor Category Matrix



# Privacy Tech Vendor Category Matrix



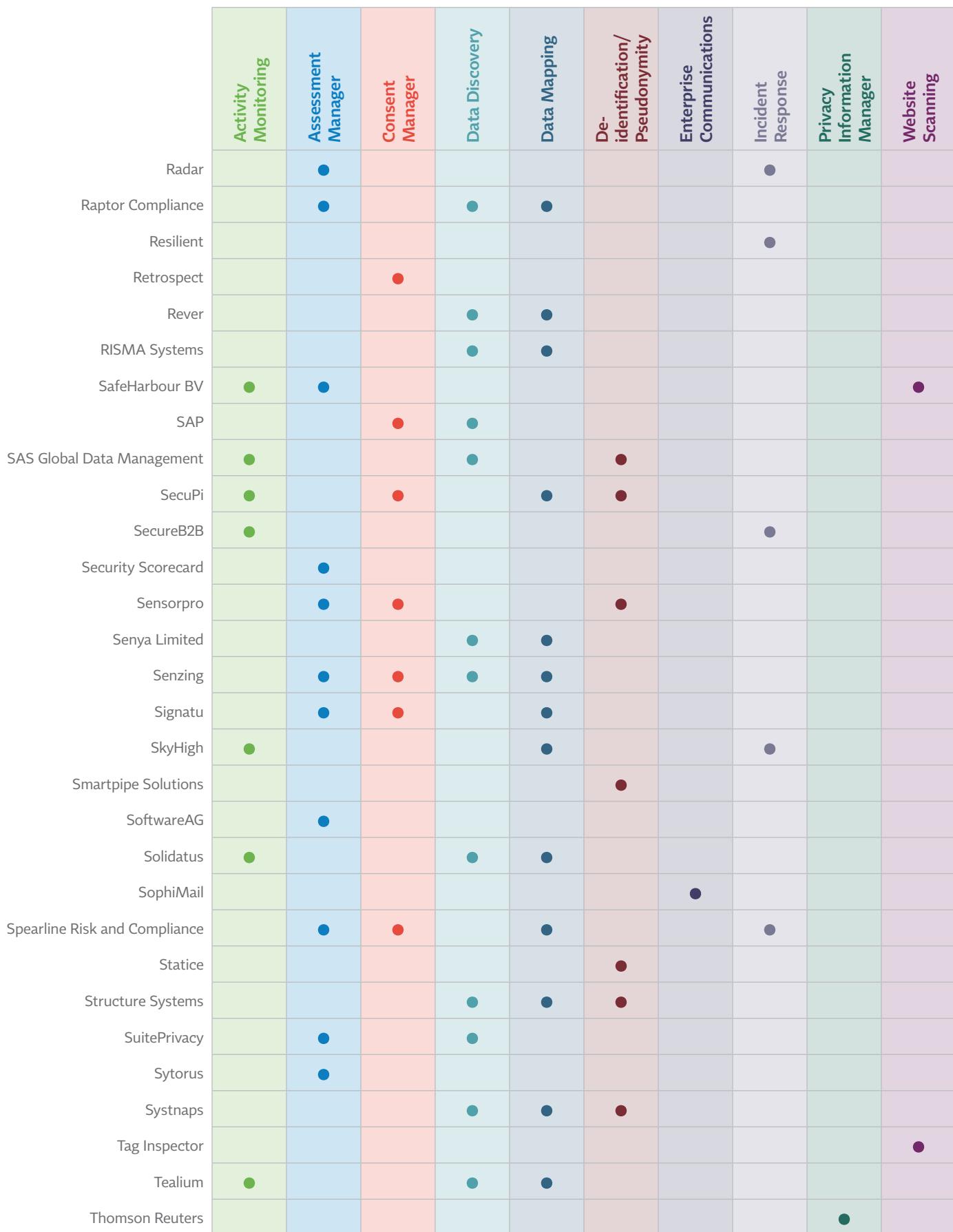
# Privacy Tech Vendor Category Matrix



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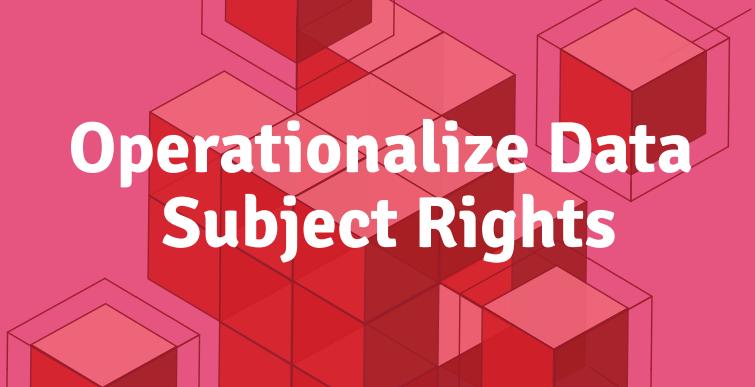
# Privacy Tech Vendor Category Matrix



**BigID****Redefining Personal Data Protection and Privacy**

[bigid.com](http://bigid.com) [@bigidsecure](https://twitter.com/bigidsecure) [info@bigid.com](mailto:info@bigid.com)

[bigid.com/demo](http://bigid.com/demo) [bigid.com/product/resources](http://bigid.com/product/resources)



**Operationalize Data Subject Rights**



**Automate Article 30 Record Keeping**



**Centrally Track Consent**



**Residency-aware Breach Impact Analysis**

# 2018 Privacy Tech VENDOR REPORT

In the last year, the privacy technology market has gone from an emerging space to a full-blown, dynamic ecosystem. With the clock ticking to meet new and robust compliance requirements set forth by the EU General Data Protection Regulation, more than 100 new and established companies are now part of the privacy technology menu, and this is growing by the day.

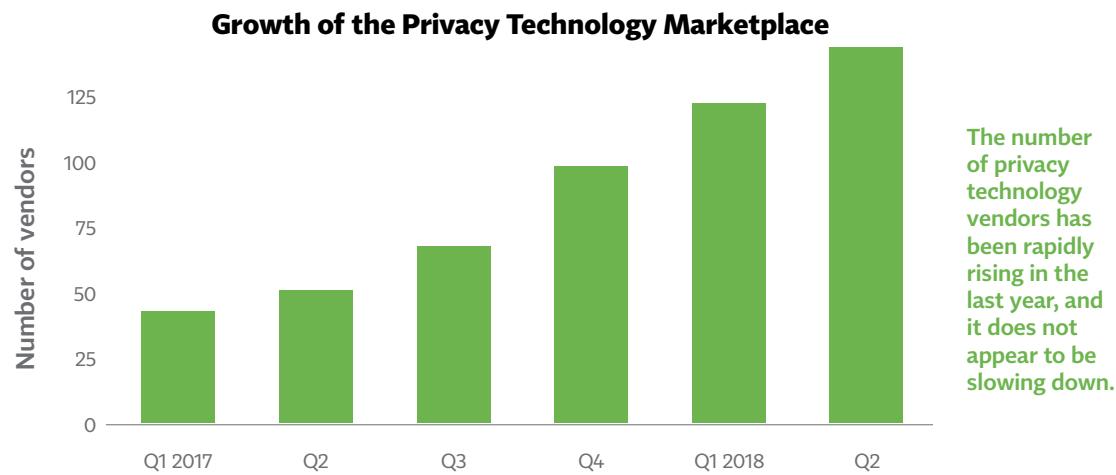
As was highlighted in the [IAPP-EY Annual Privacy Governance Report 2017](#), technology is playing a much greater role in modern privacy management. In fact, investment in technology was the second most popular tactic cited by survey respondents for complying with the GDPR, and 55 percent of the 600 privacy pros who were surveyed said they would make such investments, up from 29 percent the year prior. Concurrent with an uptick in the use of privacy technology, overall, privacy budgets increased from \$1.7 million in 2016 to \$2.1 million in 2017.

When the IAPP first published the 2017 Privacy Technology Vendor Report last February ahead of the RSA Conference in San Francisco, California, there were 51 vendors in the directory. This new 2018

report contains 165, more than doubling the amount of vendors in just one year. Not to be out done, existing vendors have also built out new privacy technology services in the last year, making for a rich marketplace.

This dynamic ecosystem is a positive development for the privacy profession. Pros can now shop among dozens of vendors to find solutions to challenges created by the forthcoming GDPR, as well as other multijurisdictional and regulatory requirements.

This rapid rise of privacy technology vendors, however, creates a new set of challenges for privacy practitioners who are doing the work on the ground. With more than 100 vendors out there, and growing by the day, how can a practitioner know which vendor will be the best fit? How does a privacy pro know the vendor is not selling “vaporware” or will not be bought out by a larger competitor or some other firm looking to enter the marketplace? How does a practitioner know what type of tech solution to pursue? What stakeholders should be involved in the vetting and onboarding process? What are the best ways to get internal staff to actually use the technology?



To help answer these questions and more, the 2018 Privacy Technology Vendor Report focuses on advice and tips from practitioners and consultants working for both large and small organizations across several industry verticals and who have gone through the vetting, negotiating, implementation, and training phases of privacy technology acquisition. These privacy pros have shared some of their experience and insight to help other practitioners make smart decisions when shopping for a privacy technology solution.

Some important takeaways from the start: There are no “silver-bullet” solutions. There is no single vendor that will automatically make an organization GDPR compliant. Some practitioners who informed this report believe third-party vendors are critical to operationalizing the needs of the privacy office, while others were more hesitant, believing that vendors could actually increase privacy risk. Additionally, it’s clear that shopping for, choosing, implementing, and training staff on a new privacy technology takes time and hard work.

Finally, be prepared to be challenged in unexpected ways.

## **When do you know you need a privacy technology vendor?**

The obvious starting place for this report is identifying whether a third-party technology is needed or whether it’s a solution that can be built in-house.

For Jazz Pharmaceuticals Chief Privacy Officer and Senior Corporate Counsel Denise Farnsworth, it’s important to first understand what regulations the organization needs to be compliant with. “You go through the regulations and statutes that are relevant to your company, then you determine the thing that you need to comply with, and from there, you create a list of actions based on a gap analysis,”

she said. “Once you come up with that action list, then you start prioritizing.”

Understanding the organization’s business model is also critical for knowing whether to seek a third-party solution. KPMG Global Privacy Advisory Lead Mark Thompson expounded on this concept. “Technology is the endpoint and the last thing you need to focus on,” he said. “Seamless technology enablement is the thing you need to focus on. Technology isn’t going to solve the problem overnight. It’s critical to have the right governance structures and supporting processes in place first. Without this, technology can promulgate the problem and potentially increase risk to the organization.”

In fact, conducting a data inventory and map of data flows is the first of the IAPP’s “Top 10 operational responses to the GDPR.” “Without conducting the inventory and mapping exercise, a data protection professional cannot meaningfully build out a program that meets the GDPR’s many obligations,” IAPP Data Protection Officer Rita Heimes wrote. The third operational response centers on building out and maintaining a data governance system, which includes appointing privacy leadership, developing data management policies and procedures, as well as training of staff.

But it’s a mistake to think these are things that are done once and that you have to decide right out of the gate whether you want technology to help with these tasks.

As is laid out in the directory portion of this report, there are several data discovery and mapping solutions available in the marketplace. But some practitioners interviewed for this report believe it’s important for the privacy pro to get “in the trenches” first and gain an understanding of the organization’s data flows before hiring a tech vendor. Farnsworth, for

example, expressed a firm belief that data mapping must be done internally by a person responsible for data. This will go a long way in understanding potential gaps and redundancies and, eventually, in implementing a vendor. A preliminary effort can make it much easier to understand what makes sense for an ongoing solution.

*Many practitioners will document how much staff time is spent working on an in-house solution to determine whether a third party is needed*

Angela Saverice-Rohan, America's leader for privacy at EY, said there are a lot of discussions around data mapping and discovery, but some clients are questioning the accuracy rate of the tools. She also noted there has been some reticence to invest in this area: "These vendors want to have a GDPR story, and they are going to market around that. I think clients can easily be misled because they're not pushing the envelope on what a service actually does." She added, "We require companies to undergo a formal business-requirements-gathering session because we're looking at the best overall solution architecture. The goal is to minimize the number of new processes and work flows to support all compliance challenges so as to not cause additional drag on the organization and to ensure informed spending."

"I try to explain and remind clients, 'You shouldn't be monitoring anything you're not really prepared to take action on. Make sure you have a plan to act on in the case you do find something in the process,'" Saverice-Rohan said.

KPMG's Thompson said determining in-house solutions versus third-party vendor depends on the organization. For many tech companies, it may be easier and cheaper to build a tool in-house. "If you have the skills," he said, "you can do it, but when organizations don't have those skill sets in-house, then it gets dangerous."

For others, it's about human resources, time spent and corresponding cost. HCL Technologies Chief Privacy and Data Protection Officer, AVP, Joao Torres Barreiro said they use many of the services provided by their governance-risk-compliance vendor, which was already in-house. But his team has also procured other outside services. "When we see significant time spent building a tool in-house when there's an external tool that solves those obstacles at a comparable price, that's an indicator that we may need to acquire something," HCL Technologies Deputy General Manager - Privacy and Data Protection Office Divyam Wadhwa said. With more than 100 offices across the world, HCL needs tools that can go global and are scalable in a hurry.

## Cost versus savings

Many practitioners will document how much staff time is spent working on an in-house solution to determine whether a third party is needed. James Koons, who formerly worked at DotMailer and currently does private consulting, weighed out how much it would cost to build something in-house, including time spent, versus buying an annual license for a service. Often, it is cheaper to hire an outside technology than to hire several employees, and therein lies the business case for getting budget.

Jazz's Farnsworth has a process for making a budget request. "Before I ask for budget," she explained, "I justify the need for the process I'm addressing, then put together the 'good, better and best' options. 'If I can't

get budget for this, what would happen? I always get this question," she warned. "Show me what the risks are if we don't get this solution, then I talk about the solution if found."

For EY's Saverice-Rohan, figuring out whether to build versus buy often depends on what existing technology and third-party relationships the company has already invested in. "Although the GDPR is getting taken seriously," she said, "the reality is that there's still going to be hesitancy from the chief information officer, who often has the purse strings. For big investments, companies often have to go through the CIO, and when that investment involves privacy program management, that can be a hard sell. They see that as something that's niche and can be managed by spreadsheets."

Privacy departments are often seen as cost centers, so a practitioner often must try to make the case that she can save the organization money by acquiring a new technology. "Cost savings can be a real motivator," IBM CPO, Canada; Director Corporate Privacy Anick Fortin-Cousens said. "In our case, the technology we purchased replaced an in-house tool that was broken and expensive. It's also about cost savings in terms of human resources," she pointed out. "There was no way we could have hired more privacy professionals to do all the assessment work we needed done."

Fortin-Cousens noted that practitioners can make the case by pointing out what a solution can do for the overall risk and compliance posture of an organization. Once an organization has decided it needs to go out of house to acquire a privacy technology, determining the scope and desired outcomes from the vendor are also significant early steps.

When practitioners at Microsoft decided it was time to hire a privacy technology vendor

to help its Sales and Marketing Privacy Program with documenting data processing for DPAs, Microsoft Senior Privacy Program Manager and Team Lead Emily Johnson and Privacy Program Manager, Central Eastern Europe Region Günter Swoboda explained that it was critical to understand the outcome of having such a vendor. Early on, they started collecting requirements from key stakeholders within the organization. Swoboda said they asked these kinds of questions: "What are the key items we need in marketing? What are our internal requirements? What should the process look like?"

They gathered together the key requirements they would need from different departments and what the process should look like. Then, they initiated research on vendors.

IBM's Fortin-Cousens described a similar process. "We had a long list of business requirements that any outside solution would need to meet," she said, noting they identified 90 total requirements.

## Vetting vendors

Several of the practitioners who were interviewed for this report stressed the importance of identifying what gaps the organization needs addressed prior to purchasing a privacy technology. "It could be a new requirement, like the GDPR, or a new interpretive guidance that viewed risk in a way that's new, or if you're not going to get a solution to a new requirement built in time to meet the deadline," Katherine Licup, VP, enterprise compliance programs and CPO at Discover, explained.

"Once we found a gap, we would start looking for vendors," she said. Licup also pointed out that as a financial services organization, Discover is already regulated by stringent oversight requirements, so acquiring a new vendor can be risky. "Any

PII going into a tool creates more risk for us. It's not worth it." She also said they will often give "first dibs to companies we've already done business with. The on-boarding process is easier, and we already know the company."

Though not outlined in this report's directory, well-established consulting firms and GRCs often already have business relationships with clients. Licup said Discover employs a mix of both, but privacy tech vendors are still on the radar as well: "Once we start looking at a vendor, we get the internal privacy team involved first." HCL Technologies also employs a GRC solution to help with certain PIA and DPIA functions in-house, according to Torres Barreiro.

KPMG's Thompson also reminds practitioners to keep an eye on the big picture when shopping for vendors. "Say you have 35 things you need to fix; one tech might solve two or three issues. You really need to think about the totality from the outset." Thompson also recommends that practitioners practice their due diligence on vendors: "Get clarity on your technical and functional requirements before you think about which vendors to explore. From there, then look at the market more broadly and determine whether to look at startups or the more established vendors. For startups, it's worth thinking about the long-term sustainability of the company."

The past year, in fact, has seen significant investment from VCs. According to a CNBC report, venture capital firms invested \$3.1 billion in nearly 300 cybersecurity startups in 2016. BigID, which was in the original version of this report, recently received \$14 million in Series A funding, while newcomer WireWheel.io secured \$3.1 million in a seed round. The last year also witnessed some consolidation in the privacy tech market. Perhaps most notably, CrownPeak purchased Evidon to

improve its consent management and UX offerings.

Several individuals interviewed said they shopped for vendors the old-fashioned way: searching online and listening through word of mouth. Microsoft's Swoboda searched for vendors online and downloaded free demos to get an understanding of the state of the art. After locating 50 vendors, Swoboda and his team ranked the top 10. He then matched up the vendor solutions to Microsoft's business requirements, asking, "Is this something we need for our requirements, or are these something we will not use down the road?"

*Venture capital firms invested \$3.1 billion in nearly 300 cybersecurity start-ups in 2016*

Several consultants and practitioners also recommend that customers always look into the road map of a vendor. James Koons said he always asks vendors about their road map: "What's on the docket for the next six months?" Microsoft's Johnson said her team always asks vendors when their next release will take place and what features they plan to integrate in future versions.

Another takeaway when vetting vendors involves vendor staffing. Several practitioners said vendors who hire privacy pros with certification designations goes a long way. "It shows, at the end of the day, that they understand what we're talking about," IBM's Fortin-Cousens noted. In addition to online searches, several practitioners said they find out about privacy tech vendors through their networks and at conferences. Citrix Chief Privacy and Digital Risk Officer Peter Lefkowitz recommends

talking to peers who are already using tools. “Go to a booth at an IAPP event,” he said. “We’re in an interesting spot right now. There are lots of new solutions, and some are quite good. I think it’s a matter of doing the demos and trying things out.”

## Demos

“Demos are very important,” Jazz Pharmaceuticals’ Farnsworth said. “Though not necessarily for me,” she explained. By the time a vendor is conducting demos for her staff, Farnsworth pointed out, “at this point, I’ve already researched the products and have had an initial conversation with the vendor.” She said she makes sure the privacy, legal, compliance and IT teams are present for a demo.

Many practitioners who have purchased privacy tech vendors stress the importance of getting a real-world use case when getting a product demo. “For me to be sold on something,” Fortin-Cousens explained, “I need to see a real use case that speaks to me. This helps you see the product’s weaknesses and strengths. Every company is going to have slightly different ways of using these tools, so building a real use case for the vendor to actually use for the demo was helpful.”

Lefkowitz also backs a hands-on approach during the demo phase. “Have the vendor walk you through a real-world hypothetical,” he said. “If you’re looking at a data mapping solution, don’t just use their demo data; bring in some clients. If you’re using a cookie tool, don’t just have compliance people in the room; bring the marketing team in, the ones who know this stuff and who have to load it.”

## Usability and customization

For the most part, privacy tech products are works in progress. Vendors have jumped into the marketplace to fill the

needs brought by the GDPR, an influx of regulations around the world, and the corresponding complexity of data governance and risk management. Vendors are regularly updating the services offered and product categories outlined in this report. As mentioned, practitioners recommend that privacy pros always keep an eye on a vendor’s road map.

Usability has been a large factor for practitioners hiring privacy tech vendors.

For Koons, usability was paramount. “At DotMailer,” he recalled, “we said we have NASA-level technology with a Fisher-Price interface. Our service is a powerful platform that my mom could use.” In turn, any vendor he hired would have to be easy for staff to use. “I had to win over the team that makes this interface and takes so much pride in the user experience. That was huge. The product had to be intuitive because I had to get the developers to use and adopt it. If I went to them with something that was bulky and nonintuitive, then I would have a problem on my hands. It had to have a wow factor.”

Also worth significant consideration is a vendor’s off-the-shelf product and the level of customization that a vendor can provide. Some practitioners see this paradigm on a sliding scale, with customizability at one end and what the product offers at the other.

“My advice is to minimize the level of customization,” Fortin-Cousens said, “because it’s a big job for the vendor and for the purchasing company. Implementation involves a lot of back and forth. It’s a real partnership and requires assigned resources on the part of the vendor and customer. We had daily and weekly interactions, especially on the testing part. Like anything, technology is complex, and when you make a change somewhere, it will likely have a ripple

effect.” Microsoft’s Swoboda espouses a pragmatic approach. “Flexibility is needed on both sides,” he said. “At the beginning, you can identify your requirements, but you need to be sure this is a hard requirement.” He recommends that customers triage their requirements by defining their priorities upfront.

*Negotiating a workable contract with a vendor will depend on available budget, the customer’s business requirements, and the vendor itself*

The level of customizability also tends to determine price. “No customization will likely put a product at a lower price point, but as you move up the scale of customization, then it’s going to get more expensive,” Farnsworth said. She uses this as a negotiating tool, as well. “I look for a solution that’s for the masses that gives me a good price. Then, I ask them how customizable it can be if I’m willing to pay. I bifurcate it.”

## Negotiations

Negotiating a workable contract with a vendor will depend on available budget, the customer’s business requirements, and the vendor itself. For the most part, privacy tech vendors provide ongoing services, and hence, charge based on a subscription or license model.

KPMG’s Thompson warned about “sticky” tech products that may be hard to get rid of if they do not service an organization’s needs down the road. “There is always a cost with change,” he warned.

“With cloud-based products, I keep the associated records on our internal systems,” Citrix’s Lefkowitz pointed out. “I try to minimize the complexity of the negotiations and try not to buy an off-the-shelf solution that needs significant customization. There’s a difference between customization and implementation.” Lefkowitz also said before getting into cost and budget, he makes sure the vendor meets his organization’s business needs and demonstrates quality and usability. “Once I have all these, then I talk price.”

Practitioners also had different views on recommended contract length with a vendor. Farnsworth said she only signs one-year deals. “I never go beyond a year,” she said. “If they require it, then I make sure I have a termination ride.” She posits that a year is long enough to determine whether the solution works or not. “If the solution isn’t working, at the eight-month mark, I start looking at other vendors.”

HCL Technologies’ Barreiro and Wadhwa, on the other hand, suggest a multiyear contract. Wadhwa backs what he calls a “block model.” “Don’t go for the whole charade at first,” he said of vendors that supply multiple privacy tech solutions. “Incorporate them one-by-one on an as-needed basis.” He also agreed that a multiyear contract can help save money.

Koons said he’s not a fan of contracts that run longer than two years, though when at DotMailer, he signed a three-year contract. A top concern was whether a given vendor will keep up with a rapidly changing market. “What if these guys don’t keep up with the Joneses,” he said, “and the Joneses make us a better offer?”

Discover’s Licup, however, said contract length depends on the risk of the interaction. “If a vendor is getting PII from us, that would mean it’s going to be a high-risk contract that needs to be vetted

more frequently.” For her, familiarity with a vendor goes a long way. “For a company like ours, having a track record working with companies that are similar to us is an important piece to the puzzle. We very much want to see that they have done this with someone like us. We don’t want to be the test case.”

She likened hiring privacy tech vendors to hiring new privacy pros: “It’s tough to get a job if you haven’t had one yet.”

## Implementation and training

Microsoft’s Johnson and Swoboda described their procurement and implementation process: “We have multiple privacy teams, and since it was one team that made the decision to go with a product, we had to align the other privacy teams on the tool.” Once they entered their “rollout” phase, one top priority was nailing down the taxonomy used in the assessment product they were on-boarding. “We had to make sure our taxonomy is understood, especially when generating reports.”

For example, some tools introduce new wording, like a “job” or a “project.” Different internal departments may use those terms differently, so ensuring all staff is on the same page is important.

HCL’s Torres Barreiro and Wadhwa described a similar recommendation: “From our experience, it is important that we use the most simplified language as possible on those tools because we have to take into account the different academic backgrounds, the different jurisdictions, and language skills of the people who will use these tools.” Torres Barreiro added, “When we work with software tools, we use as a baseline something that will address the majority of the legal requirements, so, for example, we’ll use the GDPR as a baseline.”

KPMG’s Thompson said consistency across business units is important, as well. Privacy teams should think about how staff uses language to describe different processes. “What I would define in the U.K.” he said, “may be different in the U.S.”

IBM’s Fortin-Cousens said once a vendor is up and running, it’s only the beginning. “It’s about culture; it’s about getting users to use the tool the way it was intended,” she said. “Anyone in the company could be a potential user. It could be a low-level employee in Brazil with a small application they are developing, or it could be an executive at corporate who is launching a big project.”

A key for Fortin-Cousens is awareness, and creating awareness for a 400,000-person company is no small task. She tries to hook any new process into existing infrastructure within the company. “Every developer knows they have to complete this checklist to ensure security,” she said by way of example, “so I’ll add a requirement on information and privacy awareness to it.” She said it’s also how you teach employees to use the tool. She creates user trainings, videos working with the vendor, a user guide, and just-in-time information for folks using the tool.

She also stressed the importance of getting staff feedback on a technology. She said if the employee isn’t properly trained, or if they don’t know what the next step is in the process, they get annoyed and may stop using the tool. “If no one is there to help,” she said, “that’s it. In our case, we made dedicated resources to help users in real time.”

Feedback to the hired privacy tech vendor is also important. As Microsoft’s Johnson and Swoboda considered the life cycle of their vendor, they built in feedback loops by gathering feedback from internal staff, identifying any gaps, and ensuring the

vendor sees it. In the dialogue with their vendor, they prioritize needs and aim to get any changes out in the next phase.

“It’s not uncommon for tools to have defects post-launch,” Fortin-Cousens said. “You fix them and move on, but, I think there is a lot of misunderstanding and miscommunication reported by our users. Some defects went on without being addressed for weeks and months at a time. Make sure that your vendor can walk the walk with their support after a sale. Make sure you get those in your agreement.”

Wadhwa, of HLC Technologies, asks vendors from the start to prepare a user manual for every process within an operation. Torres Barreiro added, “Every time you click on a field, it has an explanation of what sort of information you can populate it with.”

Ensuring the vendor keeps up with patching and security updates is also important. Koons, formerly of DotMailer, said he always asks vendors how he can report a problem or submit a feature request. This also ties into seeing what’s on the vendor’s road map moving forward: “Showing me what’s on the docket for, say, the next six months, is huge because that shows me that we’re truly partners in this.”

Farnsworth, of Jazz Pharmaceuticals, said she makes sure that the IT team is involved in any conversation with vendors to ensure they’re on the same page with regard to security patching and software updates.

## Regulators and risks

Private-sector companies are not the only entities releasing privacy technology solutions. France’s DPA, the CNIL, has been active in this space in recent years. For one, they recently released a data protection impact assessment tool, which is free and open sourced. The software helps with

corporate accountability, and the CNIL considers conducting a PIA as a “highly recommended good practice, and even mandatory under the GDPR in those cases where the processing is likely to result in a high risk.”

“Our expectation is that companies meet the requirements in the GDPR. We’re helping to identify the leading practices that can help companies reach those objectives,” the CNIL Director of Technology and Innovation Gwendal Le Grand said. “Data discovery and data mapping tools are interesting in the context of identifying data processing operations. In general, these can contribute to the implementation of the GDPR.”

*“Our expectation is that companies meet the requirements in the GDPR. We’re helping to identify the leading practices that can help companies reach those objectives”*

But Le Grand also warns that privacy technology can increase risk. “You need to check whether the tools being offered introduce new risks to the company,” he said. “The tools listed here can help companies go down the route toward compliance with the GDPR,” he noted, “but, first, companies need to be careful that the tool they are using is a good tool.”

Le Grand also noted the authority is working with other global DPAs on guidance for technology issues. He coordinates a technology subgroup with the Article 29 Working Party, a collection

of DPAs from across the EU. He noted that some DPAs have been working on do-not-track standards, and, across the Atlantic, the Office of the Privacy Commissioner of Canada is developing technological know-how. Le Grand also pointed out that DPAs around the world are hiring more technological expertise.

EY's Saverice-Rohan also highlighted the risks that new privacy technology vendors can introduce. Many tools duplicate or collect more data, she pointed out. If a company decides to employ a data mapping or discovery tool, for example, "you have to make sure you have a plan to act on what you find." Does the company have enough resources to act on what they find? Often, she said, they do not.

"As we help our clients through implementation efforts," she said, "we're seeing an interest in certain areas of technology more than others." She pointed out there is a lot of excitement around solutions that support DPIAs. "Lawyers are getting excited finding technology that supports their work." Saverice-Rohan likened the privacy technology market to the cybersecurity market a few years back. "Years ago, organizations were buying cybersecurity technology, but at the end of the day, they were left with tools that nobody knew what they did."

## Conclusion

The privacy technology market is booming, and this brings with it more potential solutions for privacy practitioners and consultants. The proliferation of vendors, however, makes deciding which vendor is the correct one more challenging. How many vendors can support what your organization needs? How long will they be in business? What is their road map for the next six months or year? Will using a particular privacy tech vendor actually introduce more risk and liability to the company?

These are questions worth considering. Though some consultants and practitioners are wary of many of the privacy technology products out there, others have found ready-made solutions. Finding the right vendor requires doing lots of homework, mining your professional networks, conducting a continuous dialogue with vendors, and consulting with internal stakeholders.

Underlying this is a point most of those interviewed for this report stated: Before you purchase anything, be sure to understand your business processes, and have a data governance strategy in place first. Identify the gaps you need addressed, and prioritize them.

The relationship between vendor and practitioner should be dynamic. Dialogue around feedback, patching and future needs is necessary. And many practitioners point out that customers should be willing to be challenged by a solution.

"Some people are good at selling PowerPoint presentations," Koons, formerly of DotMailer, said. "Test-drive it first, and use your colleagues because you're going to bump into somebody who could give you some good, honest feedback. It's not 'set it and forget it.' There's an implementation overhead, and you have to get that right. I learned along the way."

