

# Answering PDPL Challenges with IBM Solutions

IBM

# How to implement PDPL at glance

IBM helps you to assess your existing environment to create best scenario PDPL solution framework

## People

- Leadership Commitment
- Training and Awareness
- Privacy by Culture

## Process

- Policies and Procedures
- Record of Processing Activity
- Data Protection Impact Assessment
- Third Party Risk Assessment
- Data Erasure, Disposal and Retention
- Trans Border Data Control
- Data Breach and Response
- Monitoring, Auditing and Continuous Improvement
- Data Subject Rights



## Technology

- Data Discovery and Classification
- Data Access Control
- Risk & Compliance
- Data Breach & Response Management
- Consent Management System
- Data Subject Right

# Critical Use Cases and Capabilities

Data Discovery &  
Classification

Data Access Control

Risk & Compliance

Data Breach & Response  
Management

Consent Management System

Data Subject Right

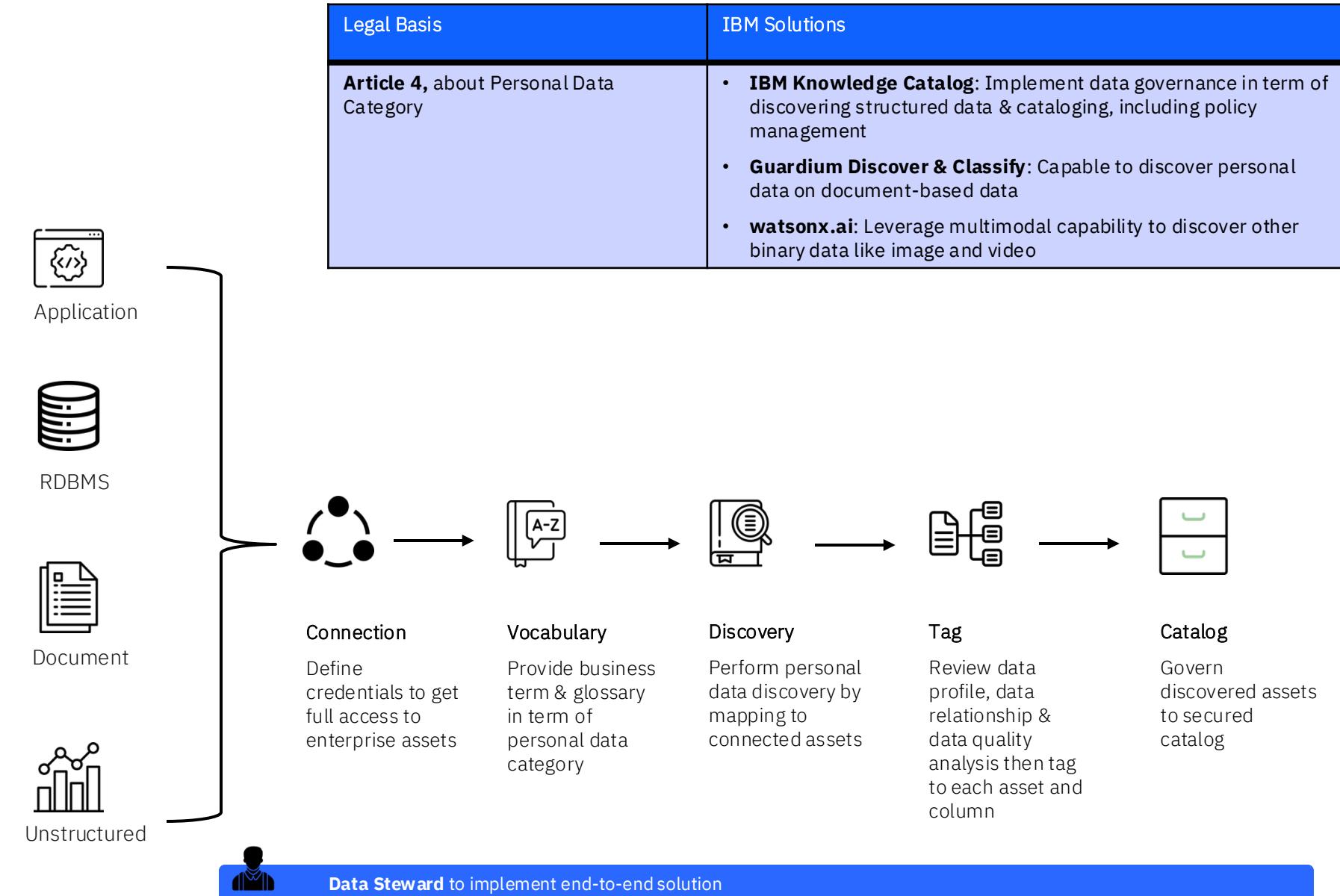
Legal Basis	IBM Solutions
<ul style="list-style-type: none"><li>• <b>Article 20 - 24</b>, about consent management</li></ul>	<ul style="list-style-type: none"><li>• <b>Verify:</b> Manage customer consent that captures consent creation and consent modification through entire customer lifecycle</li></ul>

