Why the Hadoop World will soon be in a Panic over GDPR?
The European Union's General Data Protection Regulations
It is said that 84% of UK small business owners and 43% of senior executives of large companies are unaware of the forthcoming General Data Protection Regulation

Think regulatory compliance is optional for doing business in the EU? Think again, or you may be shocked when fined up to 4% of gross revenue.

Businesses which are unaware of the forthcoming legislation and its implications are not only putting themselves at risk of severe financial penalties, but also the reputational damage caused by adverse publicity associated with falling foul of the law. This can often have a greater impact than the fine itself. Research shows that 64% of executives agree that their organization's privacy and data protection practices contribute to reputation and brand image[1]. Source1

Almost half (44 percent) know their company suffered a data breach. More than two-thirds (68 percent) have lost sensitive data in the process. Eight in ten (80 percent) think their confidential data may be vulnerable to attack. Source2

"It is also concerning that businesses can't identify the potential fine. It's part of management's responsibility to understand risk and take appropriate steps to mitigate that risk. For any business, 4% of turnover is a risk big enough to be on their radar, for small businesses a €20 million fine might mean them shutting up shop", Armstrong added. Source3

GDPR has singled out a particular category of data that causes the most damage when misused or when stolen by hackers. Unfortunately, this category of data is also the most useful for many corporate BI reports and certainly for Marketing efforts. We are talking about Personally Identifiable Information or PII. That includes **Tax IDs, Names, Addresses, E-mails, Credit Card Numbers, Bank Accounts and many other related fields.**

If you have built a Hadoop Data Lake you may be at even greater risk from GDPR because of the inherent weaknesses of Hadoop. Most every company sees the potential of Hadoop because of its immense processing power and incredible data storage capacity. *But experience has shown that Hadoop Data Lakes are easily contaminated with PII and other forms of inappropriate data fields*

If you have a Hadoop Data Lake and have not yet identified the location of PII you may already be too late to become GDPR compliant by May28, 2018.

Don't Panic Yet. BigDataRevealed (BDR) is a software product that is easy to use and which **will locate that troublesome PII data in your data lake**. It will also **encrypt those fields** as they are located and provide detailed analysis, Lineage, Cataloguing and Metadata to your technical staff. Not just data at rest, BDR also **processes streaming data and encrypts fields before it reaches /pollutes your data lake**. To audit the massive quantities of data in a Data Lake it requires a product that is imbedded within the Hadoop environment so that is can harness the immense processing power inherent in Hadoop. BigDataRevealed is 100% embedded within the Hadoop environment and our design stands alone in the market place as it does not expose data during the Discovery, Secure-Sequester-Encrypt Process.

BigDataRevealed will earn your business by doing the things that a GDPR Compliance Plan can only describe. BigDataRevealed is the closest thing to a Magic Bullet available for Hadoop installations and protects your PII Data**. It will locate PII in your data lake, it will Secure/Sequester/Encrypt PII data, and it will process streaming data entering your data lake.**

Please Contact us for a solution that may keep your Data Lake viable and useful during the GDPR era.

Contact and Product INFO here: Call for our Free Trial and 3-Day Audit/Assessment

BigDataRevealed Application Solution Power Point
BigDataRevealed Short Video
BigDataRevealed Video - Webinar on EU GDPR – General Secure-Sequester-Encrypt of Private Data
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1.https://www.globalbankingandfinance.com/shred-it-more-than-half-of-uk-business-owners-unaware-of-incoming-general-data-protection-regulation/
2.https://betanews.com/2017/01/24/uk-businesses-gdpr-awareness/
3.https://www.infosecurity-magazine.com/news/more-than-half-uk-business-unaware/