Hiring a privacy technology vendor will likely take time. Some practitioners said it took them six months from start to finish. Others said it took a year, or even slightly longer. Regardless, patience and research will go a long way in acquiring the right vendor. And be ready for a good challenge.

"A lot of companies do not want to be challenged," Microsoft's Johnson said. "Our program has been running for four years now. Even with dozens of tools available, you won't find the exact solution you need. So, be open to that challenge."

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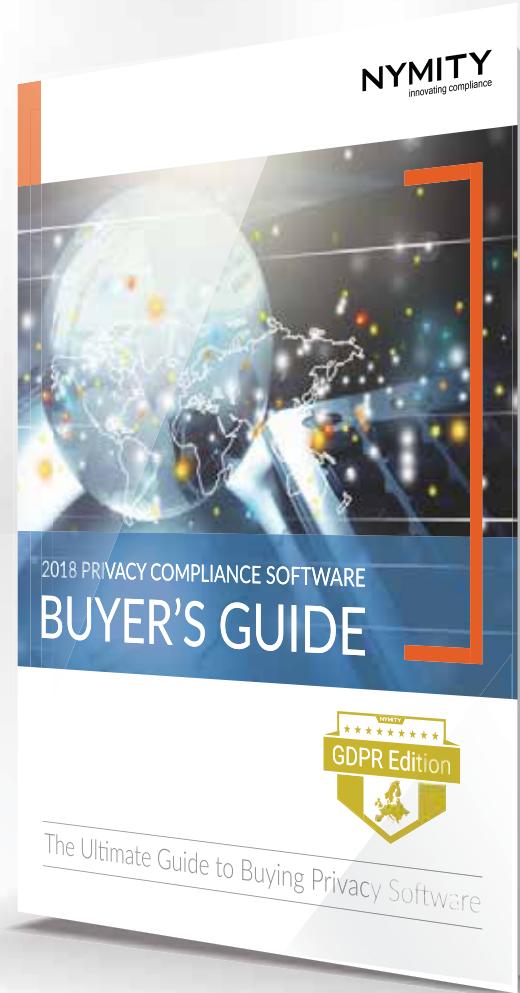
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# 2B Advice

**Location:** Bonn, Germany

**Number of employees:** 11-50

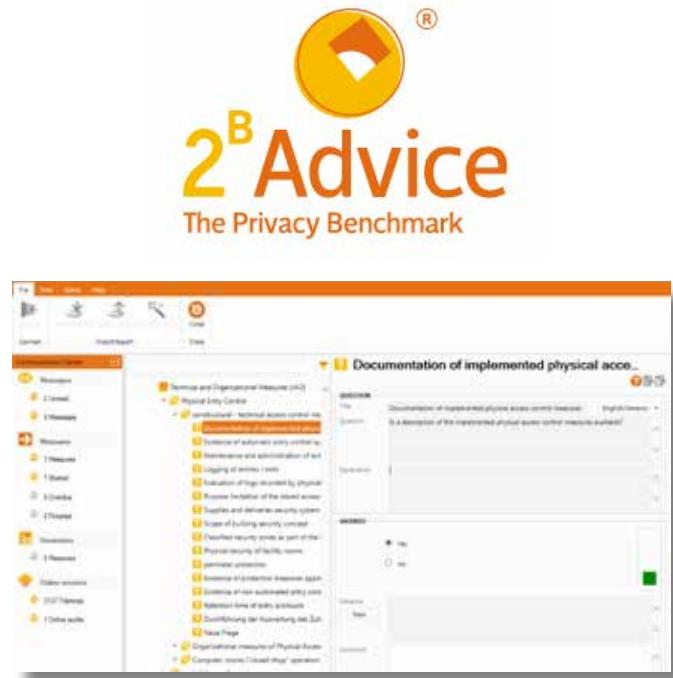
**Founded:** 2003

**Leadership:** Marcus Belke, Managing Director

**Funded:** Privately held

## Privacy-related products: Assessment Manager

**Description:** 2b Advice PrIME is a web-based data privacy management software solution designed to help organizations manage their privacy programs in a simple and efficient manner by documenting data flows, helping to train staff, performing privacy impact assessments, and running privacy audits. The software has a number of other features, including generating reports to ensure the company is in compliance with regulations, benchmark tools to ensure companies can prove they are meeting their privacy goals, and systems to allow employees to communicate with other members of their team to manage tasks, and send alerts when work is finished. Audits can be run to identify privacy gaps and to improve a company's privacy program.



# 3PHealth

**Location:** Boulder, CO

**Number of employees:** 2

**Founded:** 2006

**Leadership:** Peter J. Cranstone, CEO; Elizabeth Cooker, COO

**Funded:** Privately held

## Privacy-related products:

**Consent Manager**

**Enterprise Communications**

**Description:** 3PHealth is a communications platform for health enterprises and their users, providing privacy and security solutions for the transfer of sensitive personal health information, not only between a primary care physician and her patient, but between the patient's mobile device and connected medical devices. 3PHealth's platform also manages patient consent to help users control the collection, flow, use, and assignment of their private data. Its technology also allows users to fine tune their sharing preferences in a secure fashion.



# Advanced Metadata



**Location:** Dublin, Ireland

**Number of employees:** 11-50

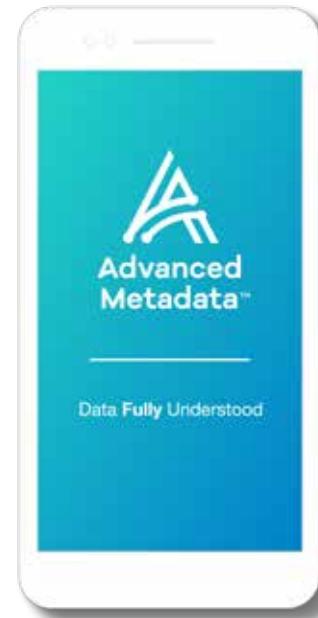
**Founded:** 2015

**Leadership:** Allan Beechinor, CEO; Jeffrey C. Leo, Board Member; Yashpal Singh, Data Analyst

**Funded:** Privately held

**Privacy-related products:** [Assessment Manager](#), [Data Discovery](#), [Data Mapping](#)

**Description:** Advanced Metadata allows organizations to map out all of the information they have and how it flows throughout the enterprise. The company indexes data, offers validation reports, risk heat maps and remediation recommendations to help organizations comply with the EU General Data Protection Regulation. Advanced Metadata categorizes and classifies all of the data within an organization, and uses machine learning and artificial intelligence to help automate data processes. The company also offers a Self Assessment Tool and Risk Dashboard and a company-wide assessment tool for the GDPR.



## Aircloak



**Location:** Berlin, Germany

**Number of employees:** 7

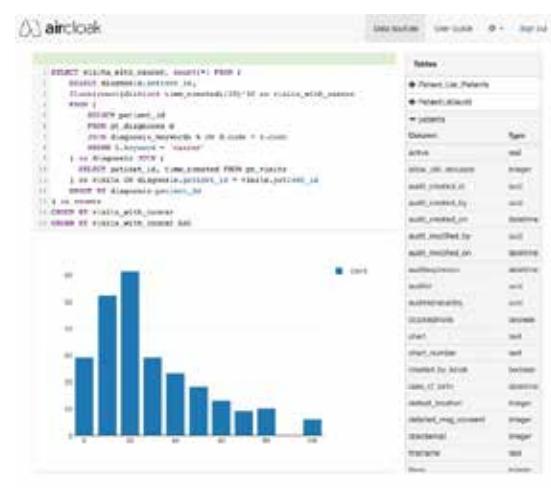
**Founded:** 2014

**Leadership:** Felix Bauer, CEO; Sebastian Probst Eide, CTO; Paul Francis, Co-founder

**Funded:** Privately held

**Privacy-related products:**  
**De-identification/Pseudonymity**

**Description:** Aircloak Insights provides instant privacy compliance by anonymizing database outputs on the fly. Strong GDPR-level anonymity, regardless of use case, has been confirmed by the French data protection authority, CNIL. The software acts as a proxy between a database containing sensitive information and an analyst or application such as Tableau querying that database. Both queries and answers are dynamically modified by Aircloak to ensure anonymity while still providing high analytics accuracy even on dynamic datasets. Aircloak Insights does not require a-priori identification of quasi-identifiers, does not modify the existing database in any way, and can anonymize unstructured data as well.



# Alation

**Location:** Redwood City, CA

**Number of employees:** 75-200

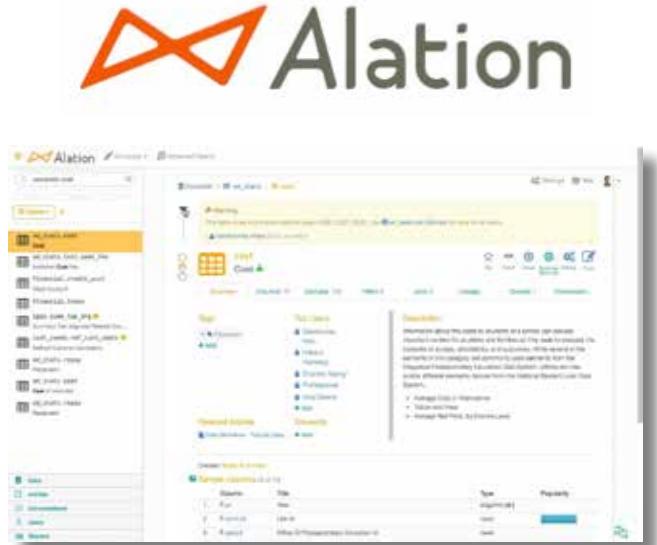
**Founded:** 2012

**Leadership:** Satyen Sangani, CEO, Eric Brisson, Chief Revenue Officer, Venky Ganti, CTO, Aaron Kalb, Head of Product, Max Ochoa, CFO and General Counsel, Madhu Talluri, VP of Engineering

**Funded:** Privately held

**Privacy-related products:** **Activity Monitoring, Data Discovery, Data Mapping**

**Description:** Alation offers a product designed to be a collaborative data catalog for the enterprise. The product maps all the data assets within an organization, while profiling and monitoring usage to ensure users have insight into their data. Alation examines technical metadata, user permissions, and business descriptions and places them into a central repository to be accessed by all data users within an organization. The product incorporates machine learning to analyze the ways data is used and to identify patterns from those accessing information. Alation allows data users to curate the information, including upvoting and downvoting data assets, noting the ways filters were used, and adding more information to a data definition.



# Anonos

**Location:** New York, NY

**Number of employees:** 11-50

**Founded:** 2012

**Leadership:** Gary LaFever, CEO & Co-Founder; Ted Myerson, Chairman and Co-Founder

**Funded:** Privately held

**Privacy-related products:**  
**De-identification/Pseudonymity**

**Description:** The Anonos platform improves the value of data by embedding digital rights management-like systematic capabilities into the data to prevent unauthorized use. It does this by replacing persistent identifiers with constantly changing identifiers to capture data and provide control throughout the data's life cycle. The platform "anonosizes" the data, meaning any data subject can map to any data attribute, and vice versa. The data can then be programmed to support data protection policies applicable to different companies, industries, states, and countries. The data can be adjusted in real time to the changing requirements of different policies, including the General Data Protection Regulation.



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# Aptible Inc.

**Location:** San Francisco, CA

**Number of employees:** 14

**Founded:** 2014

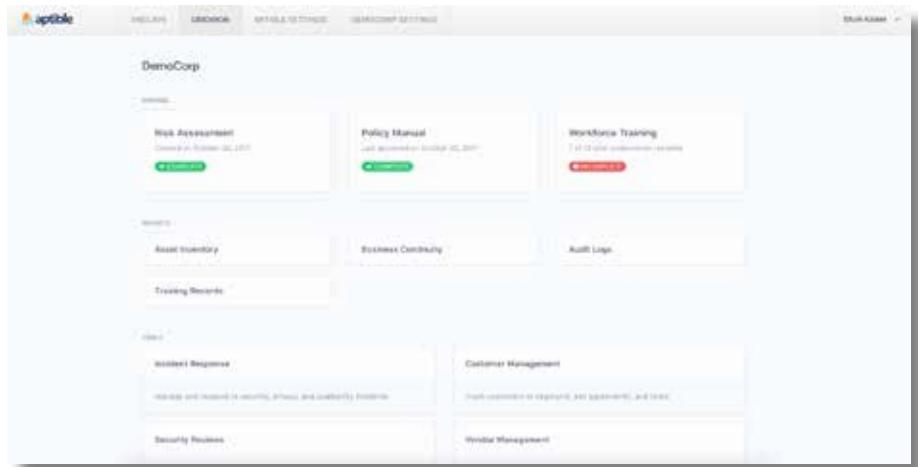
**Leadership:** Chas Ballew, CEO;  
Frank Macreery, CTO

**Funded:** Privately held

**Privacy-related products:**  
**Assessment Manager,**  
**Data Mapping, Incident Response**

**Description:** Aptible has two main products to help automate compliance. Enclave is a container orchestration platform that automates host-level requirements, such as encryption and backups, around compliance. Gridiron is a SaaS that spins up a complete ISMS for our customers - including drafting of risk assessments, policy manuals, conducting training, and a full suite of compliance tools to manage and maintain a program.

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# Arcad

**Location:** Peterborough, NH

**Number of employees:** 50-100

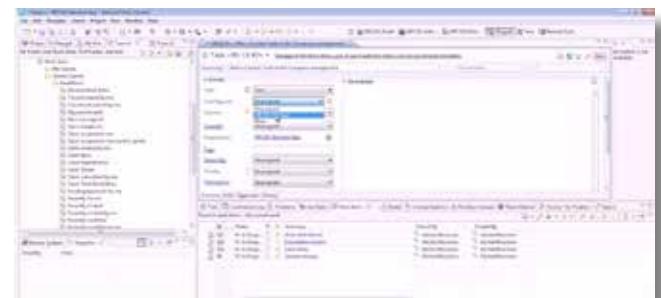
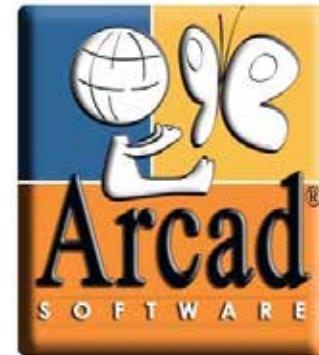
**Founded:** 1992

**Leadership:** Philippe Magne, CEO and Chairman; Alexandre Codinach, COO; Marc Dallas, R&D Director; Michel Mouchon, CTO; Marie-Celine Burlats, CFO

**Funded:** Privately held

**Privacy-related products:**  
**De-identification/Pseudonymity**

**Description:** Arcad has several software solutions for helping organizations with their data. Their Datachanger software helps a company with data configuration management. It identifies and maintains a list of configuration data and packages them into different versions. It builds audits for the data, and lets users see what data elements were changed, the before and after of the changes, who changed the data, and when. The company's DOT Anonymizer allows testers to safely extract production data for testing.



# Audito

**Location:** La Seyne-sur-Mer, France

**Number of employees:** 2-10

**Founded:** 2014

**Leadership:** Pierre Bartel, CEO

**Funded:** Privately held

**Privacy-related product:** Website Scanning

**Description:** Audito allows companies installing cookies to ensure their websites are compliant with all regulations, including the upcoming EU General Data Protection Regulation. Audito's services include installing cookies and checking for compliance with the GDPR and the French Data Protection Act. Audito ensures companies are complying with these rules by regularly monitoring a company's website, and offering technical and legal tracking. The company states the cookies will not be installed when a user first appears on a company website, but instead waits for opt-in consent before moving forward.



# AuraPortal

**Location:** Valencia Spain

**Number of employees:** 150

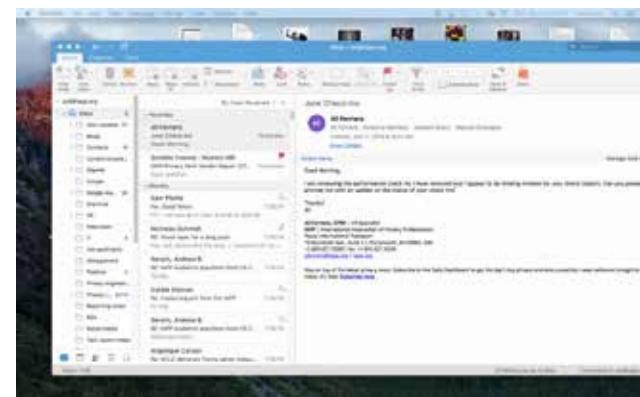
**Founded:** 2001

**Leadership:** Olivia Trilles, Co-CEO; Pablo Trilles, Co-CEO

**Funded:** Privately held

**Privacy-related products:** **Assessment Manager**, **Consent Manager**, **Enterprise Communications**, **Incident Response**, **Privacy Information Manager**

**Description:** AuraPortal GDPR ensures the correct automation of the procedures as indicated by the GDPR and provides the necessary access to them. This work is of vital importance, since it ensures that employees process data in compliance with the regulation. AuraPortal GDPR includes features that cover the spectrum of needs for any type of company such as: unlimited requests, unlimited surveys, unlimited processes, multi-language, and free initial training. lawful basis; retention periods; explicit consent; customizable measures and files; records; diligence; data breach communication; data processors; and PIA assistant, register and reports.



# Automated Intelligence

**Location:** Belfast, Northern Ireland

**Number of Employees:** 51-200 employees

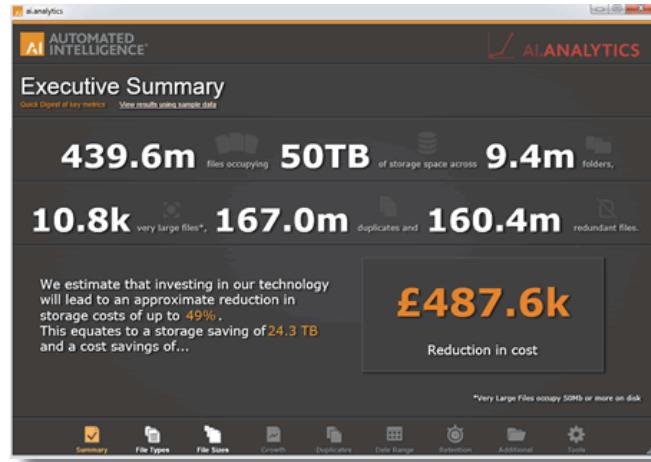
**Founded:** 2010

**Leadership:** Mark Godfrey, CEO; Simon Cole, CTO; Fergus McIllduff, COO

**Funded:** Privately held

**Privacy-related product:** **Assessment Manager, Data Discovery, Data Mapping**

**Description:** Automated Intelligence provides software and services that enable enterprises to manage their data throughout its lifecycle. Its analytics tool can analyze and categorize enterprise data to locate potential risk, duplications, and securely prepare it for migration to cloud services. Automated Intelligence can also provide insights that allow companies to identify and mitigate risks in order to help comply with the EU General Data Protection Regulation. This is done by identifying “personal data” in structured data sets and workflow-driven approaches for an audit trail throughout the data lifecycle. It can also develop automated processes for on-going GDPR compliance.



## AvePoint



**Location:** Jersey City, NJ

**Employees:** 1,500+

**Founded:** 2001

**Leadership:** Kai Gong, CEO and Co-founder; Tianyi Jiang, Co-CEO and Co-founder; Dana Simberkoff, Chief Risk, Privacy, and Information Security Officer

**Funded:** Privately held

**Privacy-related products:** **Activity Monitoring, Assessment Manager, Consent Manager, Data Discovery, Data Mapping, De-identification/Pseudonymity, Incident Response, Privacy Information Manager, Website Scanning**

**Description:** AvePoint offers numerous solutions to ensure regulatory compliance. Its data governance and data-centric audit and protection solutions allow companies to maximize compliance efforts by integrating policies to actively enforce data governance, while using tools to minimize privacy and security risks. AvePoint solutions enable organizations to take a risk-based approach to data protection across programs and systems. Its compliance solutions monitor and report on the actions and safeguards implemented to prove policies are in compliance. Companies can export reports to C-suite executives and legal professionals. Its management tool allows companies to automate detection and response to out-of-policy changes as they occur.



# Baycloud

**Location:** Oxford, U.K.

**Number of employees:** 5-10

**Founded:** 2010

**Leadership:** Valerie O'Neill; Mike O'Neill

**Funded:** Privately held

**Privacy-related products:**

**Consent Manager, Website Scanning**

**Description:** Baycloud Systems is the leading provider of consent solutions to international companies enabling compliance with GDPR, ePrivacy, and Do-Not-Track. Our consent platform actively manages cookies, browser storage, and embedded third-parties, as well as the consent request process, with a customised multi-language user experience. Choice is automatically applied to multiple sites, continuously visible, and revocable at any time or automatically after a configurable “sunset” period. As invited experts on the W3C TPWG, we ensured the platform implements the DNT Consent API, enabling the communication of user consent to embedded third-parties. Our browser extension bouncer implements the API while enforcing DNT.



## BAYCLOUD



# BigID



**Location:** New York, NY

**Number of employees:** 11-50

**Founded:** 2016

**Leadership:** Dimitri Sirota, CEO; Nimrod Vax, CPO

**Funding:** Privately held

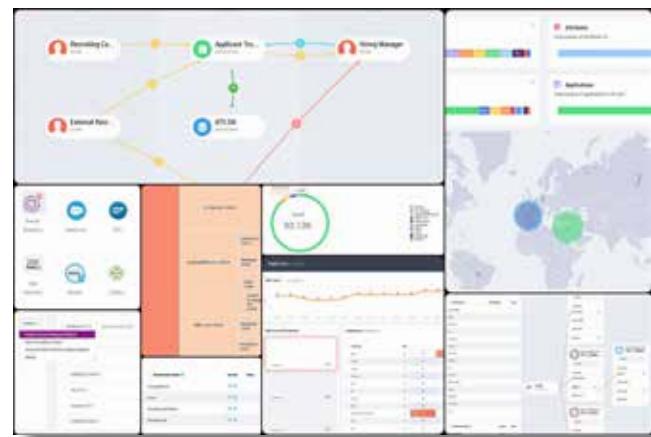
**Privacy-related products:**

**Activity Monitoring, Data Discovery, Data Mapping**

**Description:** BigID provides enterprise software for managing and protecting customer and employee data in the data center or cloud. BigID's PII protection and privacy technology combines machine learning and identity intelligence to help organizations secure personal data and meet new privacy regulations like GDPR. The BigID software automates PII discovery, inventory by data subject, data flow mapping, risk analysis and privacy compliance. For privacy professionals, BigID simplifies compliance with several GDPR requirements, including data subject rights management, consent tracking, DPIA data flow mapping and breach notification. BigID is venture backed with development in Israel and operations in the U.S. and Europe.



## BigID



# BitSight

**Location:** Cambridge, MA

**Number of employees:** 200-500

**Founded:** 2011

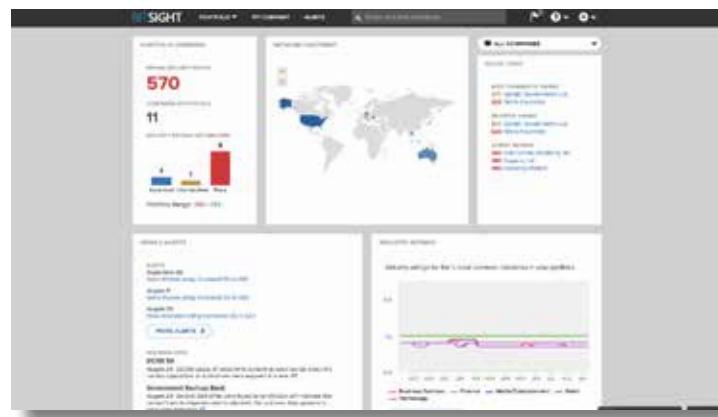
**Leadership:** Stephen Boyer, CTO and Co-Founder; Shaun McConnon, Executive Chairman of the Board; Tom Turner, CEO and President; Nagarjuna Venna, CPO and Co-Founder; Brian Cohen, CFO

**Funded:** Privately held

**Privacy-related product:**  
**Assessment Manager**

**Description:** BitSight offers a security rating platform designed to generate measurements on a company's security performance on a daily basis, with ratings ranging from 250 to 900. The ratings are generated by the platform using algorithms to analyze prior security incidents and practices and can be used by companies to examine the impact of their risk mitigation efforts, while comparing their progress with rival companies. The platform allows for companies to engage with third parties and company stakeholders to collaborate on risk and data-driven security.

# BIT SIGHT



# Bloomberg Law



**Location:** Arlington, VA

**Number of employees:** 1,000-5,000

**Founded:** 2010

**Leadership:** Scott Mozarsky, President; Alex Butler, Vice President and General Manager of Corporate; Tech & IP, Steve Crossman, Vice President and Head of Sales

**Funded:** Privately held

**Privacy-related product:**  
**Privacy Information Manager**

**Description:** Bloomberg Law has released a privacy and data security tool to help privacy professionals stay up to date on privacy news from all around the world. The news is produced by Bloomberg reporters and editors and can be seen in a News Activity Heat Map. Privacy professionals have also helped curate profiles on countries from around the world, focusing on key issues, privacy laws, and regulatory frameworks. The tool also has a timeline on major milestones regarding the EU General Data Protection Regulation and an interactive tool designed to inform privacy professionals on newly passed laws and regulations. The tool gives professionals the ability to compare laws from within the U.S. and other countries.

# Bloomberg LAW



# Chino.io

**Location:** Rovereto, Italy

**Number of employees:** 11-50

**Founded:** 2014

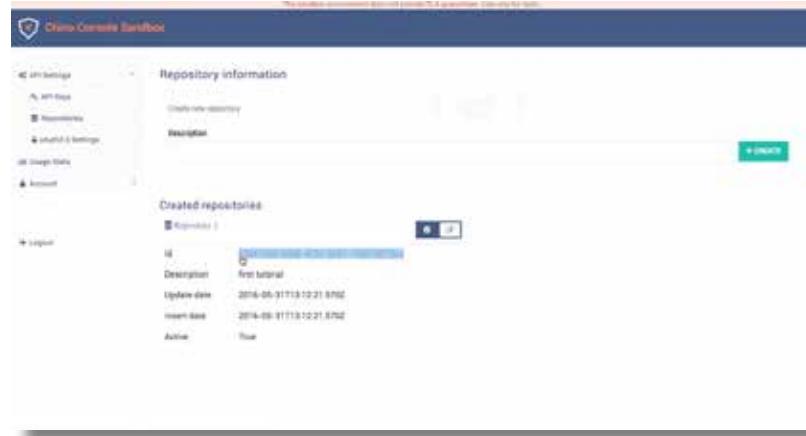
**Leadership:** Jovan Stevovic, CEO

**Funded:** Privately held

**Privacy-related product:**

**Activity Monitoring**

**Description:** Chino.io offers a cloud-based technical solution designed to help companies comply with a variety of different regulations, including the EU General Data Protection Regulation, HIPAA, individual EU member states' data protection laws and standards, and international cybersecurity standards and regulations. The company's product offers control policies for data access, and allows companies to keep an audit log tracking who controls data, when it was accessed, and from where. Each Chino API call uses encryption to protect data transfers, giving each user different encryption keys stored on different locations.



# CipherCloud

**Location:** San Jose, CA

**Number of employees:** 400-500

**Founded:** 2010

**Leadership:** Pravin Kothari, Founder, Chairman & CEO; Arturo Cazares, COO; Dev Ghostal, Senior VP, Global Alliances & Customer Success; Simon Pius, CFO; Harnish Kanani, SVP; Global Services and Support; Willy Leichter, VP, Marketing; Jeroen, Blaas, VP and GM, EMEA; Viswa Soubramanien, VP, Engineering; Ramesh Rathui, VP and GM

**Funded:** Privately held

**Privacy-related products:** **Activity Monitoring**, **Data Discovery**, **Data Mapping**

**Description:** CipherCloud for cloud discovery helps an organization identify sensitive data to minimize risk. The dashboard examines data by usage, data volume and risk level. CipherCloud also features an activity monitoring service for the cloud, including for Box and Salesforce, allowing a company using the platform to monitor activity, data flows, examine all data in use, and prevent data loss. The SalesForce version lets an organization determine whether there is any unnatural behavior coming from users. The ServiceNow feature allows for privacy controls to be added with sensitive business processes.



# Clarip

**Location:** Philadelphia, PA

**Number of employees:** 10

**Founded:** 2016

**Leadership:** Andy Sambandam, CEO

**Funded:** Privately held

**Privacy-related products:** **Assessment Manager**, **Consent Manager**, **Data Discovery**, **Data Mapping**, **Website Scanning**

**Description:** Clarip's SaaS privacy management platform is trusted by several Fortune 100 organizations to comply with GDPR, ePrivacy, and other privacy laws. Based on patent-pending Hybrid AI technology, Clarip brings "Data-Risk-Intelligence" to help stop customer data leakage, visualize data flows, and identify gaps in disclosure notices. Clarip's unified consent and preference management APIs help manage consent for millions across multiple channels including IoT devices. Clarip's "Just-in-Time" privacy notices offer greater transparency, while the Privacy Center for Humans allow management of subject rights. From cookie compliance and custom consent forms, to the most comprehensive website scanning, Clarip is an artificial intelligence solution that makes enterprise-wide privacy management affordable.



# Clearswift

**Location:** Theale, Berkshire, U.K.

**Number of employees:** 200+

**Founded:** 1982

**Leadership:** Heath Davies, CEO; Andy Balchin, Chief Financial Officer; Ciaran Rafferty, Senior VP WW Sales; Dat Thrower, Senior Vice President, Customer Services; Guy Bunker, Senior VP Products; Maksym Schipka, Senior VP Engineering

**Funded:** Privately held

**Privacy-related products:** **Activity Monitoring**, **Data Mapping**, **Incident Response**

**Description:** Clearswift offers a platform designed to help an organization identify, manage, and protect their sensitive information. The platform does this by inspecting a company's data communication flows, including emails, web, and online collaboration tools, and examining data both in motion and at rest. The platform monitors data based on the company's own classification rules, allowing it to ensure the organization is in compliance, protected against data leaks, data usage policies are enforced, and it can discover data duplication and manage out of date documents. Clearswift also provides data visualization to help ensure compliance with the GDPR.



# Clearwater Compliance

**Location:** Nashville, TN

**Number of employees:** 11-50

**Founded:** 2010

**Leadership:** Bob Chaput, CEO; Mary Chaput, Chief Financial and Compliance Officer; Kathy Ebbert, Executive VP and COO; Barry Mathis, Senior VP and Chief Business Development Officer; Jon Stone, VP, Product Innovation; Dan Pruyn, VP Business Development; Michelle Caswell, Senior Director & Legal Compliance; Elaine Axum, Sales & Marketing Administrator

**Funded:** Privately held

**Privacy-related products:** [Assessment Manager](#), [Incident Response](#)



**Description:** Clearwater Compliance offers software designed to help companies create privacy and breach notification compliance programs. The software helps companies navigate through the 78 requirements of the HIPAA Privacy Rule and 10 requirements for the Breach Notification Interim Final Rule. The software helps organizations identify gaps in their privacy and breach notification programs, stores all compliance documentation in a central, secure location, creates and prioritizes remediation actions, and prepares documentation in case of an OCR audit. It also includes an Executive Dashboard that is updated as gaps are fixed.