# Use Case Data Discovery & Classification

Provides industry vocabularies aligned to specific regulatory frameworks, with automation, data quality and lineage to lower the compliance mapping burden and enable trust in critical data

## Capabilities

- Industry-Aligned Vocabularies
- Business Glossary
- Data Discovery
- Data Classification
- Automated Tag Management
- Data Quality Rules and Checks
- Relationship Explorer
- Catalogue



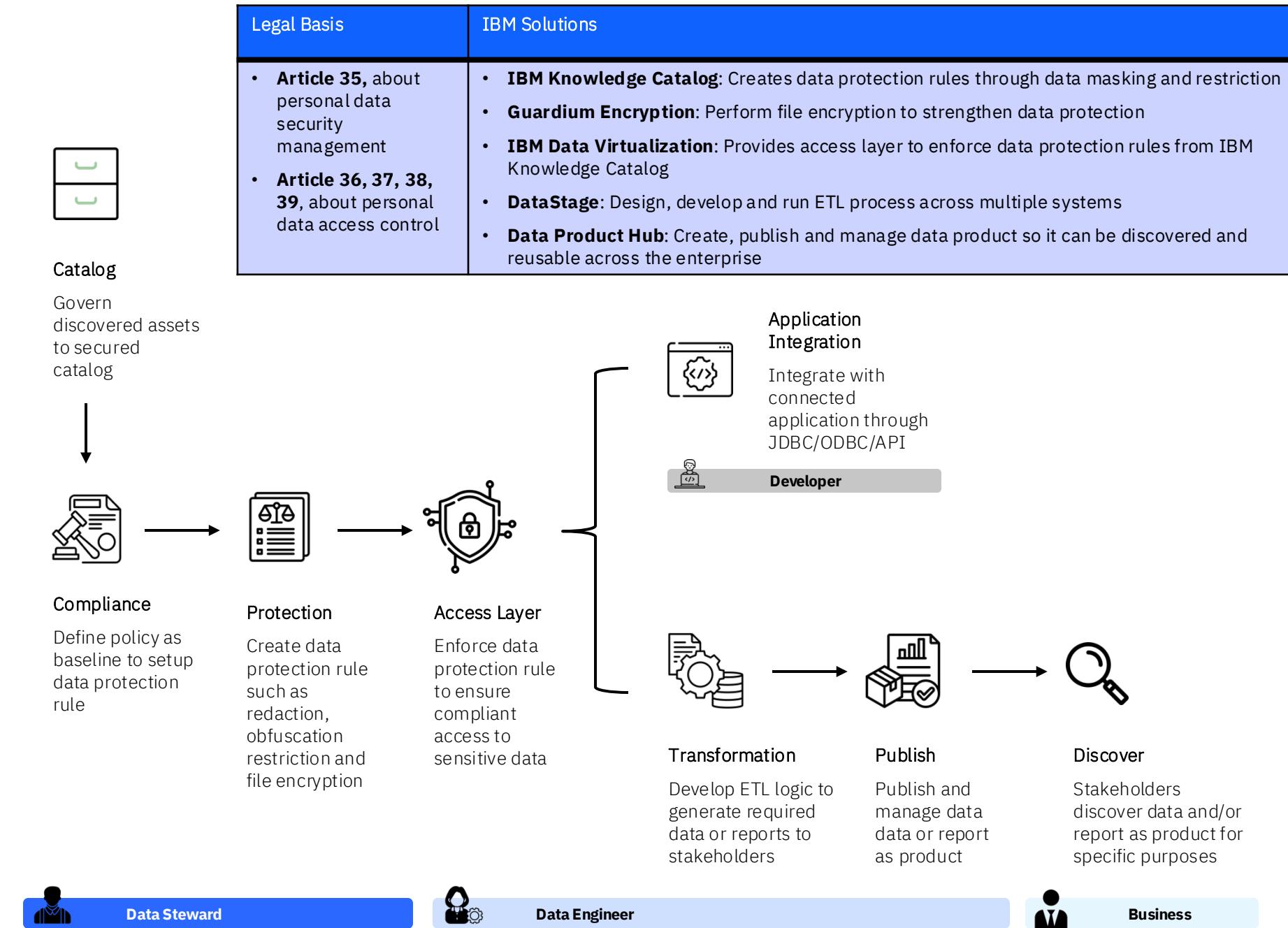
# Use Case

## Data Access Control

Enables secure, governed and seamless data delivery by enforcing protection rules through encryption and masking, building protected access layers to deliver trusted data products to stakeholders