## Collibra



**Location:** New York, NY

**Number of employees:** over 225

**Founded:** 2008

**Leadership:** Felix Van de Maele, Co-founder and CEO; Stan Christiaens, Co-founder and CTO; Pieter de Leenheer, Co-founder and VP, Education & Research

**Funded:** Privately held

**Privacy-related products:** [Assessment Manager](#), [Data Discovery](#)

**Description:** The Collibra data governance platform provides an enterprise-wide solution that automates data governance and management to quickly and securely deliver trusted data to the business users who need it. Collibra does this by delivering a centralized inventory of data across the business and technical landscape, along with governance, accountability, and workflow for personal data ownership, definition, and requirements. Our platform delivers searchable, end-to-end traceability of personal data across - and broad management around – data usage processes. We're also extending these capabilities with a new GDPR accelerator that helps to further support efforts around this expansive regulation.



# Compliance Technology Solutions B.V.

**Location:** Amsterdam, The Netherlands

**Number of employees:** 8

**Founded:** 2017

**Leadership:** Tai Chesselet, CEO, Nicholas Eckert, Business Development Manager and Co-founder

**Funded:** Privately held

**Privacy-related products:** [Assessment Manager](#), [Data Mapping](#), [Incident Response](#)

**Description:** GDPR365 is a collaborative online hub that uses workflows and processes to simplify compliance with data protection regulations. The solution offers the following comprehensive suite of tools: HR, marketing, consent and data security compliance checklists; video courses for employee awareness and training; personal data mapping; case management tools for handling subject access requests; data breach incidents reporting; generation of required reports such as records of processing activities; generation of privacy notices and internal governance policies; and data protection impact assessment workflows and assessment creation. Assessment reports and other required reports like records of processing activities provide visibility and accountability with complete oversight of all open and resolved compliance.



always compliant



## ComplianceLog

**Location:** Odense

**Number of employees:** 5

**Founded:** 2017

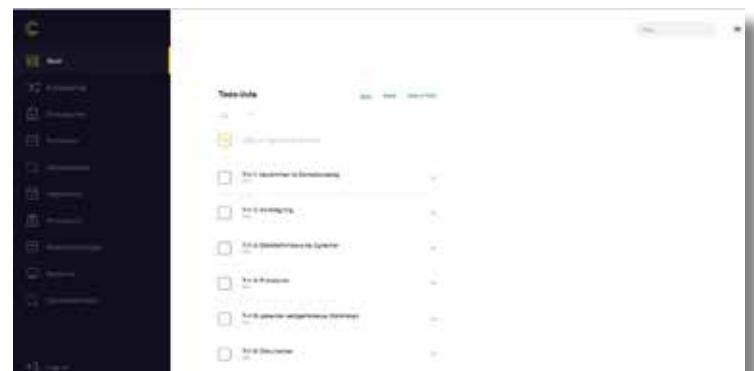
**Leadership:** Scott Frey, President & CEO; Rick Stauffer, COO; Greg Sparrow, SVP & GM

**Funded:** Privately held

**Privacy-related products:** [Consent Manager](#), [Data Mapping](#), [Incident Response](#)

**Description:** ComplianceLog offers users the ability to create records of processing and visualized data-mapping along with keeping track of data processors and IT-systems. The system allows users to create systematic reviews on documents, periodic controls and provides the compliance officer with a place to hold GDPR-related documents and procedures.

Finally, ComplianceLog supports the reporting of data-breaches and the controllers obligations in regards to the data subjects rights by providing a user-friendly interface, which keeps track of requests and incidents along with time limits and notification periods. ComplianceLog is currently only available in Danish but is being used by a number of influential Danish brands and companies.



# CompliancePoint



**Location:** Duluth, GA

**Number of employees:** 70

**Founded:** 2001

**Leadership:** Scott Frey, President & CEO; Rick Stauffer, COO; Greg Sparrow, SVP &GM

**Funded:** Privately held

#### Privacy-related products:

**Activity Monitoring, Assessment Manager, Enterprise Communications**

**Description:** CompliancePoint's OnePoint Portal is a real-time, easy-to-use solution that helps organizations maintain visibility, implement monitoring, and simplify critical privacy, security and compliance tasks. OnePoint enables organizations to operationalize risk management programs, capture valuable institutional knowledge, and easily demonstrate compliance with regulations and industry standards such as the GDPR, HIPAA, PCI, SSAE 16, FISMA, NIST, ISO, Cyber Security Framework, and more. OnePoint is a centralized platform designed to reduce the cost, effort and time required to manage risk and prepare for audits.



# CompLions-GRC BV

**Location:** Deventer, The Netherlands

**Number of employees:** 25-50

**Founded:** 2008

**Leadership:** Frans Broekhof CEO; Ron Boscu CCO; Liveto Zimmerman, COO

**Funded:** Privately held

#### Privacy-related products:

**Activity Monitoring, Assessment Manager, Data Discovery, Data Mapping, Incident Response**

**Description:** GRCcontrol maps privacy risks in a clear and structured way. It allows clients to mitigate risks, take measures, and visualize the degree of control. GRCcontrol is based on the "Plan Do Check Act cycle"; integrating control of all implemented measures and a management systems into one complete system. The required GDPR documentary evidence is covered by our "digital archive." Based on ready-to-use assessments (i.e. BIA, DPIA, PIA or Data Register), report/dashboard and 'best-practice' measures mapped to the GDPR, so you can demonstrate that your organization has taken adequate measures.



# ConsentEye



**Location:** London, U.K.

**Number of employees:** 2-10

**Founded:** 2017

**Leadership:** Paul Tarantino, CEO and Co-founder

**Funded:** Privately held

**Privacy-related products:**

**Assessment Manager, Consent Manager**

**Description:** ConsentEye is a secure and scalable consent management platform that empowers organizations by building trusted and transparent relationships while complying with privacy regulations, including the GDPR, PECR and U.K. DPA. ConsentEye provides a user-friendly dashboard system to check and manage what permissions customers and employees have given for their personal data; a real-time risk register for the data protection officer; and ePrivacy portal to provide a self-service tool for customers and employees to manage their consent preferences; and open APIs for customization.



# Concentric

**Location:** Bath, U.K.

**Number of employees:** 30-100

**Founded:** 2015

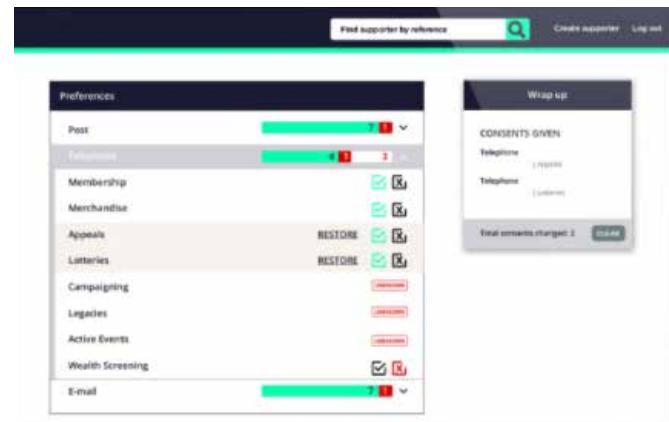
**Leadership:** Bruce Finnamore, Chairman; Jeffrey Thomas, Director; John Hall, CEO; Mark Reed, CTO

**Funded:** Privately held

**Privacy-related products:**

**Consent Manager**

**Description:** Concentric Permissions enables organisations to increase trust and demonstrate compliance with data protection legislation by providing digital management of personal data consents for individuals. A cloud-based solution, it provides machine-readable API and human interfaces for managing data consents for organisations and individuals. Permissions is designed to capture, store and update individual citizens' data consents, based on what (data), who (has access) and why (purpose) dimensions. Permissions helps organisations comply with data protection legislation. It has been designed to be the single source of truth for consent with specific reference to complying and managing risks associated with the GDPR legislation.



# Consentua

**Location:** Hampshire Terrance, U.K.

**Number of employees:** 4-10

**Founded:** 2013

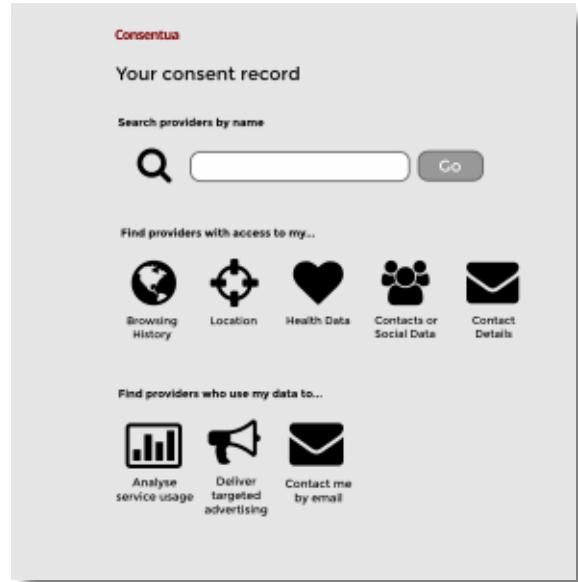
**Leadership:** Chris Cooper, Director and Co-Founder

**Funded:** Privately held

**Privacy-related products:**

**Consent Manager**

**Description:** Consentua is an app that captures users' consent to the use of personal data. The app provides regulatory compliance to organizations processing data and allows individuals to control the manner in which their data is used. The app offers a user-friendly dashboard allowing users to see which providers have access to their browsing history, location, health data, and other information. The app ensures companies are compliant with the GDPR by offering query consent in real-time to detect revocations and offers audit trails to demonstrate that the companies are indeed tracking consent.



# Cookiebot

**Location:** Copenhagen, Denmark

**Number of employees:** 10

**Founded:** 2012

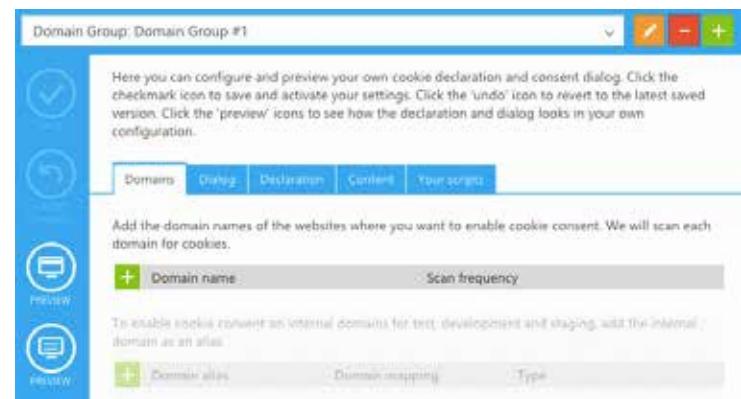
**Leadership:** Daniel Johannsen, CEO; Ea Luise Winther Andersen, COO

**Funded:** Privately held

**Privacy-related products:**

**Consent Manager, Website Scanning**

**Description:** Cookiebot is a cloud-based GDPR and ePR compliance tool that gives full control to website owners, empowering them to build transparency and trust with their users. Through fully rendered user simulations, Cookiebot automatically identifies and maps out all cookies and other trackers on any website. Based on this information, Cookiebot generates a cookie declaration, as well as a customizable consent banner, which fully supports the legally required "prior consent," withholding all cookies and other trackers until consent is given. All user consents are logged anonymously for future documentation, thus securing compliance.



# CRM Partners

**Location:** Barneveld, The Netherlands

**Number of employees:** 365

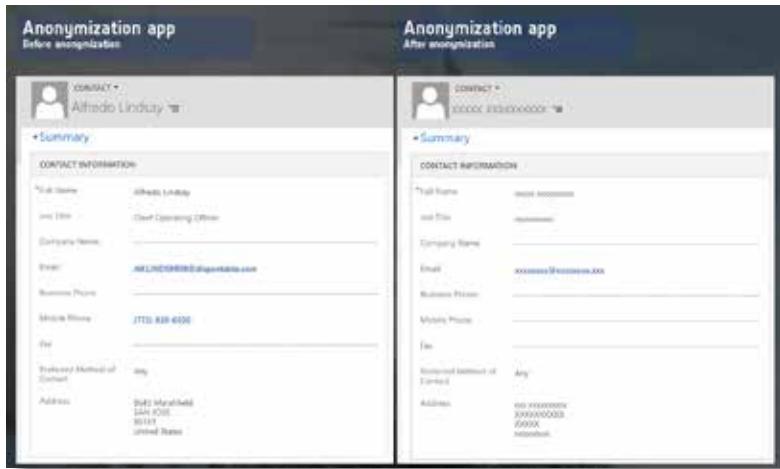
**Founded:** 2005

**Leadership:** Emiel Putman, CEO; Rik Dubbink, CTO; Peter Stulp, COO

**Funded:** Privately held

**Privacy-related products:**  
**De-identification/Pseudonymity**

**Description:** Our anonymization app offers solutions for several essential privacy requirements, including parts of the EU General Data Protection Regulation. The application allows for a user-friendly way of anonymizing and scrambling personal data in Microsoft Dynamics 365. This application is built on top of Dynamics 365, and provides IT professionals with two main functionalities. First, it allows users to delete personal data on demand or at the end of a data retention period. Second, the application makes it easy to scramble personal data so that it can be used in test environments.



# Crownpeak



**Location:** Denver, CO

**Number of employees:** 51-200

**Founded:** 2001

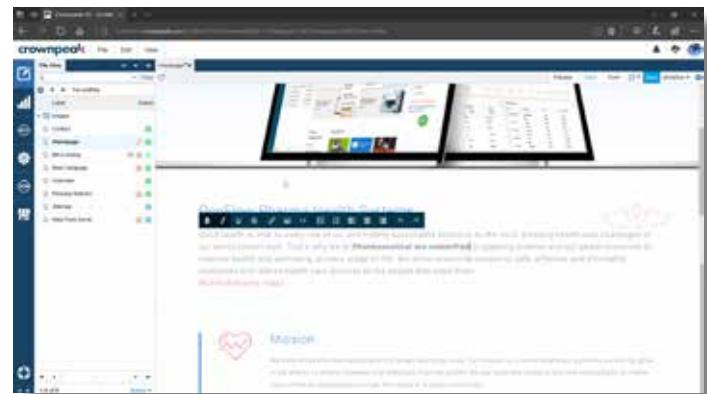
**Leadership:** Ravi Kumaraswami, CEO; Dave Gully, COO; Adrian Newby, CTO

**Funded:** Privately held

**Privacy-related products:** **Consent Manager**

**Description:** Crownpeak offers companies a GDPR consent solution designed to give users the ability to opt-in to any services while maintaining a website's functionality. The solution places banners onto any website page, giving patrons the ability to give their consent when needed. Crownpeak's solution has templates where companies can place their privacy policy, while letting visitors update their preferences whenever they choose. Internet users can also fill out one of the solution's personal data request forms to inquire about their data rights as granted by the GDPR.

# crownpeak



# Cryptshare

**Location:** Woburn, Massachusetts

**Number of employees:** 2-10

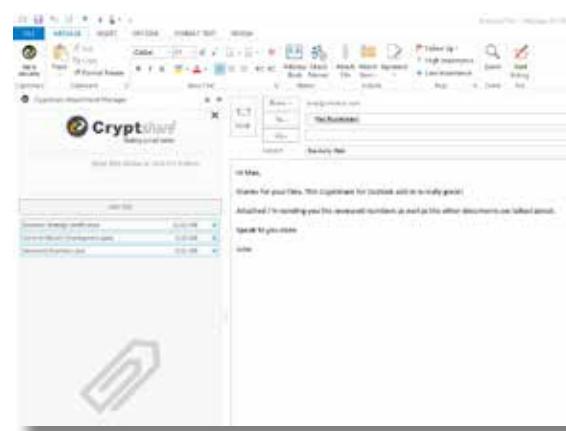
**Founded:** 2000

**Leadership:** Mark Forrest, CEO; Dominik Lehr, Founder and CEO; Matthias Kess, CTO

**Funded:** Privately held

## Privacy-related products: Enterprise Communications

**Description:** Cryptshare allows users to send encrypted emails, while also using the technology to protect any attachments they wish to send in any size. In order for another party to open a file sent via Cryptshare, they will need to know the agreed-upon password. The service helps organizations comply with the EU General Data Protection Regulation by allowing users to configure the settings to determine the amount of time they will hold onto information, allowing anyone to send data in any format they choose, encrypting metadata and by giving companies the choice between using the service onsite, or on the cloud.



# Cryptzone

**Location:** Waltham, MA

**Number of employees:** 100-200

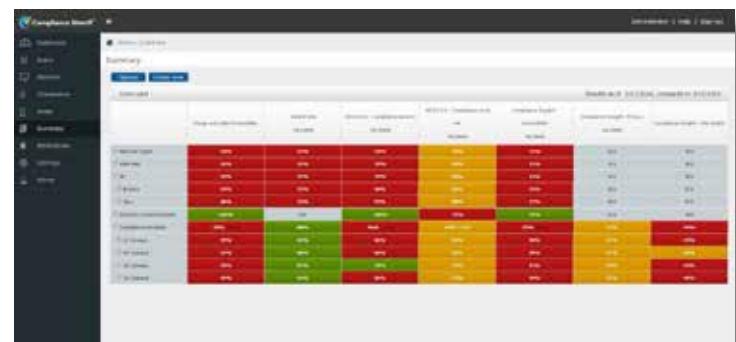
**Founded:** 2008

**Leadership:** Barry Field, CEO; Leo Taddeo, CSO; Kurt Glazemakers, CTO; Paul Campaniello, CMO; Mark McCue, Senior VP and General Manager, Americas; Alex Pearson, Senior VP and General Manager, EMEA & APAC; Tina Gravel, Senior VP of Strategic Alliances; Jason Garbis, VP of Products; John Reilly, Global Controller; David Kennedy, Global VP Services and Support

**Funded:** Privately held

## Privacy-related products: Website Scanning

**Description:** Cryptzone's Compliance Sheriff scans the content on a website to ensure the company is not out of compliance with privacy laws. The Compliance Sheriff monitors online content to ensure information is kept safe and appropriate and within regulatory guidelines. The tool sends out automated email notifications to alert site administrators to any content that may be in violation so they can address it quickly. It also helps companies prevent privacy breaches involving personal and health information.

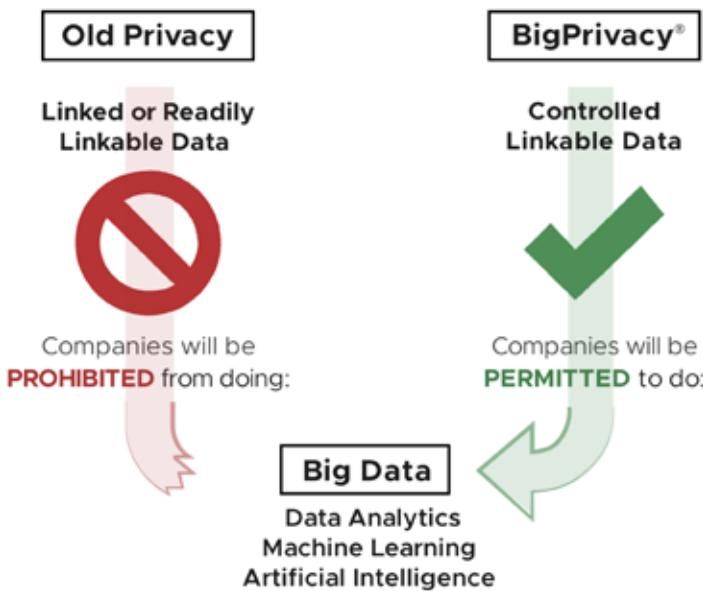


# GDPR locks up the value of Big Data. BigPrivacy® unlocks it.

Since all major companies rely on Big Data for analytics, machine learning, and artificial intelligence, it's critical that companies now start to enable compliance in a way that protects and increases the irreplaceable value of their big data assets.



## Unlocking the Value of Big Data



BigPrivacy is a patented technology that protects privacy by automatically "Anonosizing" data and actually expands the amount of data available for responsible use.

Click to learn more about unlocking the value of Big Data analytics under the GDPR

Or email us at:  
[LearnMore@anonos.com](mailto:LearnMore@anonos.com)

**Location:** Jensen Beach, FL

**Number of employees:** 11-50

**Founded:** 2014

**Leadership:** Ross Federgreen, CEO & Founder; Jenney Kim Heyns, VP of Information Services; Susan Federgreen Corporate Comptroller; Steve Green, VP of Sales and Marketing

**Funded:** Privately held

**Privacy-related products:** **Assessment Manager**

**Description:** CSR's solutions include CSR Readiness, an online tool that allows a business to assess where they stand in terms of data privacy and security, while providing steps, best practices, and policy templates to help improve their privacy and security positions. The tool helps perform risk assessments for companies to identify gaps in their privacy efforts. The risk mitigation tools also include an incident response plan. The tool allows companies to demonstrate that their efforts are in compliance with regulations. Companies will have around-the-clock access to services in order to maintain their data privacy efforts as the organization and regulations change. The tool also provides privacy compliance training.



## Cybernetica

**Location:** Tallinn, Estonia

**Number of employees:** 122

**Founded:** 1997

**Leadership:** Dan Bogdanov, Head of the Department of Privacy Technologies

**Funded:** Privately held

**Privacy-related products:**  
**De-identification/Pseudonymity**

**Description:** Sharemind is a secure data analysis product designed by Cybernetica. Data owners encrypt their data, upload it into Sharemind. Sharemind processes it without removing the encryption. All intermediate and final results are encrypted as well. No single organisation can decrypt the data or run a query that would breach privacy. Sharemind MPC uses secure multiparty computation based on homomorphic secret sharing and Sharemind HI is based on trusted execution environments, e.g. the Intel(R) SGX instruction set. Sharemind's privacy-preserving statistical suite has been used for government data, cloud services, financial and health analytics. It has been validated as a data de-identification tool.



# CyberSaint Security

**Location:** Burlington, MA

**Number of employees:** 15

**Founded:** 2017

**Leadership:** George Wrenn, CEO and Founder; Dave Furneaux, Chairman and Investor; Jack Hembrough, Board

**Funded:** Privately held

**Privacy-related products:** [Assessment Manager](#)

**Description:** The CyberStrong platform provides visibility, measurement, and intelligence to cyber program management. The CyberStrong Security Operations, Analytics and Reporting platform uses machine learning and artificial intelligence for intelligent cybersecurity program management tailored to any existing or growing program. The software allows companies of any size to comply to their regulations and standards based on the depth of the NIST Cybersecurity Framework. CyberStrong allows for swift framework assessments and continuous compliance, providing organization-wide visibility into all framework functions in hours, including DFARS NIST SP 800-171 compliance, ISO27001, HIPAA and others.



## D.Day Labs

**Location:** Tel Aviv, Israel

**Number of employees:** 9

**Founded:** 2016

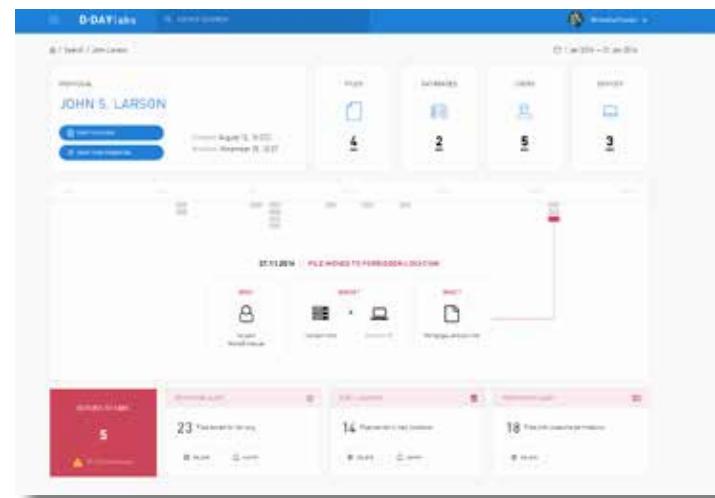
**Leadership:** Guy Leibovitz, Founder & CEO

**Funded:** Privately held

**Privacy-related products:** [Activity Monitoring](#), [Data Discovery](#), [Data Mapping](#), [Incident Response](#)

**Description:** Founded in 2016, D.Day Labs uses artificial intelligence to automatically manage both structured and unstructured data in various repositories. D.Day Labs' solution, DataSense is able to classify data, enforce security policy, and actively respond to both internal and external security threats in real time. DataSense provides actionable risk and compliance assessment with automated violation remediation. The solution brings an integrative approach to data management and compliance with a single, comprehensive platform.

## D.DAY LABS



# Data Protection People

**Location:** Leeds, U.K.

**Number of employees:** 7

**Founded:** 2015

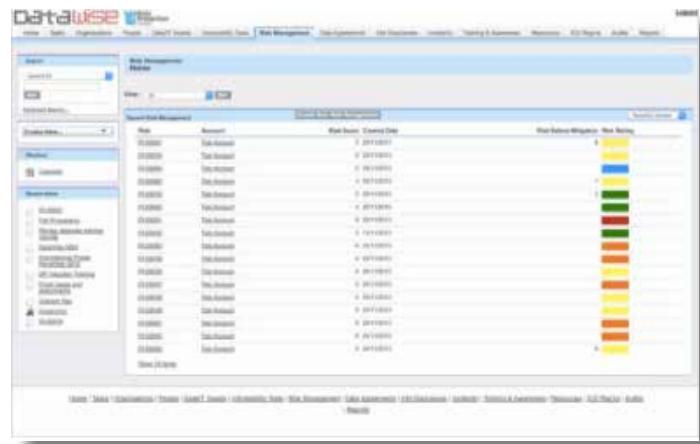
**Leadership:** Phil Brining, Operations Director; David Hendry, Sales & Marketing Director; Andrew Mason, Founder and Owner, and Robin Hill, Investor

**Funded:** Privately held

**Privacy-related products:**

**Assessment Manager**

**Description:** The DataWise solutions feature a single dashboard that includes templates for data protection compliance, allowing organizations to automate and control many of the tasks to meet the Data Protection Act and General Data Protection Regulation. It includes asset and risk registers, activity reports, training and incident logs and offers task reminders and workflow assignments, document review logs, an agreement repository, and an audit schedule.



# Data Solver



**Location:** Bletchley, U.K.

**Number of employees:** 5-9

**Founded:** 2016

**Leadership:** Claire Banwell Spencer; Vinay Nagaraju; Stella Donoghue

**Funded:** Privately held

**Privacy-related products:** **Assessment Manager, Consent Manager, Data Mapping, De-identification/Pseudonymity**

**Description:** Data Solver's privacy management software is designed to enable organisations to demonstrate their ongoing GDPR compliance. It automates the requirements of the GDPR, through case management processing, process re-engineering, risk mapping, data analytics and machine learning. By simplifying the GDPR into a series of accessible steps, Data Solver's software enables greater consistency and visibility of data-driven decision making, resulting in faster and less expensive real-time operational compliance, whilst also protecting the privacy of individuals.



# DataGravity

**Location:** Nashua, NH

**Number of employees:** 75-100

**Founded:** 2012

**Leadership:** Paula Long, CEO & Co-Founder; John Joseph, President and Co-Founder; David Siles, CTO, Andrew Hay, CISO; Becky Zehr, CFO

**Funded:** Privately held; Owned by HyTrust

## Privacy-related products:

## Activity Monitoring, Data Discovery,

## Data Mapping

**Description:** DataGravity allows a company to get a complete view of its data, allowing them to understand its composition, and who is using it. It allows companies to identify sensitive data such as credit card and Social Security numbers, and other information so a company can report any security concerns that may rise. Built in dashboards allow companies to understand data access patterns by monitoring all interactions across all files and users within an enterprise. If there is any user behavior the system finds suspicious, it will take the proper precautions to ensure the right people are notified of the issue, including logging the issue into its own system log.



The screenshot shows two charts. The top chart is a bar chart titled 'Element Data' showing the count of various file types: Text (10,422), Images (4,124), PDF (3,522), Documents (2,120), and Videos (1,200). The bottom chart is a stacked area chart titled 'File Categories over Time' showing the cumulative count of files over time, with categories including Text, Images, PDF, Documents, and Videos.

# DataGuidance



**Location:** London, UK

## **Number of employees:** 11-50

**Founded:** 2007

**Leadership:** David Longford, CEO

**Funded:** Privately held

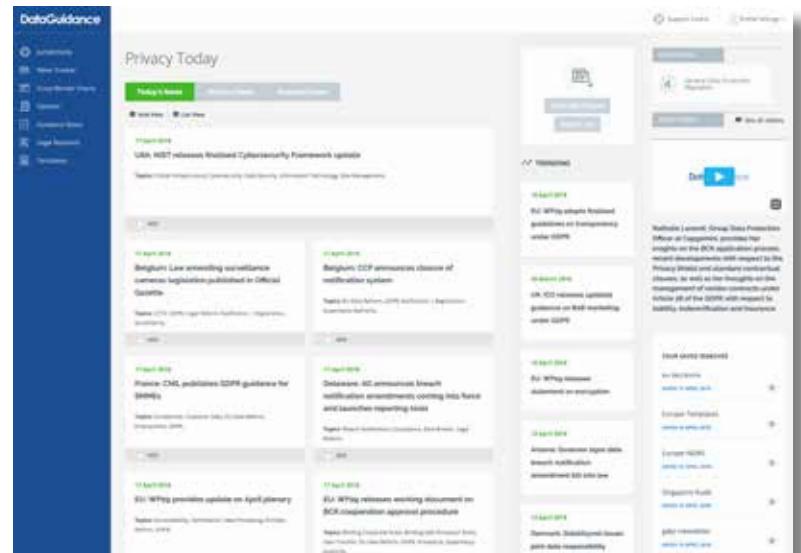
## Privacy-related products:

## Privacy Information Manager

The image shows a screenshot of the DataGuidance platform's news feed. The feed displays several news items with their titles, dates, and brief descriptions. 1. **10 April 2014**: Belgian Law amending surveillance cameras legislation published in Official Gazette. 2. **10 April 2014**: Belgian CCP announces closure of notification system. 3. **10 April 2014**: UK ICO issues guidance on Real marketing under CCPD. 4. **10 April 2014**: French CNIL publishes CCPR guidance for SMEs. 5. **10 April 2014**: Database: EC amends ePrivacy notification requirements covering info, rules and launches reporting tools. 6. **10 April 2014**: EU WP29 provides update on April plenary. 7. **11 April 2014**: EU WP29 releases revised document on CCPA/privacy approach procedure. 8. **11 April 2014**: Denmark: Standard-Guides point data responsibility. The interface includes a sidebar with links to 'EU DATA REGULATIONS', 'EU DIRECTIVES', 'EU DIRECTIVE', 'EU DIRECTIVE', 'EU DIRECTIVE', 'EU DIRECTIVE', and 'EU DIRECTIVE'.



# DataGuidance



# Datagui**se**



**Location:** Fremont, CA

**Number of employees:** 100-200

**Founded:** 2007

**Leadership:** Manmeet Singh, Co-founder and CEO; JT Sison, VP of Marketing and Business Development; Subra Ramesh, VP of Products

**Funded:** Privately held

**Privacy-related products: Activity Monitoring, Assessment Manager, Data Discovery, Data Mapping, Incident Response, Privacy Information Manager**

**Description:** Designed for global enterprises with GDPR, HIPAA, or PCI requirements, DgSecure by Dataguise automates the discovery, classification, encryption, masking, and monitoring of all sensitive and personal data—including known, structured (e.g., credit card numbers or email addresses) and unstructured (e.g., voice-to-text recordings) data types, as well as unknown, hard-to-find data inadvertently left exposed. It works in real time across a broad range of repositories, both on premises and in the cloud, and requires no coding to deploy and use. From a single dashboard, business and IT leaders can manage risk and compliance while maximizing the value of information assets.

DATAGUISE



# Datastreams.io

**Location:** London, U.K.

**Number of employees:** 10+

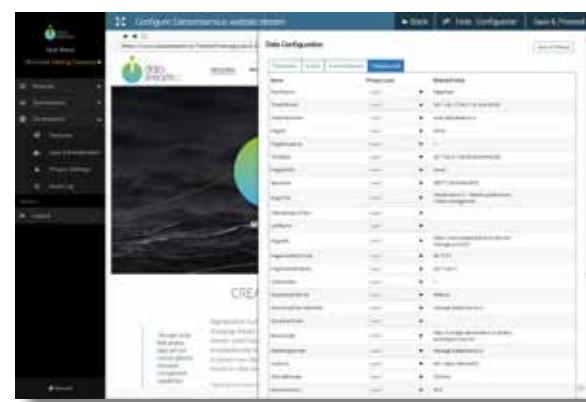
**Founded:** 2016

**Leadership:** Eric Kroon, Chief Revenue Officer; Bob Nieme, CEO & Founder; Nick Wood, Partnership Operations Director & DPO

**Funded:** Privately held

## Privacy-related products: [Assessment Manager](#), [Consent Manager](#), [Data Mapping](#)

**Description:** Datastreams's data driven collaboration solution provides governed access to trusted data sources. Its 'Data Stream Manager' offers instant, compliancy-first, data-driven logistics. With the DSM, enterprises can quickly and easily leverage extensive data source and destination connectors to access the right data, in the right place, in the right format, at the right time. For more than 10 years, its data management team has built up its leading edge expertise from hundreds of complex worldwide implementations for analytics solutions. Datastreams utilizes best practices and privacy-by-design principles then addressed these within the DSM in order to meet EU GDPR requirements and obligations.



# Datex Inc.

**Location:** Mississauga ON, Canada

**Number of employees:** 30

**Founded:** 1991

**Leadership:** Ed Leavens, CEO; Derek Schenk, CTO; Marc Carrafiello, CIO

**Funded:** Privately held

**Privacy-related products:** **Activity Monitoring, De-identification/Pseudonymity, Enterprise Communications**

**Description:** Instead of trying to block unauthorized access at the perimeter of an IT environment, or installing alert and monitor software to notify when unauthorized access has already occurred, DataStealth takes a more proactive approach to addressing data privacy concerns. DataStealth is a plug-n-play data protection solution that combines an organization's privacy, regulatory, compliance and other standards and requirements, with our suite of tokenization, de-identification and encryption options, to create an easily configurable and flexible data protection policy. DataStealth offers an enhanced level of security and privacy for both structured and unstructured data and documents, helping to ease the burden of risk mitigation and regulatory compliance requirements.



# DE-ID Data Corp

**Location:** Richboro, PA

**Number of employees:** 2-10

**Founded:** 2003

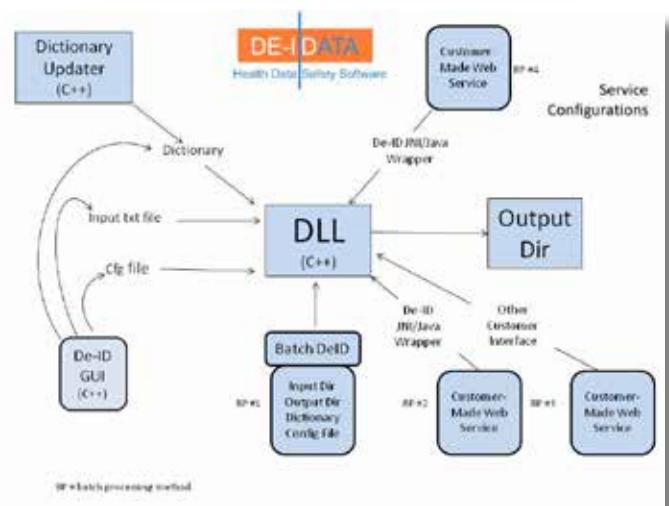
**Leadership:** Daniel Wasserstrom, Founder and Chairman; Steven Merahn, Chief Medical Officer

**Funded:** Privately held

**Privacy-related products:**  
**De-identification/Pseudonymity**

**Description:** DE-ID Data Corp provides accurate, automated solutions to meet patient privacy standards while achieving a high level of data access and integrity for the development of data repositories, clinical, quality and outcomes research, multi-institution data sharing, and clinical trial recruitment. Our software, DE-ID, integrates easily into data management systems to provide cost-effective and rapid de-identification of patient information in all forms of data, including discharge summaries, pathology, radiology and surgical reports, history, and physical narrative and unstructured text in clinical information systems.

**DE-IDATA**  
Health Data Safety Software



# Didomi

**Location:** Paris, France; New York, NY

**Number of employees:** 3

**Founded:** 2017

**Leadership:** Romain Gauthier, CEO; Jawad Stouli, CTO; Julie Tamba, Legal Advisor

**Funded:** Privately held

**Privacy-related products:**

**Assessment Manager, Consent Manager, Website Scanning**

**Description:** Didomi offers an end-to-end privacy management platform helping businesses of all sizes comply with privacy requirements and build consumer trust. Our cloud-based suite of tools includes automated websites/apps scanning and auditing, privacy compliance assessment, privacy and cookie policy generation, and consent management.

Our flagship product is the 'Privacy Center', a consumer-facing app that replaces your privacy policy with a dynamic and customized app where consumers can easily access their information and manage their data preferences and exercise their GDPR rights.



# digi.me

**Location:** Tongham, U.K.

**Number of employees:** 63

**Founded:** 2012

**Leadership:** Julian Ranger, Founder & Chairman; Roger Goscomb, COO; Rory Donnelly, CEO

**Funded:** Privately held

**Privacy-related products:** **Consent Manager**

**Description:** Digi.me is a platform allowing individuals to build and store data where they choose in a personal cloud. It facilitates the sharing of medical, financial, fitness, music, and social data from many different sources for sharing with businesses via consent. It is normalized, aggregated, curated using tiles. It provides insights and views of a person's data at no fee to the individual. Businesses can then request access to data using digi.me's Consent Access APIs SDK for a fee. Digi.me is a librarian for individuals and a postal service for businesses.



# digi.me



# Direct Line To Compliance, Inc.

**Location:** Houston, Texas

**Number of employees:** 35

**Founded:** 2008

**Leadership:** Monica Brown, President; Michael Adeeko, Chief Technical Officer

**Funded:** Privately held

**Privacy-related products:** [Assessment Manager](#), [Data Mapping](#)

**Description:** ColorCodeIT is cloud-based software that calculates real-time updates on an organization's regulatory compliance status, mapped to the exact language elements of the compliance standards themselves. AI and natural language processing assist the standards parsing process, generating color-coded templates with core language metrics. During configuration, binary mapping to the organization's digital evidence is completed. Updated files are imported from web containers to sustain compliance on an ongoing basis. Audit work papers are auto-populated from the database. Integrated risk is monitored on a calculative basis via live dashboard reporting, performing months of work by multiple resources in a fraction of a second.



## DLP Assured

**Location:** London, U.K.

**Number of employees:** 51-200

**Founded:** 2010

**Leadership:** Barry Seward, CTO

**Funded:** Privately held

**Privacy-related products:**

[Activity Monitoring](#), [Assessment Manager](#), [Consent Manager](#), [Data Discovery](#), [Data Mapping](#)

**Description:** The GRC-ISMS delivers the foundational data protection processes to manage and promote the practice of good information security and privacy. It assists with GDPR compliance by providing DSAR handling, data catalogue, data mapping, and incident response. It also provides many ISO27001 features such as risk assessment, asset management, audit, deployment and management of documents.



# DocEx

**Location:** Minneapolis, MN

**Number of employees:** 11-50

**Founded:** 2017

**Leadership:** Anwar Parvez, Olga Kurts

**Funded:** Privately held

**Privacy-related products:** **Activity Monitoring, Consent Manager, Enterprise Communications**

**Description:** DocEx allows protection and access-control for sensitive documents in-transit, internally or externally. Companies can maintain full custody, control and track forwards, views, prints, downloads, and all other actions. You can manage consents, authentications, watermarks, bates numbering, and geo-location rules. You can also manage service levels, revoke access manually or automatically, and download full reports for proof-of-compliance. Live policy enforcements, alerts, and dashboards make you proactive to threats and give you insights into the usage of your content. Additionally using custom policy templates, you can comply with GDPR, GLBA, Privacy Shield, Communications Act, and other regulations.



## PACKAGE DETAILS

A screenshot of the DocEx software interface. At the top, it says "Jane vs. Joe Discovery Documents Docket 132". Below that is a summary box with a green circle containing the number 8, indicating 8 users. It shows the document type as "Legal" and the status as "Active". The main area is a table titled "Access by Recipients" with columns for "User", "Name", "Role", and "Last Accessed". The table lists several users with their names and roles. At the bottom of the table, there are buttons for "Print" and "Email".

# dpify

**Location:** Ghent, Belgium

**Number of employees:** 1-10

**Founded:** 2018

**Leadership:** William Koninckx, Managing director; Robin Remue, Technical director

**Funded:** Privately held

**Privacy-related products:** **Data Mapping, Privacy Information Manager**

**Description:** Dpify is a simple and user-friendly web-based software tool specifically designed for maintaining such a record in an intuitive and efficient way. It can be used as the record of processing activities of both an individual business or organization, as well as an entire group. You can work together with colleagues from various departments or other group entities anywhere in the world to jointly feed and maintain the record.



# DPOrganizer



**Location:** Stockholm, Sweden

**Number of employees:** 5-10

**Founded:** 2015

**Leadership:** Egil Bergenlind, CEO; Sebastian Norling, CTO; Lelle, Cryssanthander, Chief Revenue Officer; Andres Yannelos, Chief Design Officer

**Funded:** Privately held

**Privacy-related products:** [Assessment Manager](#), [Data Mapping](#)

**Description:** DPOrganizer offers a platform to help companies map, visualize, report, and manage their processing of personal data. The platform asks questions such as the purpose and legal basis of data processing, data processors and their instructions, data controllers and their responsibilities, storage, accessibility and retention time of personal data. It also allows companies to upload documentation such as privacy policies, processing agreements and privacy impact assessments to the software. DPOrganizer creates reports for organizations to use to find out where data is stored, and how it is used both internally and externally. The platform alerts users to any changes that have been made, and notifications are sent if any information needs to be updated.



# Draftit Privacy

**Location:** Stockholm, Sweden

**Number of employees:** 25-50

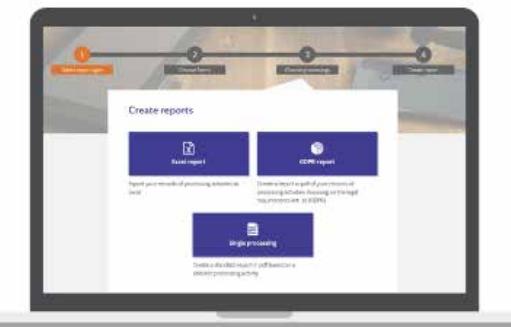
**Founded:** 2006

**Leadership:** Mikael Sundström, CEO

**Funded:** Privately held

**Privacy-related products:** [Activity Monitoring](#), [Assessment Manager](#), [Data Mapping](#), [Incident Response](#)

**Description:** Draftit Privacy AB offers a full-fledged GDPR-product suite supporting organizations in the private and public sector to incorporate privacy compliance into their operations. Our range of solutions includes Privacy Records, an intuitive web-based solution designed to help map and manage records of processing activities and monitor privacy procedures to ensure GDPR compliance. The Privacy Evaluation tool provides an overview and snapshot of an organization's data privacy compliance with regards to the GDPR. It highlights any areas that may require attention and provides guidance and recommendations, all presented on a descriptive dashboard. The Privacy Expert tool provides competence and practical solutions on how to meet legal requirements and best practices within the area of privacy. Base efforts on the Privacy Program methodology developed by experts and implement the GDPR with the help of step-by-step guides and templates. Draftit Privacy AB offers an extensive Privacy E-learning capability filled with relevant facts, challenging tests and educational assets.



# DSS Consulting Ltd.

**Location:** Budapest, Hungary

**Number of employees:** 60-80

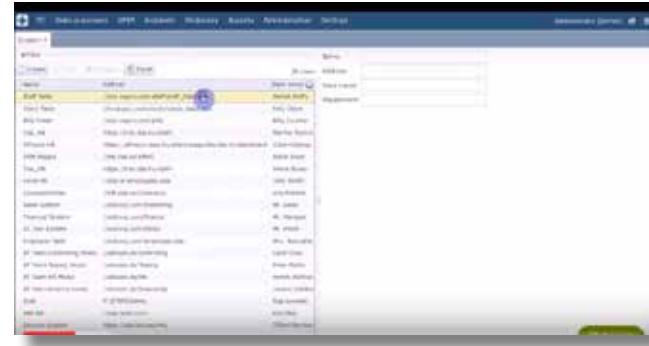
**Founded:** 1998

**Leadership:** Lajos Lukács, Executive Director; László Sütő, Operative Director; Balázs Bauer, Sales Director

**Funded:** Privately held

**Privacy-related products:** **Activity Monitoring, Assessment Manager, Consent Manager, Data Discovery, Data Mapping, Incident Response**

**Description:** GDPRoofed supports the principle of accountability complying with the GDPR and other key principles, enabling the organization to manage all GDPR-related information and activities at a single place, in a single system. Connecting GDPRoofed to IT systems storing personal data, companies can maintain an up-to-date central filing system for all personal data. GDPRoofed provides automation tools for data mapping, managing data transmission by data processor, incident management, data privacy impact assessment, and designing company data flows. The solution includes dashboards, reports, and automated email notifications that allow organizations to regularly monitor GDPR compliance.



# Echoworx Corporation

**Location:** Toronto, ON, Canada

**Number of employees:** 60

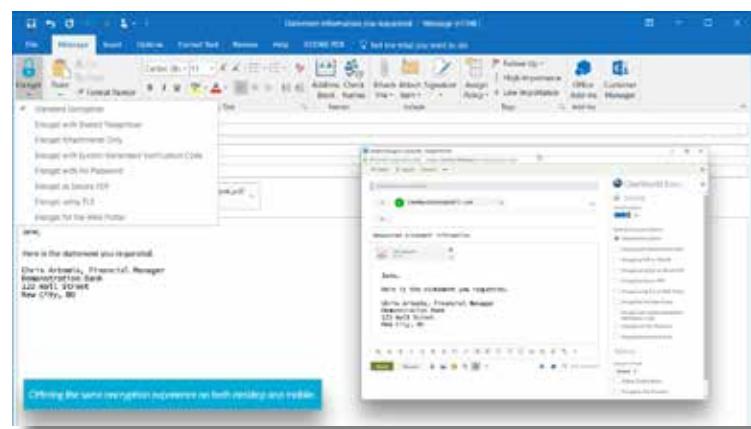
**Founded:** 2000

**Leadership:** Michael Ginsberg, CEO; Alex Loo, VP Operations; Sam Elsharif, VP Development

**Funded:** Privately held

**Privacy-related products:**  
**Enterprise Communications**

**Description:** As a pure-play encryption solutions provider, Echoworx works with finance, government, healthcare, legal, and compliance professionals to tailor secure communication solutions that don't impede on customer experience. Our encryption experts transform chaos into order for leading multi-national enterprises using our SaaS encryption platform. Clients in 30 countries use the OneWorld encryption platform and more than 5,000 business, public sector, and institutional deployments are serviced through our data centers in the U.S., Canada, Ireland, Mexico, and the U.K.



# ECOMPLY.io

**Location:** Munich, Germany

**Number of employees:** 5-10

**Founded:** 2017

**Leadership:** Aazar Ali Shad, Co-founder, Head of Sales & Marketing; Hauke Holtkamp, Co-founder, CEO

**Funded:** Privately held

**Privacy-related products:** [Assessment Manager](#), [Data Mapping](#)

**Description:** ECOMPLY.io is a SaaS data protection management platform based on the EU General Data Protection Regulation. This platform is designed for users who have less knowledge about the GDPR and privacy. The software helps companies with the records of processing activities that is a mandatory requirement in Article 30. It also helps with the GDPR gap assessment, vendor risk management, incident reporting, DPIA and data protection audit. This data protection management platform helps companies step-by-step and guides the user to generate reports for the company, internally and externally.



Records of Processing Activities



# eDatask

**Location:** Le Perreux sur Marne, France

**Number of employees:** 2

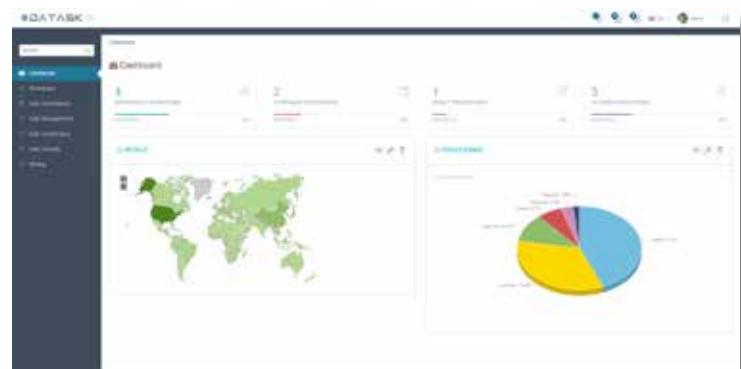
**Founded:** 2017

**Leadership:** Jawaher Allala

**Funded:** Privately held

**Privacy-related products:** [Assessment Manager](#), [Consent Manager](#), [Data Mapping](#)

**Description:** eDatask offers a complete GDPR-compliance solution, which combines two modules: REG and PIMS. eDatask REG is a collaborative data governance platform designed with the GDPR rules in mind. It allows organizations to map the personal data flow within the information system and maintain a real-time record of data processing activities. It tracks all modifications in order to demonstrate accountability. eDatask PIMS is a unique entry point to data subjects' right management. The personal information management system interacts with REG to provide the appropriate and accurate processing information. eDatask streamlines the data subject relationship management for your privacy protection professionals.



# Egnyte

**Location:** Mountain View, CA

**Number of employees:** 201-500

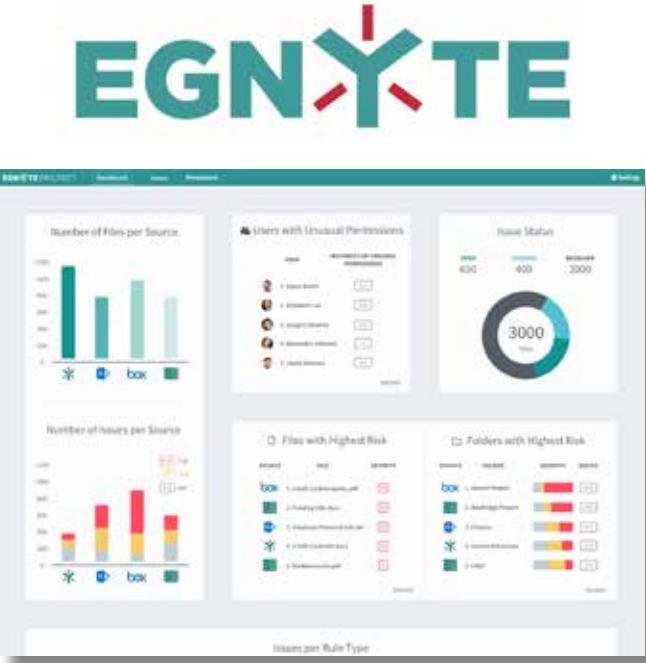
**Founded:** 2007

**Leadership:** Vineet Jain, CEO; Amrit Jassal, CTO; Steve Sutter, CFO

**Funded:** Privately held

**Privacy-related products:** **Activity Monitoring, Data Discovery, Data Mapping**

**Description:** Egnyte has released a platform supporting compliance with the General Data Protection Regulation in all 28 EU member states. The platform allows an organization to identify all the personally identifiable information it holds, whether it's in the cloud, or on site. The platform makes sure all software, tools, servers, and apps are updated and complaint with the GDPR. Egnyte's platform allows organizations to categorize all forms of PII in case a data subject makes a right-to-be-forgotten request, and offers the ability to notify administrators if any files are accessed inappropriately. The platform supports the use of multiple domains for companies located in countries with strict data residency requirements.



# Ensighten



**Location:** San Jose, CA

**Number of employees:** 80-100

**Founded:** 2010

**Leadership:** Josh Manion, Founder & CEO; Josh Goodwin, CTO; Ian Woolley, GM EMEA

**Funded:** Privately held

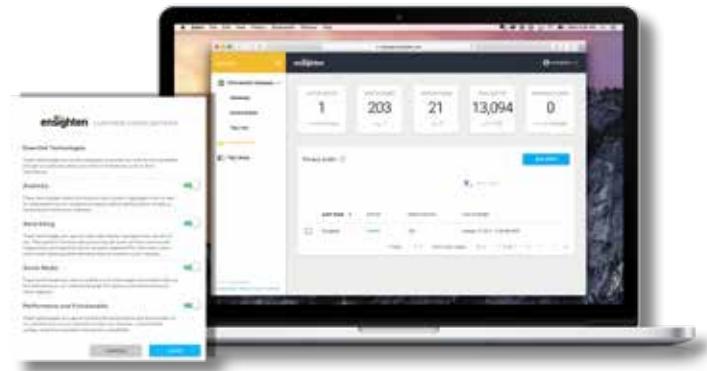
**Privacy-related products:** **Consent Manager, Website Scanning**

**Description:** Ensighten offers a patented website data privacy solution designed to help organizations quickly and easily comply with data privacy regulations, assess privacy risk, and block any unauthorized tag from firing, including piggybacked tags. By adding a single line of code to your web page, Ensighten blocks data from leaving on the first page visit, making you GDPR-compliant.

Ensighten also provides an integrated notification and consent experience, supporting any language

– all configurable from a user-friendly UI. The platform offers dashboards, metrics, and reports for audit purposes and for companies to stay informed about the tags on their websites.

# ensighten



# EPI-USE Labs

**Location:** Atlanta, GA

**Number of employees:** 250

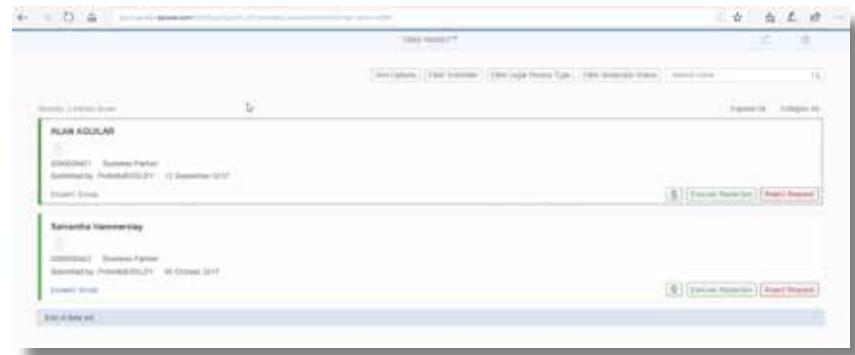
**Founded:** 2016

**Leadership:** Phillip Stofberg, CEO; Wouter du Preez, COO; Paul Hammersley, Product Portfolio Owner; Jan van Rensburg, Information Security Specialist

**Funded:** Privately held

**Privacy-related products:**  
**Consent Manager, Data Discovery**

**Description:** Our SAP GDPR Compliance suite has three components. Data Disclose is a reporting tool for highlighting sensitive data across your SAP portfolio - addressing the right of access (GDPR article 15). Data Redact intelligently removes or replaces sensitive data in your SAP systems and beyond - addressing the right to be forgotten (GDPR article 17). Data Retain - Rule framework for periodic redaction of sensitive data - to proactively address the right to be forgotten (GDPR article 17).



# EuroComply

**Location:** Dublin, Ireland

**Number of employees:** 1-10

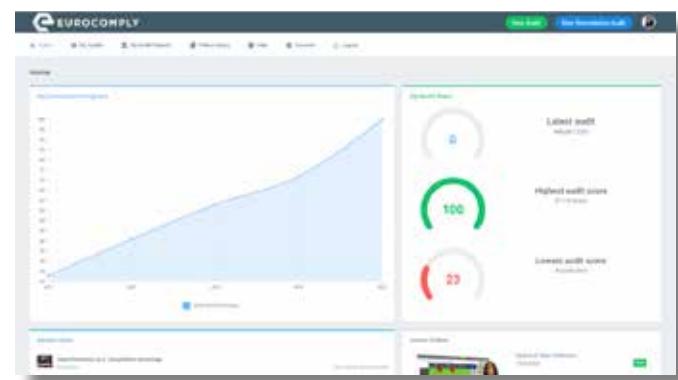
**Founded:** 2015

**Leadership:** Emerald de Leeuw, CEO

**Funded:** Privately held

**Privacy-related products:** **Assessment Manager**

**Description:** EuroComply's software is designed to help companies implement and understand the General Data Protection Regulation. The software offers a self-service audit function to guide an organization through a data protection audit of the entire company, assessing its current state of compliance. The answers from the audit will help the software offer suggestions of training to prepare for the GDPR and demonstrate accountability. The software also helps evaluate privacy awareness and training effectiveness and can assist in discovering issues in records management, as well as assessing whether third-party services used by the company could affect compliance status.



# Evidon

**Location:** New York, NY

**Number of employees:** 60

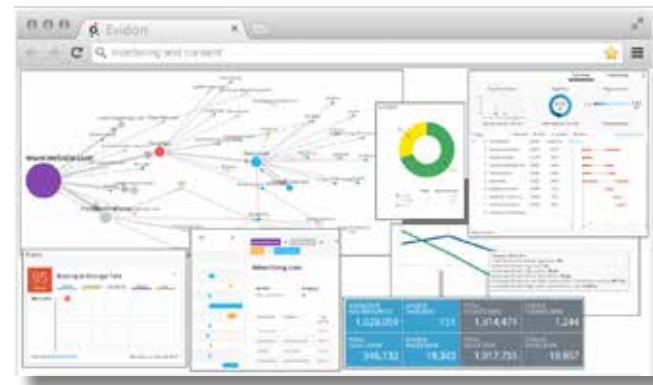
**Founded:** 2009

**Leadership:** Scott Meyer, Co-Founder and CEO; Todd Ruback, CPO and VP of Legal; Mark Rudolph, COO and CRO

**Funded:** Privately held; Owned by Crownpeak

**Privacy-related products:** **Consent Manager, Website Scanning**

**Description:** Evidon offers a full suite of privacy-consent & monitoring solutions for compliance with the GDPR, ePrivacy Directive, Ad Choices and other programs. Evidon's Site Notice is a patented desktop, mobile and in-app consent solution that ensures compliance with GDPR, ePrivacy Directive, PIPEDA, CalOPPPA and more. Evidon's Trackermapper identifies all website tracking and is a key part of any GDPR-readiness assessment and ePrivacy Directive compliance program. Ad Notice powers compliance with the transparency & control requirements of the Ad Choices Program.



# Exonar

**Location:** Silicon Canal, Newbury, Berkshire, U.K.

**Number of employees:** 20-50

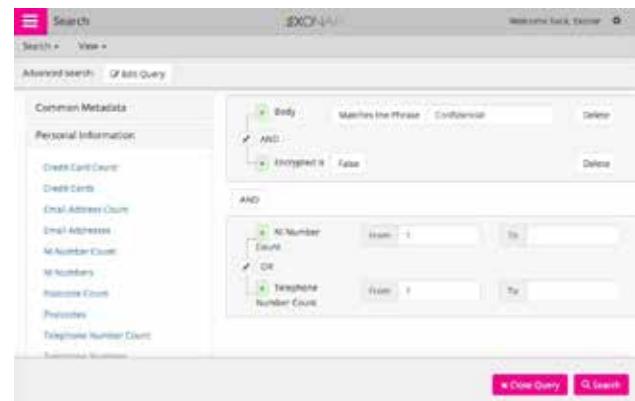
**Founded:** 2007

**Leadership:** Adrian Barrett, Founder & CEO; Julie Evans, COO; Derrick Hirst, Director; Sean Campbell, Business Development Director; Simon Orr, Head of Research; Aeham Abushwashi, Head of Engineering

**Funded:** Privately held

**Privacy-related technology:** **Activity Monitoring, Data Discovery, Data Mapping**

**Description:** Exonar's platform helps organizations identify sensitive information and classify it into categories based on where the information is located, such as the cloud, file shares or mail servers. It also identifies documents containing passwords and confidential data, and monitors what data is created, moved, or deleted. The platform allows companies to profile their information based on whether it is sensitive, regulatory, legislative, or outdated. It lets organizations build data maps and can send actions to data owners and business systems, while allowing companies to automate their policy enforcement.



# Fastweb

**Location:** Milan, Italy

**Number of employees:** 1,000-5,000

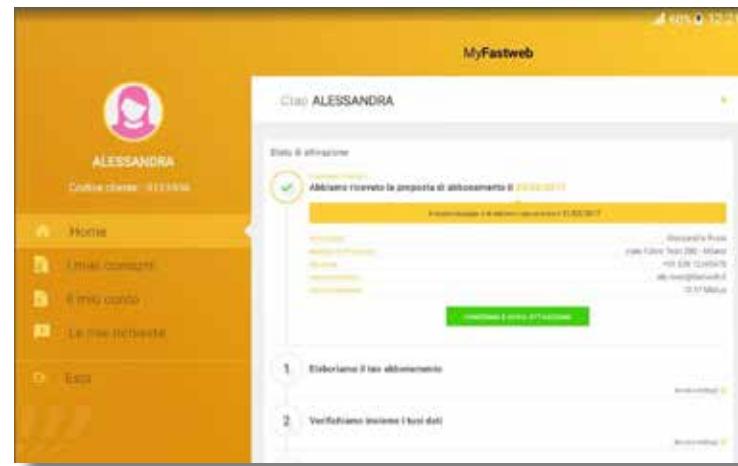
**Founded:** 1999

**Leadership:** Alberto Calcagno, CEO, Fabrizio Casati, Chief Wholesale Officer, Peter Grüter, CFO

**Funded:** Publicly traded

**Privacy-related products:**  
**Assessment Manager**

**Description:** Fastweb is offering its Fast GDPR Suite, a platform designed to help companies ensure they are compliant with the EU General Data Protection Regulation. The platform helps an organization assess their systems and procedures, and identifies the areas in need of improvement. The suite offers companies a set of tools to help protect customer information and to protect their systems against cyberattacks. The solution also allows organizations to access their data during instances of disruption through back-up and disaster recovery solutions in compliance with the GDPR.