### Capabilities

- Virtualized Data Access
- API & BI Integration
- Access Control
- Data Transformation
- Parallel Processing
- Data Product Packaging
- Contract Management
- Usage Tracking



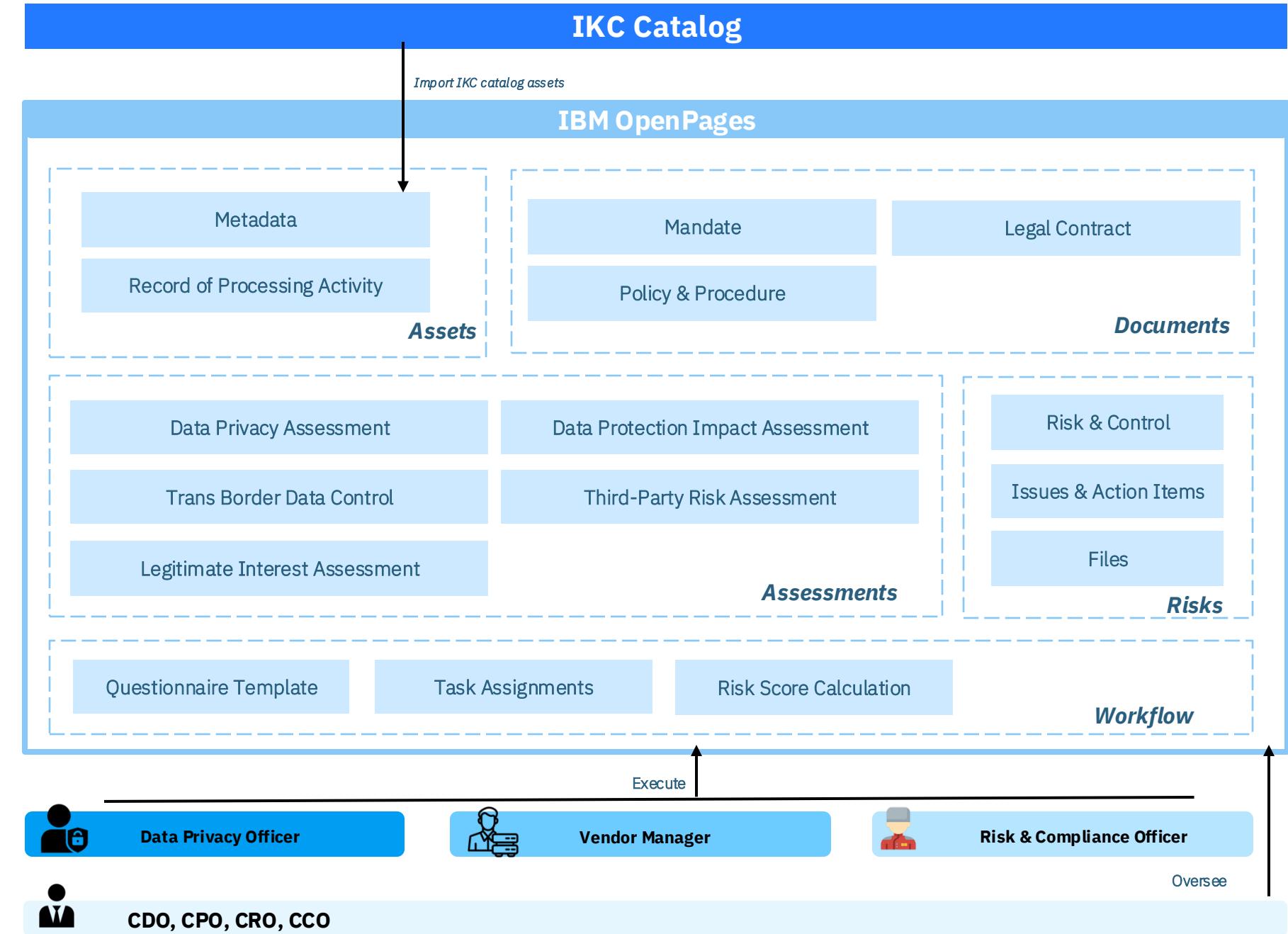
# Use Case Risk & Compliance

Automate personal data reporting to improve compliance accuracy, reduce audit time, and accelerate initiatives across organization