# Frama Systems India

**Location:** New Delhi, India

**Number of employees:** 300+

**Founded:** 2010

**Leadership:** Amit Mital, Executive Director

**Funded:** Privately held

**Privacy-related products:**  
**Enterprise Communications**

**Description:** Frama's RMail platform allows an organization to track the emails they send in order to find out when they have been received. All emails sent through the RMail platform are encrypted, with the platform ensuring each message has a proof of encryption upon delivery for compliance purposes. The platform allows users to send a system-generated password for the recipient of the message, or the sender can create a password of their own. The platform offers a receipt record designed to prove when a message has been sent or received, allowing organizations to prove they are complying with privacy laws. The platform can be used with an existing email address, as well as a free RMail address users can sign up for.



# Global IDs

**Location:** Princeton, NJ

**Number of employees:** 80-200

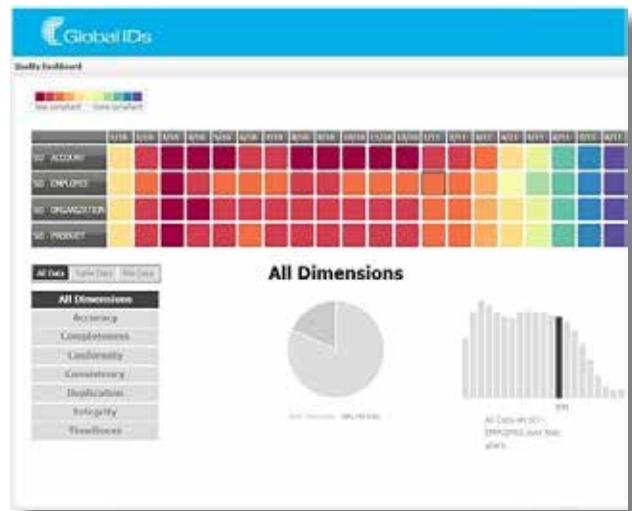
**Founded:** 2001

**Leadership:** Arka Mukherjee, CEO; Bill Winkler, CTO; Robert Scott, Chief Strategy Officer

**Funded:** Privately held

**Privacy-related Products:** **Activity Monitoring, Data Discovery, Data Mapping**

**Description:** Global IDs offers several types of software designed to examine the data within an organization. Global ID allows a company to view their data as business is conducted across the enterprise, while allowing CISOs to monitor all databases for attacks within and outside of their organization. Global IDs Data Profiling software lets large organizations map out of the data within their ecosystem, while its Data Quality software allows a business to measure the worth of the information it possesses. The company's Data Integration software monitors the ways data moves and to create authoritative data sets.



# HaloPrivacy

**Location:** Seattle, WA

**Number of employees:** 10-20

**Founded:** 2015

**Leadership:** L. Kevin Kelly, CEO; Lance Gaines, CTO

**Funded:** Privately held

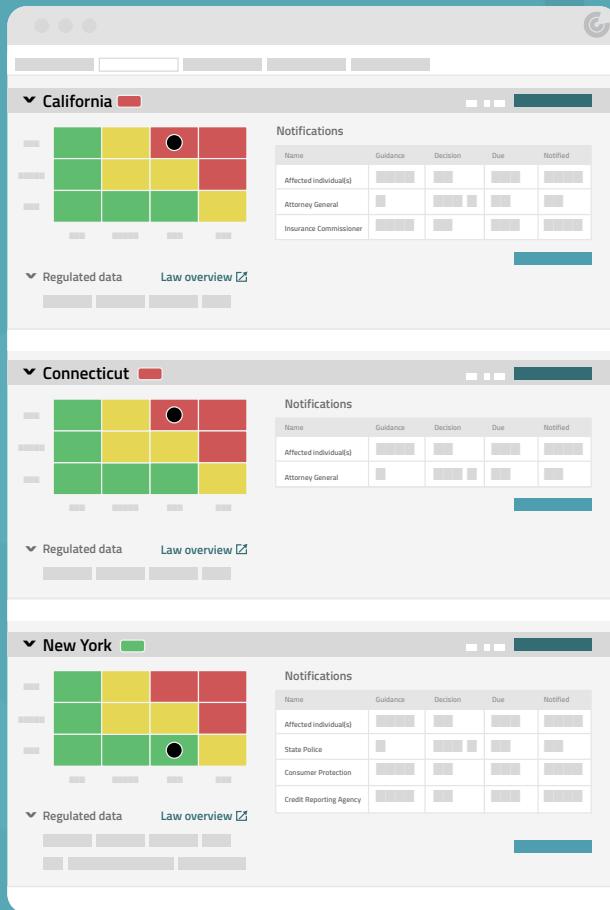
**Privacy-related products:**  
**Enterprise Communications**

**Description:** Halo Privacy runs its solutions through its Halo – Corona privacy appliance, allowing for companies to use its collaboration and messaging applications. Halo offers software to let users bring all of their communications under one roof, providing private, real-time messaging and searchable archives. Halo also lets an organization secure all their information onto the privacy platform, and allows users to securely deliver emails on the platforms they currently use. The company also offers a secure VPN option.



# Breach Guidance and Notification Software

Simplify compliance with data breach laws



- Reduce Breach Risk
- Improve Efficiency & Consistency
- Stay Current with Data Breach Laws
- Manage Contractual Obligations
- Document Burden of Proof

## Prepare for GDPR:

Learn how RADAR operationalizes your incident response framework



Revolutionize incident response management  
[radarfirst.com](http://radarfirst.com)

 **radar**<sup>®</sup>

# HelioMetrics

**Location:** St. Louis Park, MN

**Number of employees:** 4-10

**Founded:** 2013

**Leadership:** Jeremy Wunsch, Founder and CEO

**Funded:** Privately held

**Privacy-related products:**

**Activity Monitoring, Data Mapping**

**Description:** HelioMetrics' solutions include its Healthcare Privacy Analytics, which monitors the access to electronic protected health information within a health care organization to ensure patient data privacy. All findings are displayed as interactive visualizations, allowing organizations to identify any behavior requiring further attention. HelioMetrics also helps health care organizations and patients monitor when participants access electronic health records. HelioMetrics' Individual Patient Access Report discloses to patients when their information is accessed, and for what purpose. This is designed to help quickly answer any patient requests for who, or what organizations, has accessed their electronic health records.



**HelioMetrics**



# HexaTier

**Locations:** Bar Cochva, Israel

**Number of employees:** 35-50

**Founded:** 2009

**Leadership:** Dan Dinnar, CEO; Shay Akirav, VP R&D; Mark Fullbrook, VP of Sales; Dror Haliva, VP of Marketing; Anat Gafni, VP of Human Resources; Yaron Ofer, Head of Professional Services; Amos Rozental, VP of Finance

**Funding:** Privately held

**Privacy-related products:** **Activity Monitoring, Data Discovery, De-identification/Pseudonymity**

**Description:** HexaTier can discover and classify sensitive data. It will scan according to regulations, and will scan for data on a schedule assigned by the company. The solution offers database activity monitoring, which means it will compile an audit of logins, admin commands, access, queries, and stored procedures. It will send out real-time alerts and compliance reports and offers advanced notice before and after auditing for personally identifiable information. The solution also masks data when it is in motion, but does not do so for data at rest.

**hexatier**  
Secure, Comply, Go!



# Hotshot Technologies, LLC

**Location:** Idaho Falls, ID

**Number of employees:** 3

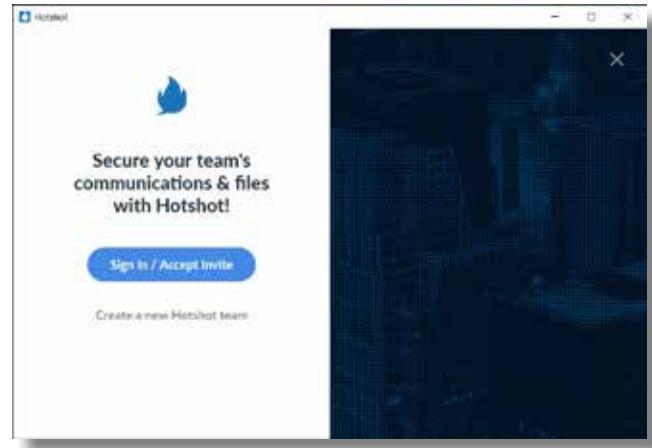
**Founded:** 2017

**Leadership:** Aaron Turner, CEO; Kris Bertagnolli, CRO

**Funded:** Privately held

**Privacy-related products:**  
**Enterprise Communications**

**Description:** Hotshot is a high-performance team-messaging that eliminates information handling and compliance concerns for businesses. It helps companies solve the toughest data security problems in a way that positively impacts company culture and productivity. Hotshot's encrypted messaging system is focused on reducing data handling liabilities for employers through the use of a time- and location-based encryption engine. Hotshot has all of the security benefits of Signal with the collaboration potential of Slack, with compliance features to help employers retain critical data, even when an employee leaves the company and is denied access to it after their departure.



## Immuta

**Location:** College Park, MD

**Number of employees:** 30

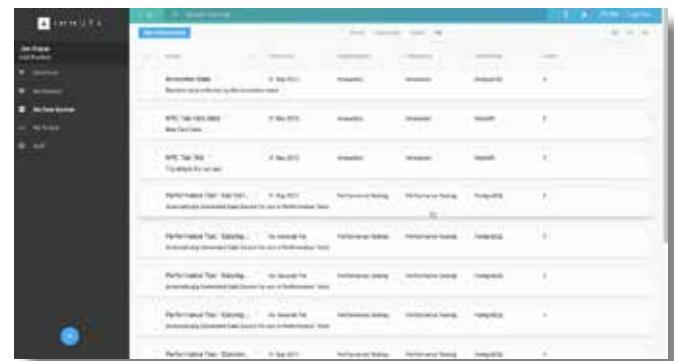
**Founded:** 2014

**Leadership:** Matthew Carroll, Chief Executive Officer; Andrew Burt, Chief Privacy Officer & Legal Engineer; Andrew Gilman, Chief Customer Officer

**Funded:** Privately held

**Privacy-related products:** **Activity Monitoring, Data Discovery, Data Mapping, De-identification/Pseudonymity**

**Description:** Immuta's hyperscale data management platform provides data scientists, data owners, and data governance professionals with rapid, personalized data access to improve the creation, deployment, and auditability of machine learning and AI. The Immuta platform connects and catalogs data from any enterprise source and applies dynamic policies on that data—including masking, anonymization, differential privacy, and purpose-based restrictions—without requiring any customized code. Immuta can be deployed on premise, on the cloud, or both, enabling faster virtual connections to data, seamless policy enforcement throughout the entire data science lifecycle, and managed, granular access controls for data and machine learning models.



# Indica

**Location:** Hilversum, The Netherlands

## Number of employees: 11

**Founded:** 2013

**Leadership:** Pieter Klinkert, CEO; Elmar Pigeaud, COO; Pieter Scherpenhuijsen, CTO

**Funded:** Privately held

## Privacy-related products:

### Activity Monitoring, Data Discovery

**Description:** Indica GDPR Module is a dedicated solution on top of our e-discovery solution tailored to help companies prepare for new regulations. It provides a comprehensive overview of the data and finds out what personal data is stored; where it is stored; and who has access to it.

Indica inherits access policies, scans all the data available, correlates structured and unstructured data, recognizes privacy data attributes (CC, telephone, Social Security, IBAN, etc..), shows who has access to the data and where it is. With Indica one can create multiple dashboards for different stakeholders based on their interests and access rights.

# Informatica

**Location:** Redwood City, CA

**Number of employees:** 3,500+

**Founded:** 1993

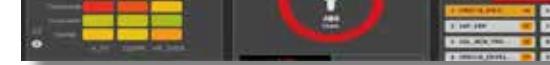
**Leadership:** Anil Chakravarthy, CEO;  
Amit Walia, Chief Product Officer

**Funded:** Privately held

## Privacy-related products:

# Activity Monitoring, Assessment Manager, Data Discovery, Data Mapping, Incident Response

**Description:** Informatica is a data management and security company with market products in all categories of data management. Informatica's data security helps organization detect and protect by locating and analyzing risk, monitoring and protecting structured and unstructured private and sensitive data. Its solutions classify and locate PII, how it's accessed, and develops a risk score to prioritize remediation with the orchestration of data protection; including access controls, encryption, tokenization, and masking. Informatica's platform also monitors data flows, access and behaviors, and alerts clients to unusual or anomalous events. They provide data anonymization and protection with dynamic and persistent data masking.





# Information Builders

**Location:** New York, NY

**Number of employees:** 1,001-5,000

**Founded:** 1975

**Leadership:** Gerald Cohen, President and CEO; Jake Freivald, VP, Product Marketing; Dan Ortolani, Sr. VP, Worldwide Customer Support Services

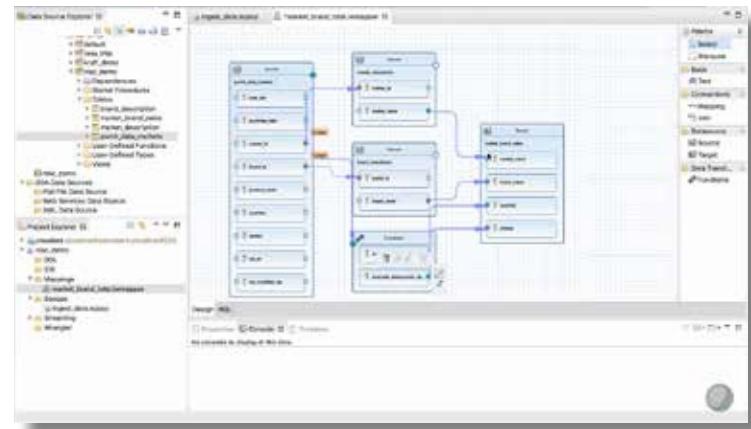
**Funded:** Privately held

**Privacy-related products:**

**Assessment Manager**

**Description:** The Data Management Platform provides complete administrative control of an organization's vital data assets. The software can be implemented on site or in the cloud and enables access to timely, accurate data across all systems, processes and stakeholders. The Omni-Gen provides technology that aligns business users and IT to define and manage their most important data domains.

# Information Builders



# Information First

**Location:** Virginia, USA

**Number of employees:** 16

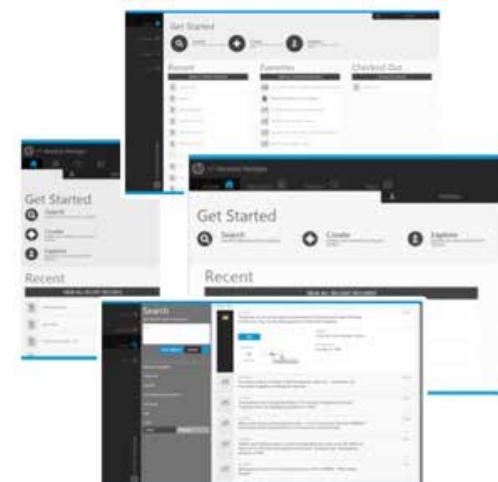
**Founded:** 2002

**Leadership:** John Lontos, President and Founder

**Funded:** Privately held

**Privacy-related products:** **Data Discovery**, **Data Mapping**, **De-identification/Pseudonymity**, **Privacy Information Manager**

**Description:** Information First provides information governance, file analytics, data protection services and software solutions for government and regulated industry. We have experience with the GDPR, HIPAA, Privacy Act, DoD 5015.2, CFR 21 Part 11 and GxP, SOX, SEC and related compliance mandates. Our services include: GDPR and file analytics assessments; legacy data cleanup, ROT analysis and records auto-classification solutions; records management services and staff augmentation; application and system decommissioning; record classification and retention schedule development and simplification; email and enterprise content management software and solutions; solution architecture development and design; and Micro Focus Content Manager, ControlPoint and structured data management experts.



# InfoSum

**Location:** Basingstoke, Hampshire, U.K.

**Number of employees:** 11-50

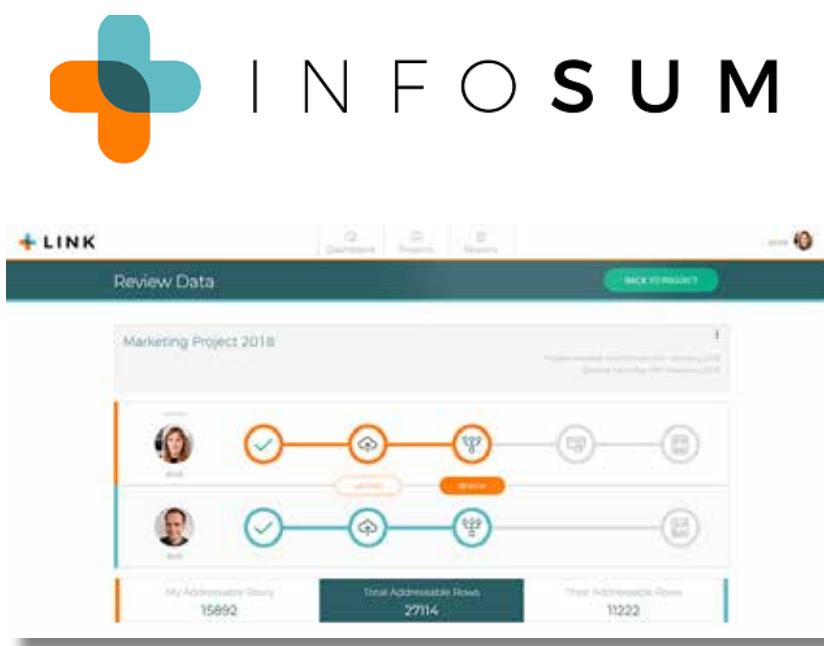
**Founded:** 2016

**Leadership:** Nicholas Halstead, Founder and CEO; Danvers Baillieu, COO; Nicola Walker, Chief Commercial Officer

**Funded:** Privately held

## Privacy-related products: Data Discovery, Data Mapping

**Description:** InfoSum has released a product called Link, designed to help companies combine large datasets into one pool while ensuring the privacy rights of the data subjects are respected. Link uses decentralized technology to perform its tasks, moving data into a separate location rather than sending it to a third party. All of the data can only be accessed by the organization, with all of the data gathered from the databases placed into the central location. Link will match any of the personal information it gathers, and gives organizations the ability to choose how they wish to report any data they collect.



The screenshot shows the InfoSum Link platform interface. At the top, there is a logo consisting of three overlapping colored shapes (orange, teal, and light blue) followed by the word "INFO SUM" in a large, bold, sans-serif font. Below the logo is a navigation bar with icons for "Dashboard", "Reporting", and "Discovery". The main area is titled "Review Data" and features a sub-section for "Marketing Project 2018". This section displays two rows of data mapping results. Each row shows a user profile (Sarah and Mark) connected to a central cloud icon, with a green checkmark indicating successful mapping. Below these rows, there are summary statistics: "My Addressable Data" (15692), "Total Addressable Rows" (27714), and "My Addressable Rows" (11222). The overall interface is clean and modern, using a dark teal header and light gray background for the main content area.

# InnoSec

**Location:** Hod Hasharon, Israel

**Number of employees:** 11-50

**Founded:** 2015

**Leadership:** Ariel Evans, CEO; Asaf Bergerbaum, COO; Amit Koren, CTO

**Funded:** Privately held

## Privacy-related products: Assessment Manager

**Description:** InnoSec offers its own privacy impact and risk assessments to help companies ensure they are compliant with the EU General Data Protection Regulation. InnoSec's GDPR solutions will help companies with several GDPR-related tasks, including determining how they will comply with each article, figuring out a GDPR budget, assigning tasks to staff and defining the tasks needed to comply with the rules. After the assessments are conducted, reports will be generated for data protection authorities.



The screenshot shows the InnoSec GAP Analysis Template for GDPR. At the top, there is a header with the title "GAP ANALYSIS TEMPLATE: GDPR" and a note "Submitted by Admin on Tue, 09/08/2017 - 12:19". Below the header, there is a "Gap Compliance Levels" legend with five categories: "No Compliance" (purple), "Low Compliance" (red), "Medium Compliance" (orange), "High Compliance" (yellow), and "Full Compliance" (green). The main area contains two tables. The first table, titled "TITLE", lists three articles: Article 1 (GDPR - General Provisions) with the description "Is there a mechanism that identifies GDPR data in each contract?", Article 2 (GDPR - Data Protection Officer) with the description "Is there a mechanism for identifying which systems are processing personal data in a privacy by design/processing approach?", and Article 3 (GDPR - International Transfer) with the description "Is there a mechanism for identifying which systems are processing personal data in a privacy by design/processing approach?". The second table, titled "VULNERABILITY", lists three items: "GDPR - No data discovery tool for EU privacy data" (Status: Open, Risk Level: Critical, Estimated Equipment Cost: \$10,000,000, Estimated Personnel Cost: \$10,000,000), "GDPR - No data discovery tool for EU privacy data" (Status: New, Risk Level: Critical, Estimated Equipment Cost: \$10,000,000, Estimated Personnel Cost: \$10,000,000), and "GDPR - No data discovery tool for EU privacy data" (Status: Open, Risk Level: Critical, Estimated Equipment Cost: \$10,000,000, Estimated Personnel Cost: \$10,000,000). The interface is clean and modern, using a light gray background and green highlights for the "Full Compliance" status.

# Integrис



**Location:** Seattle, WA

**Number of employees:** 5-10

**Founded:** 2016

**Leadership:** Kristina Bergman, CEO & Founder; Uma Raghavan, CTO & Founder

**Funded:** Privately held

**Privacy-related products:**

**Activity Monitoring, Assessment Manager,**

**Consent Manager, Data Discovery,**

**Data Mapping**

**Description:** Integrис helps companies automate compliance with privacy laws, contractual agreements, and company policies, both on premise or in the cloud. By integrating with existing systems, Integrис provides visibility into where personal information exists across the privacy lifecycle, from the terms under which it was collected to who is using it, and how it is being used. This solution discovers and tags personal information across structured and unstructured systems, tracks data subject consent and rights requests, and applies machine learning to evaluate the risk associated with personal information practices.



# ISMS.online

**Location:** Brighton, Sussex, U.K.

**Number of employees:** 13

**Founded:** 2005

**Leadership:** Mark Darby, Founder & CEO

**Funded:** Privately held

**Privacy-related products:**

**Assessment Manager, Incident Response**

**Description:** ISMS.online is a cloud-based software solution that helps organisations implement, manage and improve their information security management systems. It includes the frameworks, policies and tools to meet the requirements of ISO 27001, and to prepare for and manage GDPR compliance. Other available frameworks include NIST, NCSC Cloud Security Principles, SSAE 16, Cyber Essentials, PCI:DSS, and more. ISMS.online provides one secure, ISO 27001 accredited, place where teams can manage policies and controls, risk, incidents, audits, reviews, corrective actions and improvement, plus other work processes required for effective data protection and information security management.



# iWelcome

**Location:** Amersfoort, The Netherlands

**Number of employees:** 51-200

**Founded:** 2010

**Leadership:** Danny de Vreez, CEO & Founder; Maarten Stultjens, VP Sales & Business Development; Jordi Clement, CTO

**Funded:** Privately held

**Privacy-related products:** Consent Manager

**Description:** iWelcome offers organizations an “Identity & Access Management as-a-Service” platform designed to help with EU General Data Protection Regulation compliance efforts. The platform allows organizations to store consent preferences, while giving data protection officers to the ability to check on consent statuses in real time. Consumers are also given the ability to view, edit, and export their personal data whenever they choose. Users can freeze their accounts and delete their personal data as long as they are allowed to through legislation.



# Janusnet

**Location:** Australian and U.K.

**Number of employees:** 12

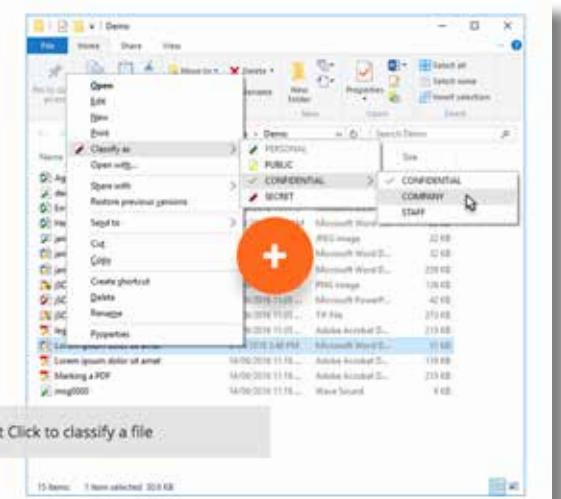
**Founded:** 2004

**Leadership:** Greg Colla, Co-founder; Neville Jones, Co-founder; Alan Schaverien, COO

**Funded:** Privately held

**Privacy-related products:** Activity Monitoring, Data Discovery, Enterprise Communications

**Description:** Serving customers globally, Janusnet offers a range of technologies to control unstructured sensitive information including personal data. Janusnet technologies enforce data classification policies, which is particularly important for organizations handling personal data. In addition, Janusnet technologies are designed to interface with DLP software, data governance systems, and other information-security systems to alert and control access to information, control distribution, and avoid accidental loss. Information classified by Janusnet technology can be encrypted, based on its sensitivity, thus offering much more efficient use of cryptography. The Janusnet software is mature, stable, and has a very low support requirement.



# JLINC Labs

**Location:** Oakland CA

**Number of employees:** 10

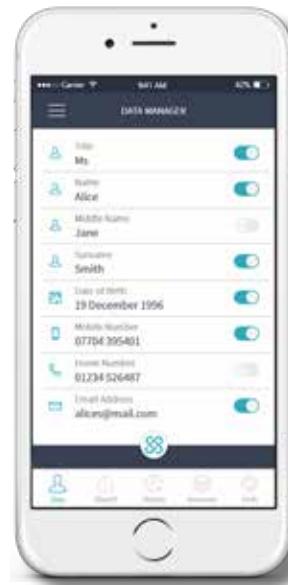
**Founded:** 2015

**Leadership:** Jim Fournier, CEO; Victor Grey, Chief Architect

**Funded:** Privately held

**Privacy-related products:** [Consent Manager](#), [Enterprise Communications](#), [Privacy Information Manager](#)

**Description:** JLINC Labs offers a GDPR-safe email solution for organizations using MailChimp, or similar mailing systems, and a real-time personal data and consent solution integrated into Salesforce. JLINC is a way for people to manage their own data and permission preferences across all of their organizations. The outsourced user preferences portal and mobile app allows end users to set their own preferences and permissions and apply them each new organization with one click.



# Kroll



**Location:** New York, NY

**Number of employees:** 2,000+

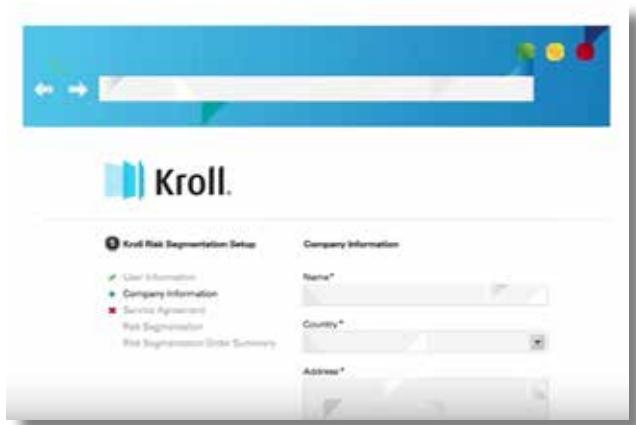
**Founded:** 1972

**Leadership:** David Fontaine, CEO; Bill Krivoshik, CTO; Barbara Cooperman, CMO; Wayne Peterson, CISO; James Cesarano, VP, Ethics and Compliance

**Funded:** Privately held

**Privacy-related products:** [Assessment Manager](#), [Incident Response](#)

**Description:** Kroll offers several different technology solutions for its users. Kroll offers flexible technology tools to help companies design and set up compliance programs and policies. Kroll's Third Party Compliance portal is a web-based due diligence, governance and compliance platform allowing companies to manage the risk they take on by assessing the third parties they work with. Kroll also offers a 3rd Party Risk Assessor compliance software solution accomplishing the same goal. Kroll features a web-based credit monitoring service allowing users to keep track of personally identifiable information that may be compromised during a cyberattack.



# Kryptowire

**Location:** Fairfax, VA

**Number of employees:** 10-20

**Founded:** 2011

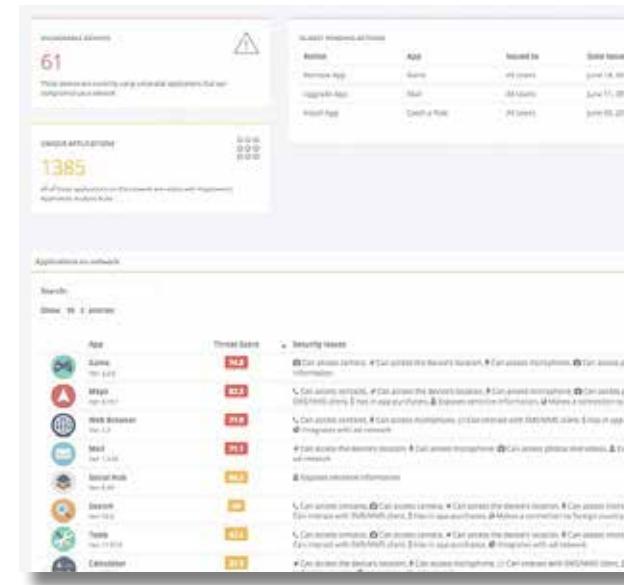
**Leadership:** Angelos Stavrou, Founder

**Funded:** Privately held

**Privacy-related technology:**

**Activity Monitoring, Website Scanning**

**Description:** Kryptowire's services are designed to examine mobile applications. Its analytics services collect, store and continuously monitor mobile app data from marketplaces across all major platforms. Its EMM+S continuously monitors the security of every mobile app on a device against high assurance standards, while enforcing enterprise-wide privacy and security policies. Its software assurance solution performs security analysis on third-party apps from different operating systems to identify apps putting an organization's data, network, user privacy, and resources at risk. It also offers continuous authentication to analyze user behavior to detect any unauthorized users attempting to use the device.



# Lenos Software

**Location:** San Francisco, CA

**Number of employees:** 38

**Founded:** 1999

**Leadership:** Debra Chong, Co-Founder and CEO; Patti Tackeff, Co-Founder and President

**Funded:** Privately held

**Privacy-related technology:**

**Consent Manager,**

**De-identification/Pseudonymity**

**Description:** Lenos Software's Strategic Event Management Platform enables management of meetings and events enterprise wide (processes and supply-chain) to achieve strategic goals and data governance, and provide financial transparency and consolidated financial reporting. The GDPR Consent and Data Management Module is integral to the lifecycle of meetings and events as it (a) tracks and retains privacy policies, consents and withdrawals of consent, (b) provides for correction of data, withdrawals and re-affirmations of consent, (d) de-identifies data as needed, (e) tracks data transfers to third-parties, and (f) is seamless with CRM (i.e., Salesforce).



# The Media Trust

**Location:** Vienna, VA

**Number of employees:** 100

**Founded:** 2005

**Leadership:** Chris Olson, CEO & Co-Founder; David Crane, CTO & Co-Founder; Alex Calic, CRO

**Funded:** Privately held

**Privacy-related technology:**  
**Activity Monitoring, Data Discovery, Incident Response**

**Description:** The Media Trust's GDPR Compliance solution continuously monitors digital assets for unauthorized tracking of consumer data and company-specific privacy and data collection policies. The Media Trust provides real-time insight into user identification and tracking behavior executing through website and mobile app environments.

With 12+ years experience in monitoring the digital ecosystem, our unique capabilities facilitate holistic digital risk management for websites to enable companies to demonstrate reasonable care.



# MEGA International

**Location:** Paris, France

**Number of employees:** 350

**Founded:** 1994

**Leadership:** Lucio de Risi, CEO Founder; Robert Raiola, CMO; Henri-Louisde Villmorin, Senior VP Head of Operations

**Funded:** Privately held

**Privacy-related products:** **Assessment Manager, Consent Manager, Data Mapping, Incident Response**

**Description:** MEGA International is a global software firm developing governance, risk and compliance solutions for more than 15 years. HOPEX GDPR provides a collaborative workspace for DPOs and cross-functional stakeholders to manage a GDPR-compliance initiative. Our solution gives you the right tools to understand how your organization complies with the GDPR to implement the needed changes and automatically produce documents required by the regulator. Our methodology has been developed with Gruppo IMPERIALI, which brings more than 30 years of data protection legal expertise. HOPEX GDPR integrates up-to-date regulatory details and legal templates to accelerate your remediation plans.



# Mentis

**Location:** New York, NY

**Number of employees:** 45-50

**Founded:** 2004

**Leadership:** Rajesh K. Parthasarathy, Founder, President and CEO; Paula Capps, Co-founder, COO; Suresh Sundaram, Executive Director

**Funded:** Privately held

**Privacy-related products:**

**Activity Monitoring, Data Discovery,**

**De-identification/Pseudonymity**

**Description:** MENTIS provides a single platform solution that integrates seamlessly throughout the data lifecycle from data discovery to pseudonymization in production and non-production, to continuously monitor and de-identify sensitive data. Using 29 out-of-the-box and custom ways to classify sensitive data, MENTIS's data discovery module can find sensitive data by dictionary search, patterns, master data, and code matching. Our pseudonymization module leverages the metadata generated by the data discovery module and pseudonymizes data using masking, encryption or tokenization techniques. Additionally, our monitor module can restrict data access based on role, program and location. Lastly, MENTIS can also provide data de-identification, sub-setting, two-factor authentication and DB firewall solutions.



# MetaCompliance



**Location:** London, U.K.

**Number of employees:** 50+

**Founded:** 2006

**Leadership:** Robert O'Brien, CEO; Eamonn Jennings, CTO

**Funded:** Privately held

**Privacy-related products:**

**Assessment Manager, Data Mapping,**

**Incident Response**

**Description:** MetaCompliance offers a one-stop-shop Privacy Management solution specifically designed to provide organizations with step-by-step guidance in preparing for, and operating in compliance with, the General Data Protection Regulation. The solution resides within the MyCompliance Cloud platform which provides customers with a fully integrated suite of GDPR capabilities which includes processing activity assessments, risk management, task management, policy management, incident management and eLearning. The platform also offers management dashboards and detailed reporting allowing data protection officers to easily track implementation progress and demonstrate ongoing accountability.



# Metrisolve

**Location:** Dublin, Ireland

**Number of employees:** 5-10

**Founded:** 2016

**Leadership:** Philippe Duval, Managing Director; Stuart Anderson, Services Director; Duncan Styles, Commercial Director

**Funded:** Privately held

**Privacy-related products:**

**Consent Manager**

**Description:** Metrisolve delivers workflow-driven case management solutions to organizations and has developed a specific SaaS solution for organizations to manage their data subject access requests. Metrisolve is focusing on the automated compliance of organizations to the regulation's processes. Our product, JustGDPR is a SaaS solution that delivers automated workflows and processing of EU General Data Protection Regulation-mandated DSARs with regulatory reporting in line with the EU guidelines.



# Mighty Trust Limited

**Location:** Dublin, Ireland

**Number of employees:** 8

**Founded:** 2017

**Leadership:** Brendan Quinn, CEO

**Funded:** Privately held

**Privacy-related products:**

**Activity Monitoring**

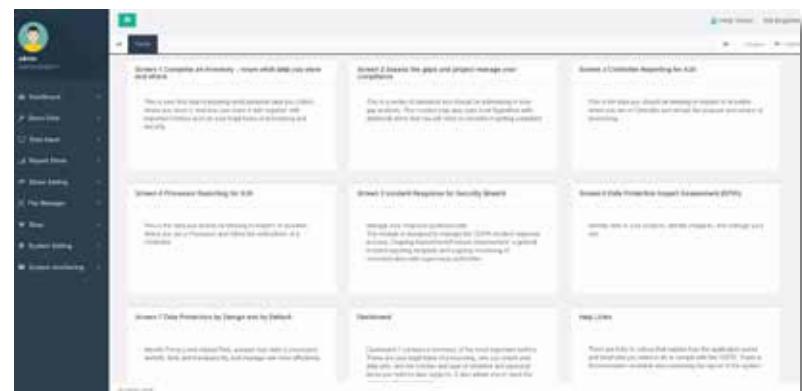
**Assessment Manager**

**Data Mapping, Incident Response**

**Privacy Information Manager**

**Description:** GDPRPLUS is a risk-based and project management toolkit for DPOs and privacy professionals. Modules include inventory, gap analysis, data

mapping and reporting, incident response, DPIAs, and privacy by design and by default. Dashboards provide more insight into projects and high-risk items. A document management system can securely store policies and reports and allows data sharing with regulators and counterparties, saving time in complying with multiple requests for the same data. GDPRPLUS is particularly useful as a collaboration platform for businesses with multiple locations. Data minimisation of personal data and least privilege is incorporated for all departments and users.



# Miner Eye

**Location:** Ganei-Am, Israel

**Number of employees:** 11-50

**Founded:** 2014

**Leadership:** Yaniv Avidan, CEO and Co-founder; Gideon Barak, Chairman of the Board and Co-founder; Avner Atias, CTO and Co-founder

**Funded:** Privately held

**Privacy-related products:**

**Activity Monitoring, Data Discovery, Data Mapping**

**Description:** MinerEye's VisionGrid platform is self-learning software that automatically identifies, classifies, and tracks data on premise, remote storages, and in the cloud. It enables scalable, automated analysis and governance of unstructured data across the enterprise. This enables companies to efficiently discover, analyze, and act on data for data privacy and security. Its AI technology identifies similar data between data centers and across the cloud by learning patterns, enabling the user to be alerted when a behavioral outlier occurs.



# NextLabs, Inc.

**Location:** San Mateo, CA

**Number of employees:** 200

**Founded:** 2004

**Employees:** Keng Lim, CEO; Patrick Ball, SVP of Sales; Steve Kwong, VP of Business Operations

**Funded:** Privately held

**Privacy-related products:**

**Activity Monitoring, Data Discovery, Data Mapping, Enterprise Communications, Privacy Information Manager**

**Description:** NextLabs provides data-centric security software to protect business-critical data and applications. Its dynamic authorization technology and attribute-based policy platform help enterprises identify, monitor and control access to sensitive data, and help prevent security and regulatory violations—whether on the cloud or on premise. The software audits and automates enforcement of security controls and compliance policies to secure information sharing across the extended enterprise. NextLabs has some of the largest global enterprises and government agencies as customers and strategic relationships with industry leaders.

# NEXTLABS®



# Nortal



**Location:** Tallinn, Harjumaa, Estonia

**Number of employees:** 501-1,000

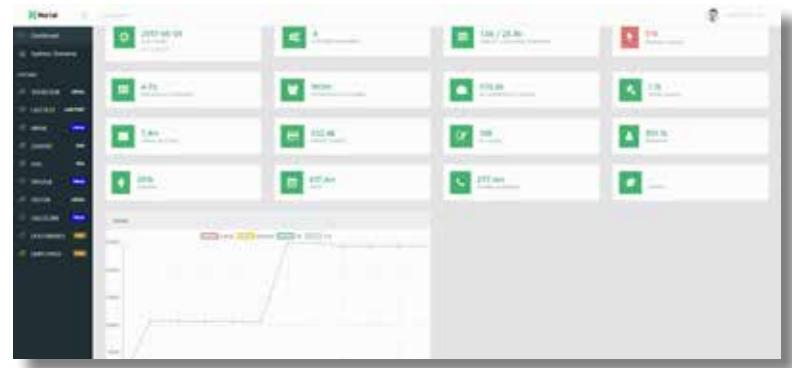
**Founded:** 2000

**Employees:** Priit Alamäe, Founder and CEO; Andre Krull, Partner and COO; Jonas Ander, CMO

**Funded:** Privately held

## Privacy-related products: Data Discovery, Data Mapping

**Description:** Nortal offers its DeepScan solution to help companies comply with the EU General Data Protection Regulation. DeepScan analyzes all of the data sources within an enterprise in order to map out where all of the information is located, including locations such as databases, emails, and scanned documents. After scanning all of the information, DeepScan will classify the information into different categories, determining whether it is personal information or business data. All of the information is placed onto a dashboard where companies can get a bird-eye view of all the data it currently possesses.



# Nymity



**Location:** Toronto, CA

**Number of employees:** 51-200

**Founded:** 2002

**Employees:** Terry McQuay, President and Founder; Oleg Lemeshko, Chief Technology Officer; Teresa Troester-Falk, Chief Global Privacy Strategist; Camille McQuay, VP, Research; Ray Pathak, VP Privacy Office Solutions

**Funded:** Privately held

## Privacy-related products: Assessment Manager, Data Mapping, Privacy Information Manager

**Description:** Nymity software solutions are designed specifically for the privacy office. Nymity's solutions include legal research software, privacy office support software and privacy management software. Nymity's legal research software helps organizations understand the ever-changing privacy compliance obligations and expectations around the world. Nymity privacy office support software includes over 800 templates, and helps organizations build and/or maintain a demonstrably compliant privacy program that results in ongoing compliance. Nymity privacy management software allows organizations to automate privacy management activities justified by volume and complexity, and includes ExpertPIA to automate PIAs and DPIAs and ExpertMapping to help manage records of processing activities.

# NYMITY

innovating compliance



# Obsequio Software

**Location:** Cambridge, UK

**Number of employees:** 5-10

**Founded:** 2017

**Leadership:** Phil Schofield, Founder & Managing Director; Kristy Gouldsmith, Non-Exec Director & GDPR Consultant

**Funded:** Privately held

**Privacy-related products:** **Consent Manager**

**Description:** Obsequio is a consent management application, designed to support organisations managing customer consent throughout the relationship lifecycle. Obsequio provides comprehensive consent management that includes suppression list management and referencing, consent validation across the data processing chain. For their customers, Obsequio facilitates subject access, data portability and withdrawal requests. Underpinning Obsequio is granular and comprehensive audit that records every human and application action. Authorized users can access and interrogate the audit log to verify compliance internally and externally. Data subjects can dynamically manage their consent preferences in a single interface: marketing preferences, approval for data controllers to share with named data processors, and more.



## OneTrust



**Location:** London, U.K.; Atlanta, GA; Munich, Germany; Bangalore, India

**Number of employees:** 300+

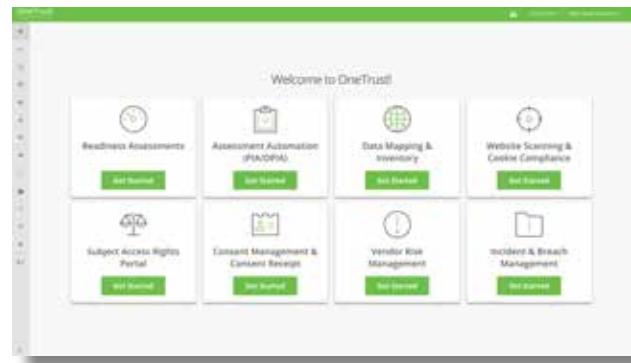
**Founded:** 2016

**Leadership:** Kabir Barday, CEO; John Marshall, Alan Dabbiere, Co Chairman; JP Halebeed, Global R&D; Andrew Clearwater, Director, Privacy; Blake Brannon, VP Product

**Funded:** Privately held

**Privacy-related products:** **Assessment Manager**, **Consent Manager**, **Data Discovery**, **Data Mapping**, **Incident Response**, **Website Scanning**

**Description:** OneTrust is a global leader in enterprise privacy management software used by more than 1,500 organisations to comply with data privacy regulations across sectors and jurisdictions, including the EU GDPR and ePrivacy. Our comprehensive and integrated platform includes readiness assessments, privacy impact assessments (PIA/DPIA/PbD) and data mapping automation, cookie consent and website scanning, data subject rights, universal consent and preference management, incident reporting, and vendor risk management.



# Opus

**Location:** New York, NY

**Number of employees:** 201-500

**Founded:** 2013

**Leadership:** Emanuele Conti, CEO & Director;  
Mike Angle, CTO; Glenn Renzulli, CFO

**Funded:** Privately held

## Privacy-related products:

## Assessment Manager, Data Discovery,

## Data Mapping

## **Description:** Opus's Third Party GDPR

Compliance solution allows organizations to identify the third parties they share customer information with, and identifying the proper controls for each relationship based on the shared data and regulatory compliance. The solution helps organizations document the data they hold and where the data comes from. Following the conclusion of a GDPR assessment, the solution will automatically do continual compliance reviews.



alacra Counterparty Intelligence Report

# PactSafe



**Location:** Indianapolis, IN

## **Number of employees:** 11-50

**Founded:** 2013

**Leadership:** Brian Powers, Co-Founder and CEO; Eric Prugh, Co-Founder and COO; Adam Gillaspie, Co-Founder and CTO

**Funded:** Privately held

## Privacy-related products:

## Consent Manager

## Privacy Information Manager

**Description:** PactSafe offers users a tool to help organizations monitor signatures for contracts, as well as several other features. The tool allows companies to manage and track all of their privacy policies, online legal terms, and opt-ins and to manage their legal website. The tool gives a company's internal team and by their customers can create, edit, and send contracts through.



# PlanetVerify

**Location:** Dublin, Ireland

**Number of employees:** 2-10

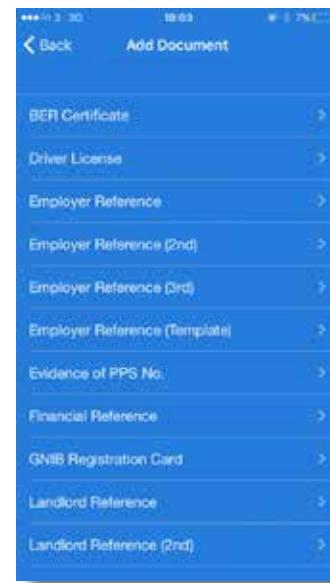
**Founded:** 2013

**Leadership:** Owen Sorensen, Founder & CEO

**Funded:** Privately held

## Privacy-related products: Consent Manager

**Description:** PlanetVerify is a document collection platform designed to collect customer data by gaining explicit consent in order to ensure the company is compliant with the General Data Protection Regulation. The platform offers real-time tracking of data requests, and gives organizations a data trail of the ways it manages customer consent. PlanetVerify's services are fully encrypted, and allows organizations to respond to consumer and employees requests to access, move, or erase their data.



# PossibleNOW



**Location:** Duluth, GA

**Number of employees:** 100

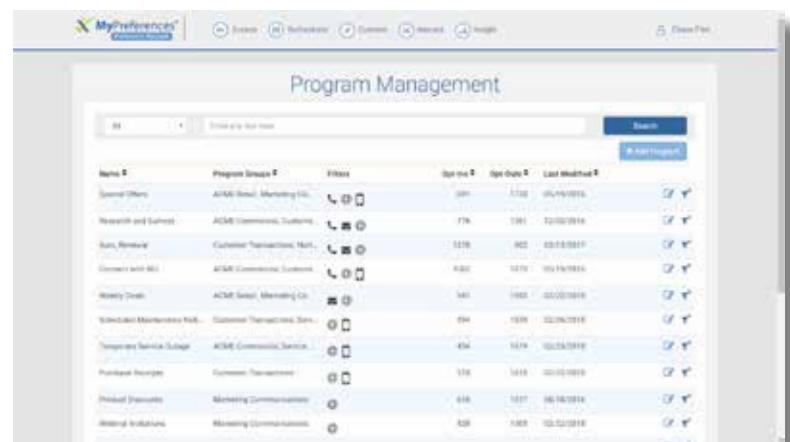
**Founded:** 2000

**Leadership:** Scott Frey, President & CEO; Chris Hoover, CTO; Rick Stauffer, COO

**Funding:** Privately held

## Privacy-related products: Consent Manager

**Description:** MyPreferences is a data management platform that connects any system or interface used to communicate with customers across the entire company. It collects express consent, cookie consent and preferences that customers share about themselves, stores them securely in a central repository and integrates them with any system the company uses to interact with those customers in the future. MyPreferences enhances customer experience by collecting their communication preferences such as topic of interest, preferred channel and frequency. It reduces marketing compliance risk by adapting to constantly changing privacy regulations, ensuring consent is collected and opt-outs are honored.



[!\[\]\(24ad95c5308fe5a8b9cead501603337c\_img.jpg\) Schedule Demo](#)

# Get GDPR Ready with BigID

## Find, Inventory & Map User Data at Scale



### Data-driven Compliance

- Advanced PII Discovery
- Automated Data Mapping
- Breach Identification & Notification
- Residency and Retention Analysis
- Track Data Access
- GDPR Compliance
- Data Subject Access & Erasure
- Lineage Analysis
- Security & Privacy Risk Measurement
- Centralized Consent Management

# Predesto

**Location:** Palo Alto, CA

**Number of employees:** 2-10

**Founded:** 2017

**Leadership:** Masood Akbar, CTO

**Funding:** Privately held

**Privacy-related products:**

**Data Discovery, Data Mapping**

**Description:** Predesto provides software for online employee privacy training, automatic scanning & classification of PII, an open framework to setup and manage deletion workflows for GDPR, and an immutable audit log with reporting for compliance. Our scanner supports all the standard databases/warehouses, and has dozens of pre-built PII classifiers. It is designed to support real-time communication and collaboration between teams across an organization and is available both in the cloud or on-premise.



# Prifender



**Location:** Bellevue, WA

**Number of employees:** 23

**Founded:** 2015

**Leadership:** Nimrod Luria, Founder, CEO; Omer Matityahu, COO; Sagi Leizerov, CDSO, Christopher Glover, CTO

**Funded:** Privately held

**Privacy-related products:**

**Activity Monitoring, Data Discovery, Data Mapping**

**Description:** Prifender is an enterprise privacy technology solution. Its platform is designed to use cyber forensics and advanced data searches to help companies track their data asset usage across their entire organizations. The platform uses artificial intelligence technology to detect sensitive data and identify data flows. Prifender helps organizations discover and map personal information across all systems, whether they are structured or unstructured. The platform helps companies view, control, report, and query data in order to meet privacy obligations, key performance indicators, and review activities taking place over millions of identities.



# Prince Group NL

**Location:** Loenen a/d Vecht, The Netherlands

**Number of employees:** 5-10

**Founded:** 2016

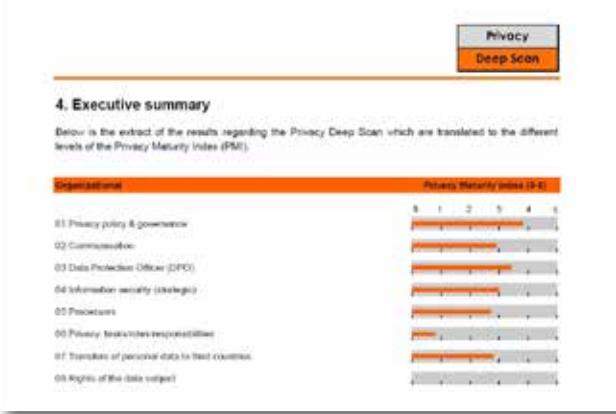
**Leadership:** Marc Ernst, CEO; Gerard Smits, CTO

**Funded:** Privately held

## Privacy-related products: Assessment Manager

**Description:** MyPrivacySolutions is a compliance solution and is deployed as Software-as-a-Service, available through a network of consultancy partners. Our tools create awareness and prioritization by taking snapshots of the organization regarding privacy, data protection and information security. It provides information on gaps and potential actions/ controls and is applicable for small organizations. As for large organizations, our solutions can be used to benchmark between business units and measure their readiness and monitor improvement. The

Privacy Deep Scan is an assessment toolkit that consists of more than 1400 data points. It is GDPR-ready, addressing legal, compliance and information security, but also 'soft' topics like communication, ethics and awareness. It creates a custom report for continuous improvement.



# Privacera

**Location:** San Francisco, CA

**Number of employees:** 2-10

**Founded:** 2016

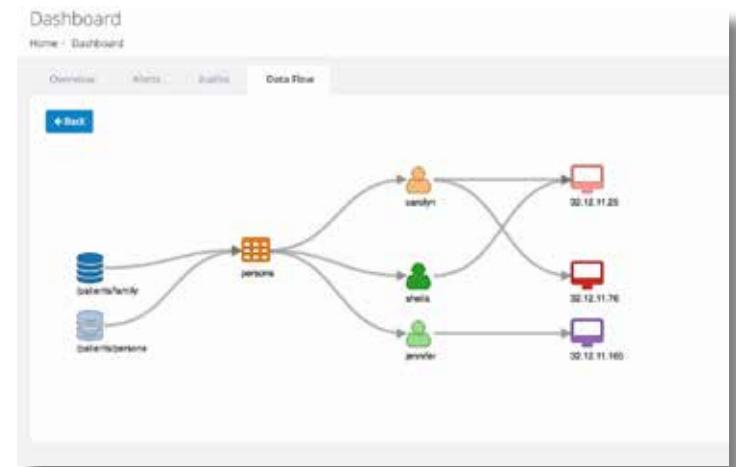
**Leadership:** Balaji Ganeshan, Co-Founder; Don Bosco Durai, Chief Security Architect

**Funded:** Privately held

## Privacy-related products:

### Activity Monitoring, Data Mapping

**Description:** Privacera helps enterprises discover, manage, and monitor sensitive information within their systems. It continuously ingests the enriched audit data and evaluates using machine learning and analytical models, which can generate alerts and perform mitigating actions. It can track how users are using sensitive data and correlates use in one dashboard. In addition to discovering and mapping data, it can monitor where data is flowing.



# Privacy Analytics

**Location:** Ontario, Canada

**Number of employees:** 50+

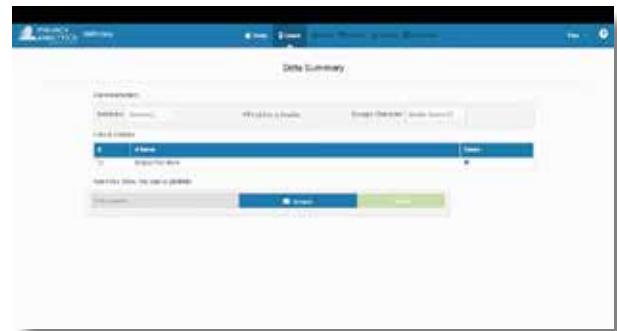
**Founded:** 2007

**Leadership:** Khaled El Emam, Director, Real World Evidence Solutions; Peter Hunter, Director, Real World Evidence Solution; Pamela Neely Buffone, Director, Product Management; Geordan Chester, Director, Professional Services; Dan Kha Pham, Director, Software Engineering; Sam Wehbe, Director, Marketing

**Funded:** Publicly traded (Owned by IMS Health)

## Privacy-related products: De-identification/Pseudonymity

**Description:** Privacy Analytics offers solutions designed to help companies maximize the value of their health care data by using a risk-based approach to de-identification of data. The solution ensures the data value is maximized while complying with various regulations. The company offers software giving companies a consistent approach to de-identifying data and providing risk determination of the company's data based on how the company intends to use it. Regardless of the format of the data, the software lets companies create automated and repeatable processes for de-identification as the amount of data grows within a company.



# Privacy Company

**Location:** The Hague, The Netherlands

**Number of employees:** 40

**Founded:** 2014

**Leadership:** Frank Koppejan, Founder and CEO; Marlies Blokland, Director; Arnold Roosendaal, Director

**Funded:** Privately held

## Privacy-related technology: Activity Monitoring, Assessment Manager, Data Mapping, Privacy Information Manager

**Description:** Privacy Company offers a wide variety of privacy services, including consultancy, training and software. Our privacy management software is called Privacy Nexus. It offers a complete customer journey for the privacy management of your organization in a single, user-friendly software platform. Designed in accordance with the GDPR. With Privacy Nexus you can make a complete data inventory, conduct DPIAs and manage third-party privacy compliance. The dashboard gives an organization a clear overview of the compliance status and helps to manage privacy risks in real-time. Privacy Nexus is multilingual, so the user can switch easily between languages.



# Privacy Lab

**Location:** Reggio Emilia, Italy

**Number of employees:** 25-30

**Founded:** 2002

**Leadership:** Andrea Chiozzi, CEO & Founder; Roberto Ghinolfi, Privacy Consultant; Emanuela Menna, Privacy Consultant

**Funded:** Privately held

**Privacy-related products:** **Activity Monitoring**, **Assessment Manager**, **Consent Manager**, **Data Mapping**

**Description:** Privacylab is a web solution to manage privacy compliance for GDPR and demonstrate accountability. Privacylab uses wizard procedures to save time and avoid errors. It provides the user with: information reports for each category of data subject; consent management, automatically created when provided by law; appointment of processors and other personnel, customized with tasks for each employee; organizational chart of tasks and competences of privacy; appointment of system administrator; and records of processing activities. Other features: External processing, risk-gap analysis and improvement plan, security measures taken, recovery data plan.



*a norma di privacy con un click*



# PrivacyAnt Ltd.

**Location:** Helsinki, Finland

**Number of employees:** 6

**Founded:** 2016

**Leadership:** Heikki Tolvanen, Chief Legal Engineer, Co-founder; Jane Tahvanainen, Chief Operations Officer, Co-founder; Pekka Lampelö, Chief Executive Officer, Co-founder

**Funded:** Privately held

**Privacy-related products:** **Assessment Manager**, **Data Mapping**

**Description:** PrivacyAnt Software is a privacy-compliance platform that integrates data mapping and compliance assessments. Employees collaborate across an organization to produce and maintain documentation that is visualized in data-flow maps, and processing activities. The software triggers assessment questions at IT-systems, vendors, processing activities, and other entities based on conditions that can be configured. This enables privacy teams to plan and implement privacy policies across business units. Found risks and gaps are assigned as tasks for employees to correct. Business units can also run preliminary assessments for new projects.





# Privaon

**Location:** Espoo, Finland

**Number of employees:** 15

**Founded:** 2014

**Leadership:** Tomi Mikkonen, CEO;

Peter Platan, COO

**Funded:** Privately held

**Privacy-related products:**

**Assessment Manager**

**Description:** Privaon provides solutions in the areas of data protection, privacy risk management, privacy engineering and GDPR compliance. Privaon's cloud-based Privacy Assessment Tool allows for scoping of current privacy risk- and compliance levels, helping to manage privacy and reduce risks.

The criteria evaluation lets you know the gaps in your current privacy management practices, allowing you to set control measures. A detailed report is composed of your current privacy compliance stats and risk levels. Privaon's GDPR e-Learning training provides an interactive way to train your entire staff requiring an introduction to GDPR. The training consists of lectures, videos and exercises.

# Privaon



# priVapp

**Location:** San Francisco, CA

**Number of employees:** Fewer than 20

**Founded:** 2014

**Leadership:** Sara Duryea, Founder

**Funded:** Privately held

**Privacy-related technology:**

**Enterprise Communications**

**Description:** Circle is an encrypted, secure and multi-faceted collaboration tool built for private and highly sensitive business communications. Its system provides a secure, easy-to-use and on-demand platform that installs in minutes, and uses AES encryption with keys stored on the endpoint devices. Data is not stored on intermediary servers and priVapp never has access

to customer data. The interface allows real-time commenting and editing on Word documents and launching of shared PowerPoint, Excel and other documents. Circle gives enterprise work groups an easy-to-use collaboration with secure architecture.



**Location:** London, U.K.

**Number of employees:** 50

**Founded:** 2014

**Leadership:** Jason du Preez, CEO; Jason McFall, CTO

**Funded:** Privately held

**Privacy-related technology:**  
**Assessment Manager,**  
**De-identification/Pseudonymity,**  
**Privacy Information Manager**

**Description:** Privitar is a London-based, globally-focused enterprise software company, with three

products designed to protect sensitive data. Privitar Publisher takes sensitive data and applies a privacy policy to create an anonymized copy which can safely be used for investigative analytics, machine learning, and sharing with trusted parties; Privitar Lens is a privacy-preserving query interface for reporting and advanced analytics at enterprise-scale; and Privitar SecureLink is a data de-identification system that can be used by organizations to overcome trust barriers and combat data siloing. Privitar helps innovation-hungry organizations engineer privacy-safe data operations, using advanced techniques that preserve sensitive information while retaining data utility.



# PRIVITAR



The screenshot shows a software interface titled 'PRIVITAR'. On the left is a sidebar with icons for 'Policy Publisher', 'Policy Lens', 'Policy Manager', 'Audit', and 'Audit Log'. The main area is a table with columns: 'Name', 'Criteria', 'Status', 'Owner', and 'Modified'. The table lists several policies, such as 'Bank Account Data', 'Bank Customer Profile and Account Data', 'Bank Account Data', 'Bank Customer Profile and Account Data', 'Full Subscriber Profile - Dan', 'Full Subscriber Profile - Vicki', 'Full Subscriber Profile', 'Full Subscriber Profile and Monthly Bill Data', and 'Anonymizing', each with a status of 'Ready' and a specific owner and modification date.