## Capabilities

- Risk and Control Assessment
- Questionnaire Assessment
- Automated Workflow
- Automated Asset Identification

Legal Basis	IBM Solutions
<ul style="list-style-type: none"><li>• <b>Chapter V, VI, VII,</b> about personal data processing, obligation, personal data transfer</li></ul>	<ul style="list-style-type: none"><li>• <b>OpenPages:</b> Governance, Risk and Compliance (GRC) tool to support documentation with intuitive user interface</li></ul>



# Use Case

## Data Breach & Response Management

Provides integrated solution that embeds data protection and monitoring with data access layer, automates reporting and stakeholder notifications, and centralize incident tracking for complete visibility and regulatory compliance

### Capabilities

- Data Protection Rule
- Suspicious Activity Detection
- Threat Analytics
- Automated Response and Notification
- Risk Register
- Vulnerability Assessment

1 Prevent	2 Detect	3 Response	4 Evaluate
<p><b>Protection</b> Create data protection rule such as redaction, obfuscation restriction and file encryption</p>	<p><b>Alert Rule</b> Create rule/policy to detect suspicious user activity when accessing certain database</p>	<p><b>Quarantine</b> Quarantine suspicious user for specified period and send alert</p>	<p><b>Assess</b> Perform vulnerability assessment to identify weakness on data protection implementation</p>
<p><b>Access Layer</b> Enforce data protection rule to ensure compliant access to sensitive data</p>	<p><b>Report</b> Monitor suspicious user activity by creating standard and custom report or dashboard</p>	<p><b>Notification</b> Send notification to <b>regulator, data subject and related stakeholders</b> that are impacted by data breach incident</p>	<p><b>Incident Register</b> Maintain log of data breach incidents includes what, when, where, who and how it happened and how it was resolved</p>

Legal Basis	IBM Solutions
<ul style="list-style-type: none"><li>• <b>Article 16, 35</b>, about personal data access control</li><li>• <b>Article 46</b>, about data breach incident and response management</li></ul>	<ul style="list-style-type: none"><li>• <b>IBM Knowledge Catalog + Guardium Encryption + IBM Data Virtualization</b>: Creates data access layer embedded with protection rules through data masking, restriction and file encryption</li><li>• <b>Guardium Data Protection + Vulnerability</b>: Create alert rule, suspicious report, quarantine alerted user, send notification to stakeholders. It will also provide vulnerability assessment to identify weakness on data protection procedure</li><li>• <b>IBM OpenPages</b>: centralize data breach incident register in single repository</li></ul>

# Use Case Consent Management System

Provides a centralized way to capture and track user permissions, ensuring consent is purpose-based, timestamped, and easy to update or withdraw. It standardizes how data use is approved, maintains clear audit records, and helps organizations stay compliant while strengthening user trust.

## Capabilities

- Capture and store purpose-based user consent
- Record timestamps and version history
- Allow easy updates or withdrawal of consent
- Enforce consent rules consistently across apps
- Maintain audit-ready logs for compliance

## Why it matters

- PDP Law (UU 27/2022) requires organizations to capture, track, and prove valid consent.
- Without clear records timestamps, versions, and purpose-based approval companies risk fines, blocked marketing campaigns, regulator investigations, and significant loss of customer trust.

## What it requires

- Purpose-based consent, clear opt-in/opt-out, timestamped and versioned consent text, easy withdrawal, and a centralized audit trail across all channels and systems.

## Impact

- Reduced regulatory risk, stronger customer trust, faster audits, and more confident and compliant personalization.

Legal Basis	IBM Solutions
<ul style="list-style-type: none"><li>• <b>Article 20 - 24</b>, about data subject right</li></ul>	<ul style="list-style-type: none"><li>• <b>OpenPages</b>: Enable workflow automation and documentation to manage DSR</li><li>• <b>Guardium Discover &amp; Classify</b>: Perform data subject discovery from connected systems</li></ul>

# Use Case Data Subject Right

Build a transparent and compliant data rights workflow aligned with PDPL, enabling customers to effortlessly exercise their right to know how their data is used

## Capabilities

- Transparent Data Usage
- Regulatory Compliance
- Operational Efficiency
- Centralized Data Governance
- Customer Trust

Legal Basis	IBM Solutions
<ul style="list-style-type: none"> <li>• Article 5 - 15, about data subject right</li> </ul>	<ul style="list-style-type: none"> <li>• <b>OpenPages:</b> Enable workflow automation and documentation to manage DSR</li> <li>• <b>Guardium Discover &amp; Classify:</b> Perform data subject discovery from connected systems</li> </ul>



Customer

DSR Portal