## Proofpoint

**Location:** Sunnyvale, CA

**Number of employees:** 4,000

**Founded:** 2002

**Leadership:** Gary Steele, CEO, Paul Auvil, CFO; Lyn Campbell, VP, Global Operations; Marcel Depaolis, CTO; Ryan Kalemba, SVP, Cybersecurity Strategy

**Funded:** Privately held

**Privacy-related products:** **Activity Monitoring,**  
**Data Discovery,** **Data Mapping,** **Incident Response**

**Description:** Proofpoint offers automated content analysis to help companies discover sensitive information and track data across the network. The analysis helps a company discover where sensitive data is located and the data that is most at risk for exposure. The Data Discover tool also provides organizations with data visualization and heat maps locating where the data is most at risk. Companies can fix compliance breaches in real time and revoke access to any unwanted users. Proofpoint also offers a Threat Response platform to help companies resolve threats faster by automatically alerting a company to incidents, while collecting and comparing data forensics.

# proofpoint™



The screenshot shows a web-based threat analysis interface for 'Proofpoint'. At the top, there are buttons for 'DEMO', 'THREAT RESPONSE', 'REPORTING', and 'SEARCH'. Below that is a header with a dropdown for 'Trusted Financial Inc.' and a search bar. The main area has sections for 'DETAILS', 'THREAT CLASSIFICATION' (showing 'Malware'), 'MESSAGE ANALYSIS' (showing 4 items in each of 'DEEMED', 'DETERMINED', and 'REMITTED' categories), and 'URL DEFENSE' (showing 5 'BLOCKED', 1 'WARNED', and 4 'PERMITTED' items). There are also buttons for 'Sandbox Analysis' and 'File Download'.

# Protegrity

**Location:** Stamford, CT

**Number of employees:** 200+

**Founded:** 2004

**Leadership:** Suni Munshani, CEO; Dominic Sartorio, Senior VP, Products & Development; Clare Cunniffe, Senior VP, Sales

**Funded:** Privately held

## Privacy-related products: De-identification/Pseudonymity

**Description:** Protegrity offers an enterprise data security software platform that leverages scalable, data-centric encryption, vaultless tokenization and masking to help businesses secure sensitive information while maintaining data usability. Built for complex, heterogeneous business environments, the Protegrity Data Security Platform provides data security certified across applications, data warehouses, mainframes, big data, and cloud environments. Protegrity helps manage risk, achieve compliance, enable business analytics, and adopt new platforms while maintaining the privacy of customers and employees.



# Protensus

**Location:** London, U.K.

**Number of employees:** 23

**Founded:** 2014

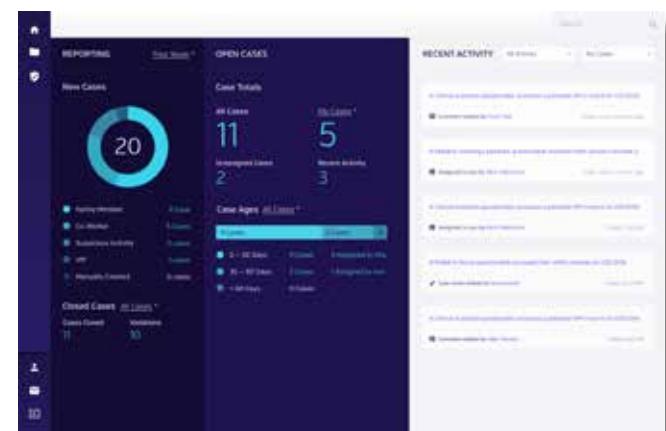
**Leadership:** Robert Lord, Co-founder, CEO; Nick Culbertson, Co-Founder, COO & President; Chris Jeschke, CTO

**Funded:** Privately held

## Privacy-related products: Activity Monitoring, Data Discovery, Data Mapping

**Description:** Protensus' patient monitoring platform consists of two main parts: The first is the analytics and proactive detection piece, which takes big data, machine learning, AI, and combines it with user workflow, HR data, and other elements to create a second-by-second account of all the activity occurring within an electronic health record. The combination can help determine a user's normal behavior and help detect any abnormalities. The "forensics and investigation" part of the platform lets electronic health record users sift through patient information in a point-and-click interactive interface, while limiting the amount of false positives.

# PROTENUS



# Proteus-Cyber Ltd

**Location:** London, U.K.

**Number of employees:** 10

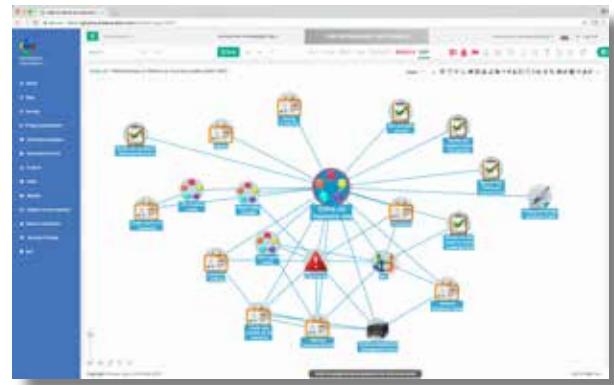
**Founded:** 2013

**Leadership:** John Clelland, Managing Director; Chris Greenslade, Director

**Funded:** Privately held

**Privacy-related products:** **Activity Monitoring, Assessment Manager, Consent Manager, Data Discovery, Data Mapping, Incident Response**

**Description:** Proteus GDPRReady's core functionality includes data mapping with easy-to-complete online surveys (or bulk import) and building and reporting of the data register. Add to this breach notification, subject access request management, consent management, risk assessment and project management and you get a system that helps the data protection officer deliver and demonstrate compliance with the GDPR. Designed initially for large enterprises and offered as a SaaS solution, hosted in the cloud or on premises, there is now also a cloud-only SME version.



# Qixium

**Location:** Ede, The Netherlands

**Number of Employees:** 11-50

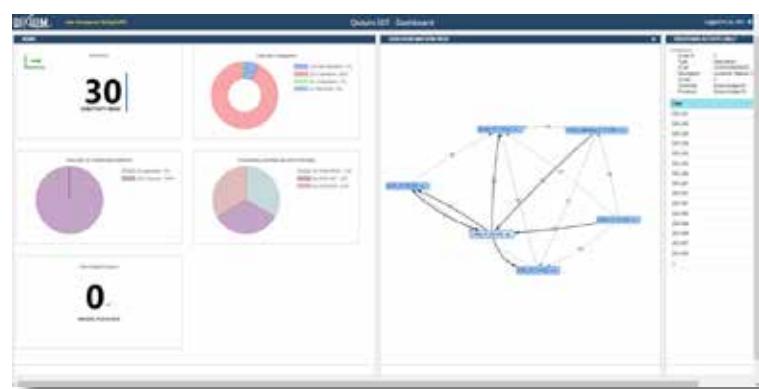
**Founded:** 2004

**Leadership:** Joost Ale, CEO; Bradley Bakker, head of R&D; Marcel van de Steeg, COO

**Funded:** Privately held

**Privacy-related products:** **Data Discovery, Data Mapping, De-identification/Pseudonymity**

**Description:** Qixium is Scope4Mation's next generation platform designed to help organisations protect and manage sensitive data to help support GDPR compliance. Its extended features for the discovery and classification of sensitive data offer an ideal platform to provide the DPO with a comprehensive inventory of the enterprise's data privacy landscape. Qixium's data anonymization technology significantly reduces the risk of data being compromised while in non-production environments for activities such as testing, training, BI etc. The intuitive user dashboard provides an up-to-date status overview containing clear insights on the management of sensitive and privacy data.



# Radar



**Location:** Portland, OR

**Number of employees:** 25-50

**Founded:** 2014

**Leadership:** Mahmood Sher-Jan, CEO; Dylan Anderson, Senior Director of Finance; Doug Kruger, Senior VP of Sales and Business Development; Andrew Migliore, VP of Engineering; Travis Cannon, Director of Product Management; Alex Wall, Senior Counsel, CPO; Kristin Williams, Senior Client Success Manager; Dorothy Davis, Marketing Director

**Funded:** Privately held

**Privacy-related products:** [Assessment Manager](#), [Incident Response](#)

**Description:** RADAR is a decision support solution that provides privacy and legal professionals efficient, timely, and accurate information for making decisions regarding regulatory compliance, contractual obligations, and data breach notification laws. RADAR serves as an operational infrastructure for managing and responding to data privacy and security incidents involving PII and/or PHI. The patented Breach Guidance Engine™ uses multiple risk factors to score each incident, producing a heatmap that quantifies the incident's severity, data sensitivity, and whether it is notifiable under federal and state breach laws or contractual obligations. The engine provides the framework to address GDPR incident response requirements. RADAR's legal library is always current, providing up-to-date information on existing and pending regulations.



# Raptor Compliance

**Location:** Schwerzenbach, Zürich

**Number of employees:** 2-10

**Founded:** 2017

**Leadership:** Dominic N. Staiger, CEO; Oliver Stutz, Head of Product; Philipp A. Staiger, Head of Marketing

**Funded:** Privately held

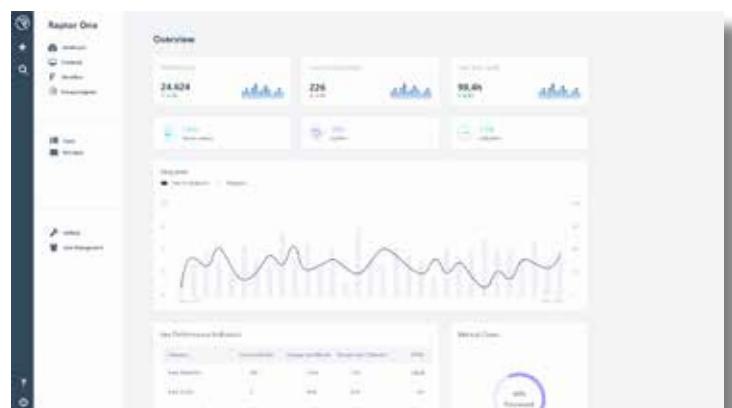
**Privacy-related products:**

[Assessment Manager](#), [Data Discovery](#), [Data Mapping](#)

**Description:** Raptor Compliance's solution helps organizations comply with Article 15 of the General Data Protection Regulation. The platform gives companies the ability to answer data requests from stakeholders, while ensuring compliance through audits and management reporting. Raptor's platform can connect with any digital data source, and has additional modules allowing users to ensure they are compliant with Article 20 of the GDPR. The platform also has an interactive interface allowing management to observe the compliance efforts of their organization.



## RAPTOR COMPLIANCE



# Resilient



**Location:** Cambridge, MA

**Number of employees:** 140-200

**Founded:** 2010

**Leadership:** John Bruce, CEO & Co-Founder; Bruce Schneier, CTO; Ted Julian, VP of Product Management & Co-Founder; Maria Battaglia, CMO; Gene Fay, VP of Sales; Allen Rogers, VP of Engineering; Paul Ayers, GM, EMEA

**Funded:** Publicly traded (owned by IBM)

**Privacy-related products:** Incident Response

**Description:** The Resilient Incident Response Platform integrates with an organization's existing security and IT system to make sure alerts are instantly actionable, offers intelligence and the context of an incident, and enables adaptive response to complex threats. Teams can collaborate on their response within the platform. It offers analysis, customizable dashboards, and reporting to ensure senior leadership can access information on an incident at any time. Included in the platform is a privacy module providing information on global regulations and data breach response plans instantly mapping to the latest regulations. The maps help organizations simplify their response by removing regulatory complexity.



# Retrospect

**Location:** Walnut Creek, CA

**Number of employees:** 11-50

**Founded:** 2011

**Leadership:** JG Heithcock, CEO; Brian Dunagan, COO

**Funded:** Privately held

**Privacy-related products:**  
**Consent Manager**

**Description:** Retrospect has released its latest version of its software, assisting companies with their EU General Data Protection Regulation compliance efforts. Retrospect 15.1 allows companies to tackle the "right to be forgotten" provision of the GDPR and allows companies to protect and delete any data they have on their users. The tool uses rule-based filtering to allow companies to remove specific data from any backups they possess.



# Rever

**Location:** Brussels, Belgium

**Number of employees:** 15-50

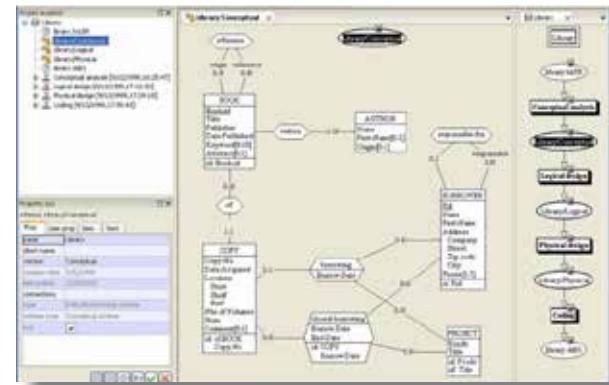
**Founded:** 2004

**Leadership:** Dominique Orban de Xivry, CEO; Stephane Coethals, VP Sales & Operations; Maxime Cools, Director of Corporate Sales; Muriel Adamski, Online Communications Officer

**Funded:** Privately held

**Privacy-related products:** **Data Discovery, Data Mapping**

**Description:** Rever offers several products designed to allow an organization to identify all of the data within the enterprise. Among the products the company offers is the Rever Enterprise Foundation, which creates a data-usage map, and is the place where physical, logical, and conceptual data models would be stored. The Enterprise Foundation lets a company build a data dictionary, carry out data management products, and ensures an organization is ready for big data applications. Another product, Rever Protect, lets a company select and identify sensitive data according to an organization's needs.



# RISMA Systems

**Location:** Herlev, Denmark

**Number of employees:** 20-49

**Founded:** 2014

**Leadership:** Lars Nybro Munksgaard, CEO; Steen Rath, CCO

**Funded:** Privately held

**Privacy-related products:** **Data Discovery, Data Mapping**

**Description:** RISMAgdpr is a GDPR software platform designed to help organisations comply with data privacy regulations whether you are a small, medium-sized or global. Developed by RISMA and the Danish law firm, Plesner, the software guides you through the jurisdictions and provides a platform with structure, data mapping, tasks and GAP-analysis. It offers dashboards, metrics and reports for companies to track their progress, and management will have a full overview of every process.

# RISMA



# SafeHarbour BV

**Location:** Amsterdam, Netherlands

**Number of employees:** 2-10

**Founded:** 2012

**Leadership:** Eva de Wit, CISO/DPO; Ronald Driehuis, CIPM, Product owner; Erwin Boerhoop, Director

**Funded:** Privately held

**Privacy-related products:**

**Activity Monitoring**

**Assessment Manager**

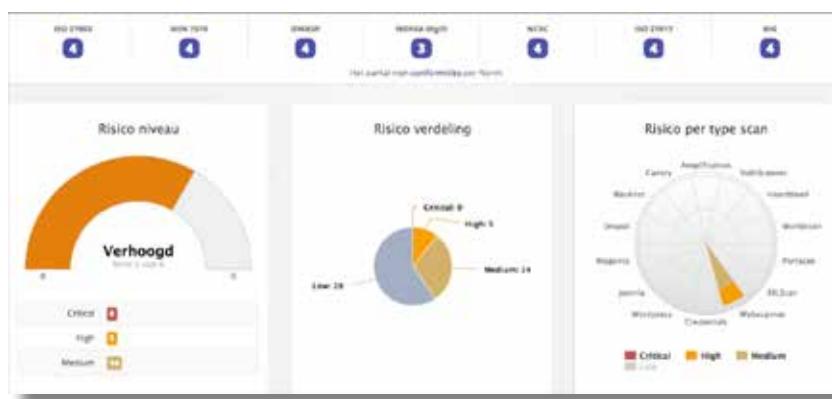
**Website Scanning**

**Description:** SafeHarbour BV's products allow organizations to scan and monitor their websites for potential trouble spots. Its "BIG" scan allows a business to scan its entire digital environment to monitor for any malicious activity. SafeHarbour offers a dashboard designed to let organizations see where they do not meet the company's BIG standard. It also provides a number of tools to support the work of data protection officers and chief information security officers.



**SafeHarbour**

AUDIT PRIVACY SECURITY



# SAP

**Location:** Walldorf, Germany

**Number of employees:** 10,000+

**Founded:** 1972

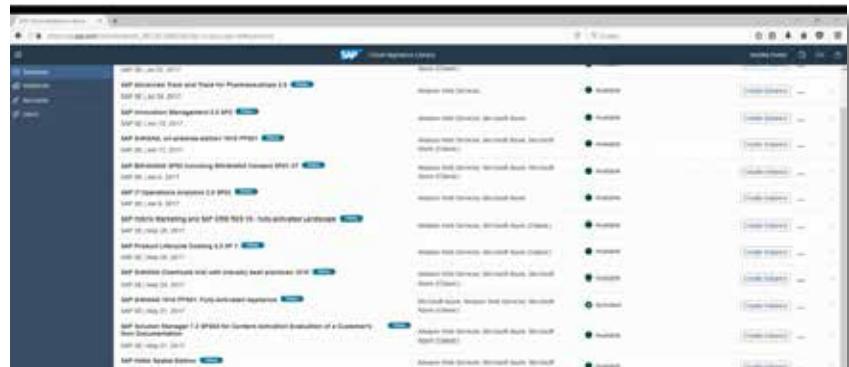
**Leadership:** Bill McDermott, CEO; Luka Muci, CFO; Robert Enslin, Cloud Business Group

**Funded:** Publicly traded

**Privacy-related products:**

**Consent Manager, Data Discovery**

**Description:** SAP has released three solutions designed to help companies comply with the EU General Data Protection Regulation. This includes SAP Hybrid Identity, which facilitates customer registration and logins throughout an enterprise; SAP Hybris Consent, which notes consumer consent for terms of services, cookies, and marketing communications; and SAP Hybrid Profile, giving an organization the ability to see all of the information related to a customer, including identity information and profile data. The three solutions are available individually, or as part of one package.



# SAS Global Data Management

**Location:** Cary, NC

**Number of employees:** 10,000+

**Founded:** 1976

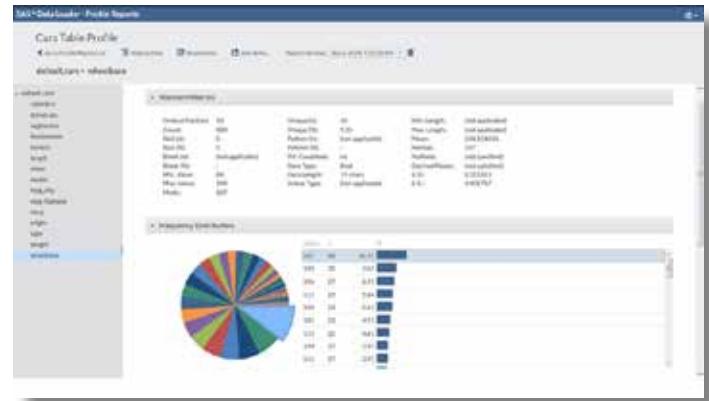
**Leadership:** Jim Goodnight, Co-Founder and CEO; John Sall, Co-Founder and Executive VP; John Boswell, Executive VP and Chief Legal Officer; Oliver Schabenberger, Executive VP and CTO

**Funded:** Privately held

## Privacy-related products:

## Activity Monitoring, Data Discovery, De-identification/Pseudonymity

**Description:** SAS offers a platform designed to allow organizations to access, identify, govern and protect all of its data in order to ensure compliance with the General Data Protection Regulation. SAS gives organizations a single interface they can use to access and manage the different types of data within their enterprise. Organizations can identify data sources, evaluate the need for de-identification, and assess the risk of exposing personally identifiable information. SAS allows companies to implement pseudonymization, anonymization and encryption, while implementing safeguards to allow an organization to know who is accessing personal data, and ensuring only relevant data can be accessed.



# SecuPi

**Location:** Jersey City, NJ

## Number of employees: 11-50

**Founded:** 2014

**Leadership:** Alon Rosenthal, Co-founder & CEO; Dotan Adler, Co-founder & CTO; Amir Fligler, VP R&D

**Funded:** Privately held

**Privacy-related products: Activity Monitoring, Consent Manager, Data Mapping, De-identification/Pseudonymity**

**Description:** SecuPi applies client consent processing, pseudonymization, real-time monitoring, data access, and cross-border controls on your sensitive and regulated data flows.

Our software platform also maps sensitive and regulated data-flows keeping a full audit of all user activity that can be easily assessed by regulators and auditors.



# SecureB2B

**Location:** Frome, England

**Number of employees:** 2-10

**Founded:** 2017

**Leadership:** Nick Carus, CEO

**Funded:** Privately held

**Privacy-related products:** **Activity Monitoring**, **Incident Response**

**Description:** SecureB2B's main service is CYBERShark, a cloud-based security and compliance monitoring platform designed to help organizations avoid suffering data breaches and falling out of compliance with the General Data Protection Regulation. The service collects and analyzes log data generated from an organization's IT infrastructure. The data is then labeled based on various categories. CYBERShark allows organizations to view specific datasets, and reports on data, incident management, and compliance. The service scans for risk levels based on user activity, with the intention of proactively stopping data breaches before they occur.



# Security Scorecard

**Location:** New York, NY

**Number of employees:** 100+

**Founded:** 2013

**Leadership:** Aleksandr Yampolskiy, CEO and Founder; Sam Kassoumeh, COO and Co-Founder; Bill Siegel, CFO; Jasson Casey, CTO; Alexander Heid, CRO; Tom Wells, VP Global Sales; Sean Goldstein VP Global Marketing; Mike Rogers, VP Strategic Alliance and Channels

**Funded:** Privately held

**Privacy-related products:** **Assessment Manager**

**Description:** The Security Scorecard platform is a risk assessment manager allowing an organization to get risk ratings on all of their vendors. The platform allows the organization to monitor those vendors to see if there are any changes in their risk standing. Companies can sort their vendors by their level of risk and find critical vulnerabilities across their entire portfolio. The platform allows companies to receive a breakdown of the categories where their vendors struggle and has a questionnaire to ensure vendors are in compliance with different frameworks. Vendors are invited to fix their troublesome areas, and the platform gives remediation advice to solve any issues.



## Security Scorecard



# Sensorpro

**Location:** Palashi, India

**Number of employees:** 51-200

**Founded:** 2002

**Leadership:** Christopher J. Byrne, Founder and CEO; Richard Coady, CTO

**Funded:** Privately held

**Privacy-related products:**

**Assessment Manager, Consent Manager, De-identification/Pseudonymity**

**Description:** Sensorpro offers organizations a marketing platform to help comply with the EU General Data Protection Regulation. The platform allows companies to make changes to customer data, while possessing subscriber management tools to help remove dormant or unwanted contacts. Sensorpro's product allows for survey responses to be anonymized, and reports for organizations to use for proof of opt-ins. Sensorpro also offers a GDPR marketing audit for companies to make sure all of their marketing activities fall into compliance with the impending regulation.



# Senya Limited

**Location:** United Kingdom

**Number of employees:** 7

**Founded:** 2005

**Leadership:** Amit Mandal, Director; Quenten Friday, Consultant; Deon Pollard, Consultant

**Funded:** Privately held

**Privacy-related products:** **Data Discovery, Data Mapping**

**Description:** Capiible is an intelligent data discovery and classification template containing base classification structures to identify and understand the personal data store within the organization. The template enables a list of source systems containing structured, semi-structured or un-structured data to be identified; provides an approach to discovering and classifying the source system data elements using a target personal data map; helps organizations quickly understand where personal data resides across the source systems. "Fuzzy Logic" is used to accelerate the data classification process, by automating the matching of source-to-target data, and machine learning to help in the discovery effort.



# Senzing

**Location:** Venice, CA

**Number of employees:** 10-20

**Founded:** 2016

**Leadership:** Jeff Jonas, CEO and Founder; Brian Macy, COO; John Bliss, CPO

**Funded:** Privately held

**Privacy-related products:** **Assessment Manager**, **Consent Manager**, **Data Discovery**, **Data Mapping**

**Description:** Senzing ER for GDPR helps organizations comply with data subject access requests by quickly determining who's who in their data, a critical first step in GDPR compliance efforts. First Senzing ER creates a centralized index of anonymized personal citizen data from source systems. Then users perform single subject searches and Senzing ER for GDPR produces reports with pointers to subject data, including records with name variations, misspellings, etc. Senzing ER uses entity resolution with privacy by design, developed and tested over the last decade, which makes it easy to locate all data and assemble subject information as required by GDPR.

# Senzing



# Signatu

**Location:** Oslo, Norway

**Number of employees:** 2-10

**Founded:** 2015

**Leadership:** Torgeir Hovden, Founder and CEO; Georg Philip Krog, Founder, CPO, General Counsel

**Funded:** Privately held

**Privacy-related products:** **Assessment Manager**, **Consent Manager**, **Data Mapping**

**Description:** Signatu is a self-service cloud solution designed for companies to create privacy policies that are compliant with the GDPR. The service does this by offering an online questionnaire asking about the company's data processing activities. Companies have the option of answering a simple version of the questionnaire, or a more in-depth version. Once completed, the company is given a snippet of code it can use to implement the policy onto their site. Signatu also tracks user consent to the processing of personal data, and maps the data processing activities of the company, both internal and with third parties.

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Privacy

Deep Scan®

**The *Essential Step* to Privacy Compliance**



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INSIGHT



CONTROLS



GUIDANCE



IMPROVEMENT

want to become a partner?

check [www.privacydeepscan.eu/newpartner](http://www.privacydeepscan.eu/newpartner)

# SkyHigh

**Location:** Campbell, CA

**Number of employees:** 303

**Founded:** 2011

**Leadership:** Rajiv Gupta, CEO; Don Dixon, CFO; Sekhar SarU.K.kai, SVP Engineering; Mike Muñoz, SVP WW Sales; Kaushik Narayan, CTO; Abhay Solapurkar, VP of Global Support and Customer Success; Jason Reeve, VP of Sales Engineering; Bruce Lennon, VP of Sales West; Srinivas Gurrapu, VP of Customer Solutions; Kamal Shah, SVP of Products and Marketing; Charlie Howe, VP of EMEA; Kevin Jones, VP of Public Sector

**Funding:** Privately held

**Privacy-related products:** **Activity Monitoring, Data Mapping, Incident Response**

**Description:** Skyhigh's platform allows an organization to enforce policies in both corporate sanctioned and employee introduced cloud services. The platform finds all cloud services in use and assess them a 1-10 score based on enterprise readiness, revealing gaps in cloud policy enforcement. It has real-time coaching and policy enforcement to guide users to corporate-approved services. The platform finds sensitive or regulated data both in motion and at rest, and captures all user activity in the cloud and uses entity behavior analytics to detect insider threats and compromised accounts. The platform lets an organization edit a user's role and permissions in real time.



# Smartpipe Solutions



# smartpipe

**Location:** London, England; Cwmbran, U.K.

**Number of employees:** 45

**Founded:** 2014

**Leadership:** Tobin Ireland, Co-founder and CEO; Yvonne Fern, Co-founder and Chief Product Officer; Thomas Remmert, CTO; Phil Guest, Chief Revenue Officer

**Funded:** Privately held

**Privacy-related products:**  
**De-identification/Pseudonymity**



**Description:** Smartpipe works with telcos around the world to help them monetize their customer data across open ecosystems in a safe and compliant way. Initially supporting telco strategies for entering programmatic advertising, the Smartpipe solution is equally fit for the wider market, including IoT, smart cities, and ID verification. Smartpipe's Header Injection solution is deployed into the secure environments of telcos to appropriately augment or replace persistent unique identifiers with event-level transient tokens as they are routed across the network between contracted and consented parties. This enables attributes to be attached to the token and matched for transaction, without creating links between one event and the next. Smartpipe is building a new type of privacy-first, identity ecosystem, leveraging network and data assets to support new services across open ecosystems.

# SoftwareAG

**Location:** Darmstadt, Germany

**Number of employees:** 4,400

**Founded:** 1969

**Leadership:** Karl-Heinz Streibich, CEO; Arnd Zinnhardt, CFO; Wolfram Jost, CTO

**Funded:** Publicly traded

**Privacy-related products:**  
**Assessment Manager**

**Description:** Through Software AG's business and IT transformation platform, enterprises will have the capabilities needed to manage data privacy, including the ability to achieve data transparency, establish a system for recording processing activities, satisfy the requirements for fulfilling subjects' rights, and introduce comprehensive data protection management that defines data protection processes. The breadth of Software AG's product portfolio addresses business process analysis, enterprise architecture management, IT portfolio management and planning, and GRC practices – all to simplify the process for customers to manage data privacy without disrupting other business initiatives.



# Solidatus

**Location:** London, U.K.

**Number of employees:** 5-10

**Founded:** 2017

**Leadership:** Philip Miller & Philip Dutton; Chief Commercial Officer: Howard Travers; Head of Software: Daniel Waddington

**Funding:** Privately held

**Privacy-related products:**  
**Activity Monitoring**,  
**Data Discovery**, **Data Mapping**



**Description:** Solidatus provides a web-based application that rapidly maps, visualises and shares the flow of data (including personal data) through the organisation. The platform allows for delegation of the data models and privacy metadata to key data users to rapidly build a global model including DPIA risk assessments. All changes go through an internal approval process, which incorporates version control to provide comprehensive auditing facilities. The data map can also be shared in a read-only form as a whole or in clearly defined filtered views to make it more relevant to the end user enabling clear management visibility, quality, validation; which can also be prove compliance to the regulator.

# SophiMail

**Location:** Nicosia, Cyprus

**Number of employees:** 3

**Founded:** 2014

**Leadership:** George Dimakopoulos CTO; Ioli Papadopoulou, Business Development Manager

**Funded:** Privately held

**Privacy-related products:**  
**Enterprise Communications**

**Description:** SophiMail is a business email, engineered for business continuity and data privacy. SophiMail delivers solutions serving complex challenges, beyond the user experience, such as business continuity, data privacy, firm IT-control, and cost efficiency. SophiMail combines cloud infrastructure and sophisticated engine simplicity. Unique features include daily backup, downloaded server-side on a trusted location you indicate, and a role-based dashboard, for easy management of multiple email domains across the globe, on cloud or on premise.



# Spearline Risk and Compliance



**Location:** Skibbereen, Co. Cork, Ireland

**Number of employees:** 70

**Founded:** 2003

**Leadership:** Ciara Lucy, Managing Director; Kevin Buckley, CEO; Matthew Lawlor, CTO

**Funded:** Privately held

**Privacy-related products:**

**Assessment Manager, Consent Manager, Data Mapping, Incident Response**

**Description:** Spearline Data Protection is a GDPR operational compliance software solution, created in conjunction with data protection and legal experts to ensure the optimum support in your GDPR journey. It is a workflow tool that gives you a central place to record all of your GDPR efforts including your data mapping, privacy-related policies

and procedures. Our solution will allow you to identify, investigate and report on any breaches that may occur in your organization. We developed an easy-to-use software tool that allows you to pick and choose the modules that best fit the individual needs of your business.



# Statice

**Location:** Berlin, Germany

**Number of employees:** 7

**Founded:** 2017

**Leadership:** Sebastian Weyer, CEO; Mikhail Dyakov, CTO; Omar Ali Fdal, CDO

**Funded:** Privately held

## Privacy-related products: De-identification/Pseudonymity

**Description:** Statice is an automatic data anonymization software that allows companies and their partners to easily leverage and process existing or new personal data and ensures that no personal information is ever exposed. Statice does this by implementing the concept of differential privacy on top of generating synthetic data. Synthetic data resembles statistical properties of original data but consists of completely artificial data points, thus guaranteeing a maximum degree of privacy. This simplifies the access to necessary data in order to run meaningful data analysis or build machine-learning models.



# Structure Systems

**Location:** Nijmegen, The Netherlands

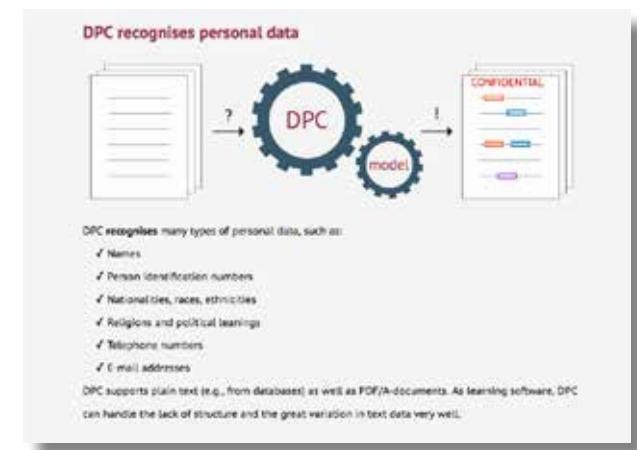
**Number of employees:** 2-10

**Founded:** 2017

**Funded:** Privately held

## Privacy-related products: Data Discovery, Data Mapping, De-identification/Pseudonymity

**Description:** Our software package, Data Protection Control, gives organizations automated control and insight into their processing of personal data or personally identifiable information. DPC helps organizations to make their digital administrations and documents in better compliance with the ever-stricter privacy laws, such as the GDPR. Furthermore, DPC supports a better involvement of customers in how their personal data is being processed. DPC uses machine-learning technology to recognize and redact (anonymize, pseudonymize) personal data in unstructured data, including PDF/A documents and texts in databases.



# SuitePrivacy

**Location:** Cosenza, Italy

**Number of employees:** 2-10

**Founded:** 2005

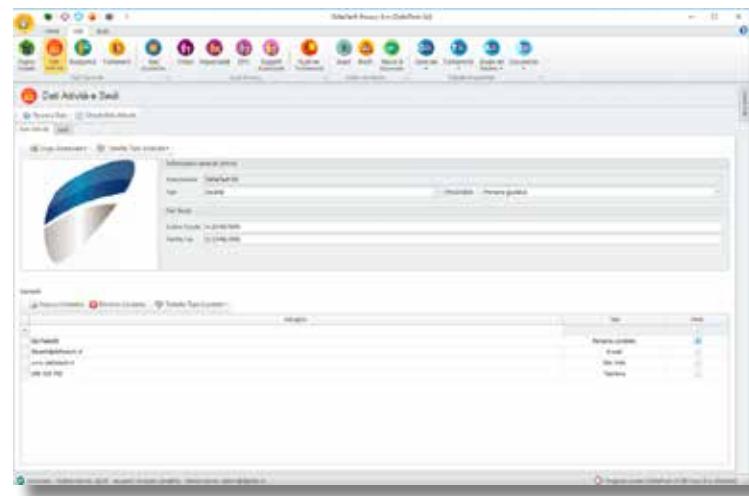
**Leadership:** Davide Giuliani, Administrator; Stefano De Bastiani, Programmer

**Funded:** Privately held

**Privacy-related products:**

**Assessment Manager, Data Discovery**

**Description:** SuitePrivacy offers its Privacy Evo platform designed to help companies comply with the EU General Data Protection Regulation. Privacy Evo allows companies to define the data roles within an enterprise, manage different types of data, forecast data transfers to other companies in comparison to those within the European Union, record the data processing activities of everyone handling information, and evaluating risk. The solution also allows organizations to conduct data protection impact assessments, assist with data breach management, and can help automate the generation of information and consent requests.



# Systnaps

**Location:** Le Perreux sur Marne, France

**Number of employees:** 9

**Founded:** 2007

**Leadership:** Jawaher Allala, CEO; Didier Rousseau, CTO

**Funded:** Privately held

**Privacy-related products:**

**Data Discovery, Data Mapping, De-identification/Pseudonymity**

**Description:** Systnaps features the “Dynamic Data Tree Modeling” system, which allows organizations to quickly scan their databases’ structure and recreate a graphical view of the data model. Based on this unique algorithm, Systnaps can also identify and record any change made to the databases’ structure, and thus helps organization discover any personal data that resides inside of a database and makes the monitoring effortless. A built-in graphical modeling system enables organizations to recreate the business objects from a technical point of view. By applying the local archiving and de-identification rules to the object models, users can archive and anonymize personal data dynamically.



# Sytorus

**Location:** Dublin, Ireland

**Number of employees:** 11-50

**Founded:** 2013

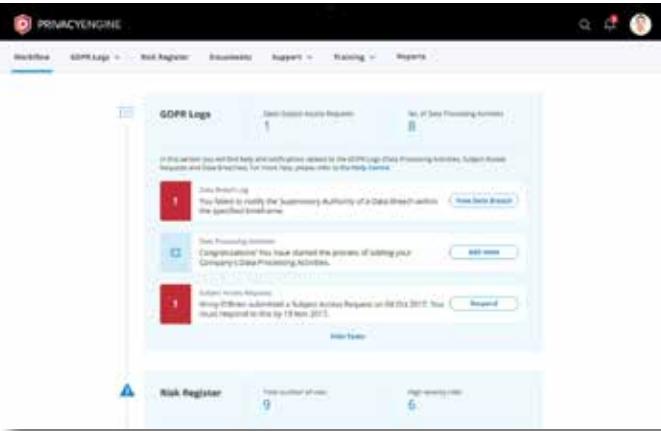
**Leadership:** John Ghent, CEO, Mike Morrissey, Chief Commercial Officer and Certified Data Protection Practitioner, Hugh Jones, CPO

**Funded:** Privately held

## Privacy-related products:

### Assessment Manager

**Description:** PrivacyEngine offers real-time support to organizations looking to comply with privacy legislation. The company offers access to data protection officers to help companies ensure their documents and policies are up-to-date. PrivacyEngine offers data protection training to help organizations keep their employees on top of their obligations, while making sure they know the company's policies and procedures. The solution also offers logs for companies to track their activities related to the EU General Data Protection Regulation. The log can be used to keep a record of data breaches and subject access requests, as well as assess any risks to compliance.



# Tag Inspector

**Location:** Cincinnati, OH

**Number of employees:** 35

**Founded:** 2004

**Leadership:** Alex Yastrebenetsky, CEO; Michael Loban, CMO; Lucas Long, Product Manager

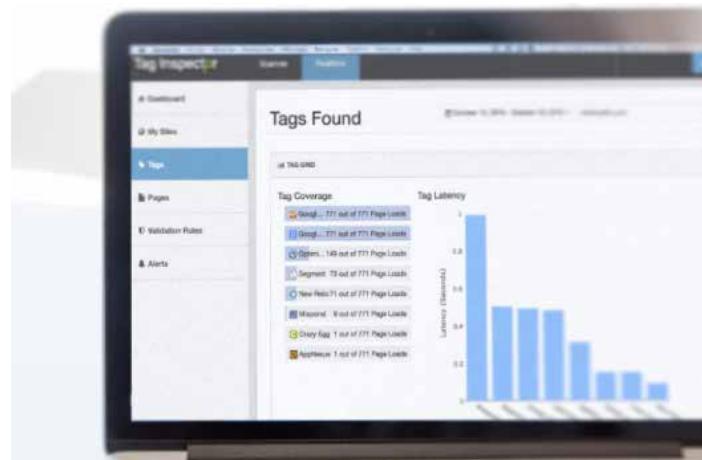
**Funded:** Privately held

## Privacy-related products: Website Scanning

**Description:** Tag Inspector is a tag auditing platform that provides both synthetic scanning (website crawler that simulates user session) and real user monitoring (monitoring of live tag behavior) to address data quality, site performance, and data privacy. With Tag Inspector, review a visual representation of your site's tag hierarchy to catch double-tagged or unauthorized piggybacking, monitor data collection of all tags, and be notified of any unauthorized tag loading behavior based on rules for allowed and required tags.

# Tag Inspector

AN INFOTRUST PRODUCT



# Tealium

**Location:** San Diego, CA

**Number of employees:** 201-500

**Founded:** 2008

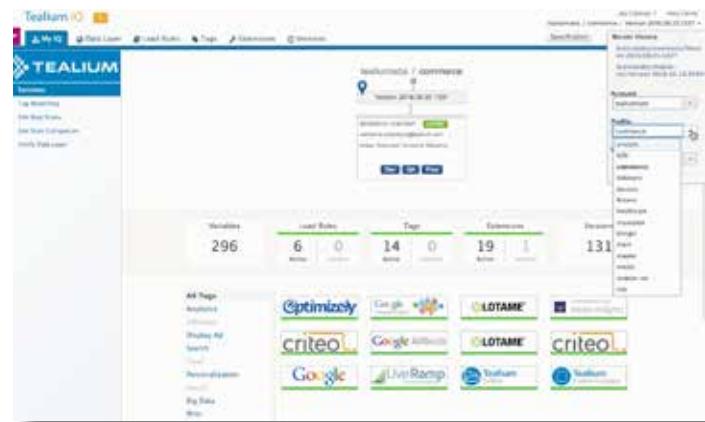
**Leadership:** Jeff Lunsford, CEO; Mike Anderson, Founder & CTO; Ali Behnam, Founder

**Funded:** Privately held

## Privacy-related products:

## Activity Monitoring, Data Discovery, Data Mapping

**Description:** Tealium offers several products designed to help organizations map out all of the data they possess. Products such as TealiumiQ, EventStream, and AudienceStream gives companies the ability to define audience-level data and place it in a central hub. Telium's DataAccess delivers the information to a company to take the results and communicate them to relevant services also help an organization comply with information, allowing a company to share its data and creating user permissions for accessing data.



# Thomson Reuters



**Location:** New York, NY

**Number of employees:** 10,000+

**Founded:** 2008

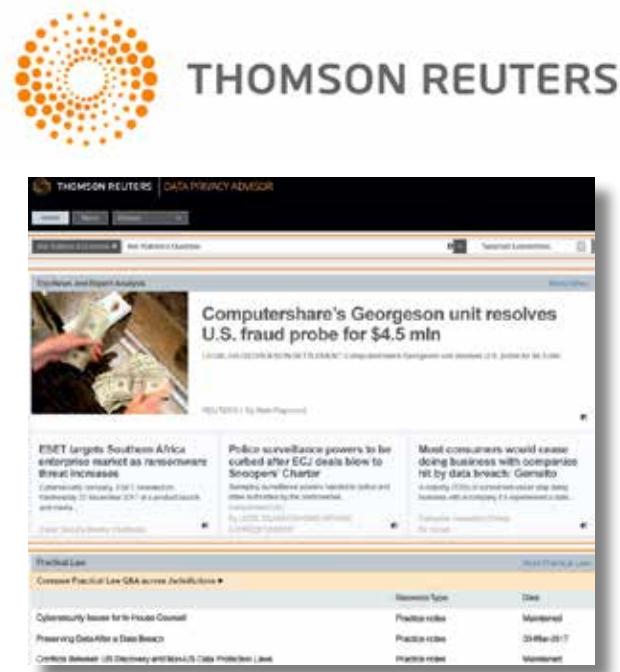
**Leadership:** James C. Smith, President and CEO; Stephane Bello Executive VP and CFO; Gus Carlson, Executive VP and Chief Communication Officer

**Funded:** Publicly traded

## Privacy-related products:

## Privacy Information Manager

**Description:** Thomson Reuters has released its Data Privacy Advisor, a solution designed to help privacy professionals answer compliance questions through resources it has compiled and artificial intelligence. Users can enter a question into the platform, and the solution will come up with answers ranked by a confidence rating. The confidence rating is powered by IBM Watson and created with the intention of getting smarter with up to date with current privacy news, browse top have been taken around the world.



# Tresorit

**Location:** Teufen, Switzerland; Budapest, Hungary

**Number of employees:** 51-200

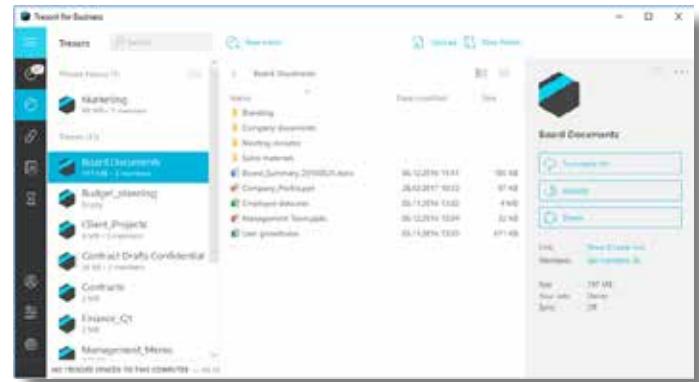
**Founded:** 2011

**Leadership:** Istvan Lam, CEO; Szilveszter Szebeni, Co-founder, CIO; Gyorgy Szilagyi, Co-founder, CPO

**Funded:** Privately held

**Privacy-related products:** **Activity Monitoring, Enterprise Communications**

**Description:** Tresorit is a secure file synchronization software that uses the cloud to store encrypted data in order to make it shareable and accessible from everywhere. Tresorit is specifically designed to share confidential data of business users. Encryption is performed before the data gets uploaded to the cloud, therefore, users of Tresorit do not require to trust the cloud provider or the communication links. Encrypted content handled by Tresorit is shareable without re-encryption and sharing is reversible by permission revocation.



# Trunomi

**Location:** San Jose, CA.; London, U.K.; Bermuda

**Number of employees:** 10

**Founded:** 2013

**Leadership:** Stuart Lacey, Founder & CEO; Naresh Singhal, CTO; Kartik Venkatesh, Chief Architect

**Funding:** Privately held

**Privacy-related products:**  
**Consent Manager**

**Description:** Trunomi unlocks customer data using consent and data rights. Trunomi provides customer consent and data rights management technology which enables businesses to request, receive and capture customer consent to the use of their personal data. For the business we create consent receipts and convert them to customer data rights accessible across all data systems. We enable businesses to comply with EU GDPR, data privacy laws, and replace inefficient and costly legacy approaches. For the customer we provide control and transparency over how their personal data is used.



# TrustArc



**Location:** San Francisco, CA

**Number of employees:** More than 150

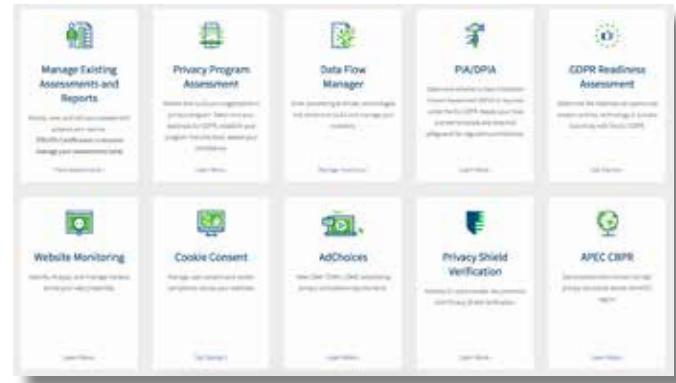
**Founded:** 1997

**Leadership:** Chris Babel, CEO; Tim Sullivan, CFO; Hilary Wandall, General Counsel & CDGO

**Funded:** Privately held

**Privacy-related products:** **Assessment Manager**, **Consent Manager**, **Data Mapping**, **Website Scanning**

**Description:** TrustArc offers privacy compliance and risk-management solutions to help design and build privacy programs, assess and remediate risks, and manage and demonstrate compliance. The TrustArc Platform includes website/app scanning; data inventory and data flow mapping; assessment management, library of assessment templates including off-the shelf DPIAs / PIAs, cross-border data transfer and GDPR solutions; and cookie consent and ad-compliance management. It has scanning technology for insight into PII, data collection, first and third-party trackers, and risk levels. TrustArc offers a central, searchable repository and data register for audit trails. TrustArc also provides Privacy Shield assessments and TRUSTe certifications for APEC CBPR, COPPA, and Enterprise Privacy certifications in addition to a dispute-resolution service.



# Trust-Hub



**Location:** London, U.K.

**Number of employees:** 50

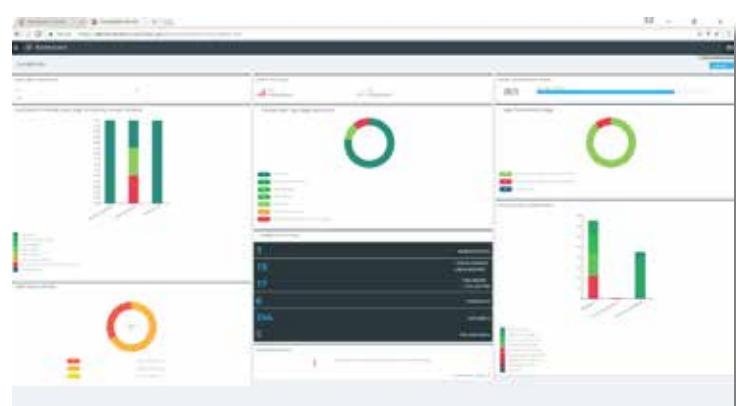
**Founded:** 2015

**Leadership:** Simon Loopuit, CEO & Founder; Ian Bryant, COO; Will Parton, Chief Technical Architect

**Funded:** Privately held

**Privacy-related products:** **Activity Monitoring**, **Consent Manager**, **Data Mapping**

**Description:** Trust-hub delivers an innovative privacy-by-design platform supporting the flow of personal data across organisational ecosystems within a safe, compliant and infinitely scalable framework. We enable businesses to realise the strategic advantage of their personal data within the requirements for the General Data Protection Regulation and without disrupting existing systems and processes. Our Business Lens solution provides a starting point for business leaders managing GDPR obligations. It dynamically maps personal data to present a holistic view of compliance challenges. Specific tools and controls can then be applied to model risk, enhance security, and adapt processes.



**Location:** Naarden, The Netherlands

**Number of employees:** 50+

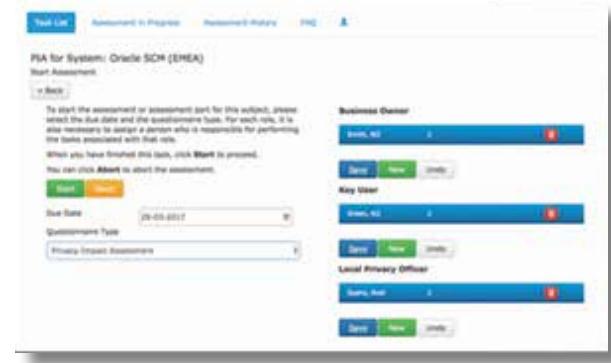
**Founded:** 1987

**Leadership:** Roel Spans, CCO; Patrick Dekker, CEO; Albert Holl, Privacy Director

**Funded:** Privately held

**Privacy-related products:** **Activity Monitoring, Assessment Manager, Consent Manager, Data Mapping, Incident Response**

**Description:** USoft SMART Privacy offers an efficient approach and secure software solution for comprehensive insight and control of company's privacy compliance activities. The principle behind the SMART PIA software is that organizations can configure their own way of working. The default implementation is based on five steps: data register; triage based on the relevant GDPR risk qualifications; multiple DPIA questionnaires; dashboards and reporting and admin and management function. SMART PIA offers an all-in-one-go GDPR-readiness assessment tool: including an easy-to-create data register; data breach notification; data subject rights; assessments of high-risk areas; efficiently runs DPIAs; and an easy-to-manage-and-control, repeatable process, in one database. USoft also offers privacy-related products as voice- and face-authentication software.



## Varonis

**Location:** New York, NY

**Number of employees:** 966

**Founded:** 2004

**Leadership:** Yaki Faitelson, CEO, President, Co-Founder; Ohad Korkus, CTO & Co-Founder; Gili Iohan, CFO; Jim O'Boyle, Senior VP of WW Sales; David Bass, Senior VP of Engineering; Gilad Raz, CIO & VP of Technical Services; David Gibson, VP of Strategy and Market Development; Ken Spinner, VP of Global Field Engineering; Seth Gerson, VP and General Counsel; Eric Mann, COO; Yzhar Kaysar, Chief Architect, Tami Bronner, VP of Product Management

**Funded:** Publicly traded

**Privacy-related technology:** **Activity Monitoring, Data Discovery, Data Mapping**

**Description:** Varonis offers products designed to help companies combat cyberattacks and insider threats. Its enterprise security software uses entity behavior analytics to profile anyone using data and will alert the proper channels whenever there is any suspicious activity. It uses predictive threat models to notify if there is any abnormal access to sensitive files, account hijacking, or privilege abuse. Its Data Classification Framework helps a company identify sensitive data and shows where it is exposed. The software helps companies protect any exposed sensitive data, and lets them know if it has been breached.





**Location:** Mountain View, CA

**Number of employees:** 7,800

**Founded:** 1995

**Leadership:** Bill Coleman, CEO; Mike Palmer, Executive VP, Chief Product Officer; Mick Lopez, CFO; Lynn Lucas, Chief Marketing Officer; Todd Hauschmidt, Sr. VP and CIO; Michelle VonderHaar, Sr. VP and General Counsel

**Funded:** Privately held

**Privacy-related products:** **Activity Monitoring, Data Discovery, Data Mapping, Incident Response**

**Description:** Veritas markets its solutions as tools that enable organizations to harness the power of their information to drive business success. Their “regulatory readiness” portfolio delivers capabilities that allow organizations to gain visibility into their data estate, take action to retain and delete data, and assume control over their data to successfully manage the information explosion. From advanced file and user analytics through auto-classification and cloud archiving, Veritas streamlines the collection of custodian data from multiple sources and reduces the manual effort required to stay compliant. Veritas provides an integrated approach to help with the identification, search, retention, protection, and monitoring of key personal and sensitive data.



## Virtru

**Location:** Washington, DC

**Number of employees:** 40-50

**Founded:** 2012

**Leadership:** John Ackerly, Co-Founder, CEO; Brian Zang, VP of Sales; Charles Gold, CMO

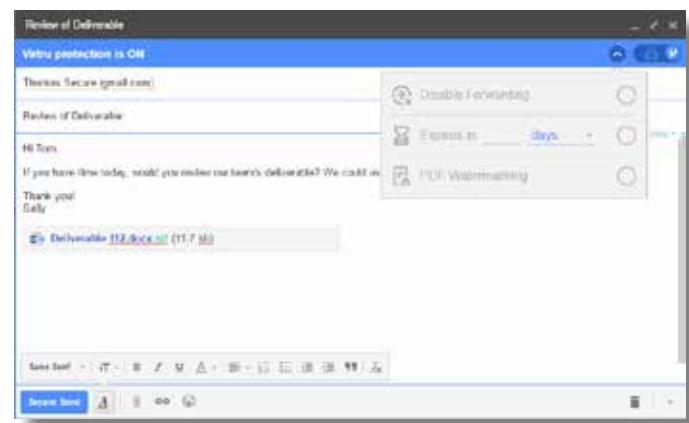
**Funded:** Privately held

**Privacy-related products:**

**Enterprise Communications**

**Description:** Virtru is an email service offering encryption on every single message. Only the sender and the recipient can see the message. The sender can disable forwarding on any messages and can even set an expiration date for the message, down to the minute when it is received. Senders can even revoke access to their emails if they so wish. When an email is received, the recipient opens the email and verifies their identity within a couple of clicks.

The Pro version on Virtru offers more features, including an interactive dashboard, warnings of sensitive information within emails, PDF watermarking, read receipts, and the ability to be compliant with different regulations.



# Vysk



**Location:** San Antonio, TX

**Number of employees:** 50+

**Founded:** 2012

**Leadership:** Victor Cocchia, Founder and CEO; Davis Eberhart, VP of Engineering

**Funded:** Privately held

## Privacy-related products: Enterprise Communications

**Description:** The Vysk QS1 smartphone case delivers true end-to-end encrypted secure voice calls by jamming the smartphone's microphones and using a physically separate audio system and encryption processor to create a secure pathway for voice data. Encryption takes place at the source, not in software, and is made even more secure with the Vysk Privacy Network. QS1 users are able to talk securely and to protect their in-person meetings from eavesdropping, all while using their own smartphones and without changing their habits. The QS1 offers the convenience of making and receiving truly private communications by simply sliding a switch.



# WEKA MEDIA GmbH & Co. KG

**Location:** Kissing, Germany

**Number of employees:** 360

**Founded:** 2001

**Leadership:** Werner Pehland, Managing Director; Stephan Behrens, Managing Director; Michael Bruns, Managing Director

**Funded:** Privately held

## Privacy-related products: Privacy Information Manager

**Description:** We offer practical solutions for data protection officers who want to implement the full range of corporate data protection tasks efficiently and to the highest professional standards. Whether an initial data protection inventory or a complex IT audit, from the documentation of the TOMs to the creation and maintenance of procedural directories, from data protection impact assessments to creating inputs to compliance management. In this way, data protection officers are able to reliably implement data protection in the corporate environment. The carefully coordinated combination of technical contributions and commentaries, regulations and news eliminates tedious research. Topic-based overview pages, practical search functions and variable hit lists, as well as all tools are immediately available to the user.



# Whistic

**Location:** Orem, UT

**Number of employees:** 11-50

**Founded:** 2015

**Leadership:** Josh Mortensen, CEO; Nick Sorensen, President and COO; Juan Rodriguez, CTO

**Funded:** Privately held

## Privacy-related products:

### Assessment Manager

**Description:** Whistic, in addition to its general vendor management solution, offers an online tool allowing companies to conduct risk assessments both internally and with third parties in relation to the Privacy Shield. The Privacy Shield assessment tool includes a self-assessment tool and provides a team collaboration solution to help manage and hold employees accountable for accurate data entry. Whistic then provides a gap analysis report for Privacy Shield and offers an annual registration tool to maintain certification.



# Wickr

**Location:** San Francisco, CA

**Number of employees:** 35-50

**Founded:** 2012

**Leadership:** Joel Wallenstrom, CEO; Chris Howell, CTO; Chris Lalonde, COO

**Funded:** Privately held

## Privacy-related products:

### Enterprise Communications

**Description:** Wickr offers a secure messaging service designed for both business and personal use. Wickr offers ephemeral communications, meaning all messages only last for a short amount of time before they are permanently deleted. Users can determine how long the messages will exist before they are eliminated. All messages are encrypted, and no third party, or Wickr themselves, can access them. Wickr offers the same services for group messages as well.



wickr



# WireWheel.io



**Location:** Arlington, VA

**Number of employees:** 15-20

**Founded:** 2016

**Leadership:** Justin Antonipillai, Chief Executive Officer; Ed Peters, Chief Technology Officer; Amol Deshpande, Chief Scientist; Chris Getner, Chief Product Officer

**Funded:** Privately held

**Privacy-related technology:** **Activity Monitoring, Assessment Manager, Consent Manager, Data Discovery, Data Mapping**

**Description:** WireWheel.io aims to modernize and simplify how enterprises protect and manage the privacy of personal data, especially for cloud deployments. We equip privacy professionals with the tools to help them understand where their data stores are, where their compute is, and what third parties are part of any application or business process. WireWheel's data privacy and data protection platform also helps enterprises discover the personal data they hold, its activity across the entire data lifecycle and, in turn, enable them to meet GDPR's compliance requirements. WireWheel.io's Data Privacy and Protection platform is built on a modern microservices architecture that can be easily deployed from the public cloud or inside an organization's data center.



# Wizuda



**Location:** Dublin, Ireland

**Number of employees:** 30-50

**Founded:** 2001

**Leadership:** Dennis Jennings, Chairman; Pa Nolan, Non-Executive Director; Brendan Rogan, CEO; Danielle Cussen, Head of Global Account Services; Sacha Jones, Head of Product and Delivery; Shane O'Keefe, Head of Development; Gavin Stewart, Head of International Sales and Marketing; Mike Tuohy, Information Officer, DPO

**Funded:** Privately held; Owned by ICONX Solutions

**Privacy-related technology:** **Assessment Manager, De-identification/Pseudonymity**

**Description:** Wizuda's software solution offers companies a centralized hub for management and authorization of all data transfers in accordance with the GDPR. The solution offers layers of reporting to ensure GDPR compliance and gives companies a 360-degree view of all internal and external data flows by risk category and region. The solution features privacy and data protection impact assessments and authorization workflows. Wizuda's reporting capabilities enable companies to prove they are in compliance with the GDPR. The solution also lets companies anonymize, encrypt, and securely transfer data within the platform.





**Location:** Milpitas, CA

**Number of employees:** 150

**Founded:** 1999

**Leadership:** Kon Leong, CEO & President; Arvind Srinivasan, CTO; Erna Arnesen, Chief Channel and Alliances Officer

**Funded:** Privately held

**Privacy-related products:** **Data Discovery, Data Mapping**

**Description:** ZL Technologies Unified Archive is a centralized information governance platform that enables organizations to govern structured and unstructured data within a singular environment, comprising eDiscovery, compliance, records management, storage management, file analysis and analytics. Using its metadata and content analysis functions along with built-in visualization capabilities, organizations can classify and remediate sensitive information throughout the enterprise for the EU General Data Protection Regulation, risk mitigation, and data privacy. As a primary component, ZL UA offers customizable rules-based classification policies, which allow organizations to govern data long-term on an automated basis.



iapp

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# TrustArc

the new TRUSTe

# The GDPR Deadline is Approaching Are you ready?

TrustArc Provides Technology Solutions to  
Address All Phases of Privacy Compliance

## Build Your Program



- GDPR Readiness Assessment
- GDPR Implementation Plan
- Privacy Program Review
- Data Inventory & Mapping
- Policies & Procedures
- PIA / DPIA Program Dev

## Assess Your Program



- GDPR, FIPPs, GAPP, OECD
- Privacy Risk Assessments
- Privacy Shield, APEC, BCRs
- Vendor Risk Management
- Breach Response Plans
- Privacy Certifications

## Manage Your Program



- Article 30 / Compliance Reports
- PIA / DPIA Automation
- Consent / Tracker Management
- DAA / EDAA AdChoices
- Dispute Resolution
- Platform Integrations