

Web page content and design guidelines

1 section: Introduction - heading

Design comment: below bullets that can be broken down into elements of sliders, for example.

prodXYZ for GDPR

- **Discovery and classification of personal data**
- **Consents management support**
- **Unified registry of all personal data**
- **Supports structured and unstructured data sources**

2 section: Main features

Design comment: maybe some graphics with a flow of these functions listed below (in the order as below)

1. Detection of personal and sensitive data for GDPR compliance
 - a. in structural sources (e.g. SQL servers)
 - b. in unstructured sources (e.g.: documents, e-mails, logs, data streams)
 - c. in "noisy" content written in natural language (e.g.: containing errors or custom formats)
 - d. built in ML models and rules for personal data used in Poland
2. Fast cataloging and classification of data and sources
3. Unified data registry for RODO compliance fulfilment
4. Management of consents and data access policies
5. Customizable analytics and reporting
6. Ability to integrates with tools for data anonymization or depersonalization
7. RESTful API for system management and integration

#3 section: Use cases

Design comment: each of the points with an icon plus the text

- Internal audits and verification of the current status - in preparation for ensuring RODO compliance RODO
- Cataloging sources that store sensitive data
- Keeping the registry of personal data in order to implement rights to information, forgetfulness, data transfer
- Continuous monitoring and classification of data
- Use collected the data to create additional business value, e.g.:
 - a. classification of documents,

- b. analysis of sentiment,
- c. customer analytics for marketing,
- d. fraud detection,
- e. data governance

section # 4: Highlights

Design Comment: icon or graphics for the main bullet plus maybe expandable details with the indented bullets?

- Built in support for detection of Polish personal data
 - a. sensitive data type (eg.:ID, name, address, etc.)
 - b. context of data occurrence
 - c. metadata describing the data source (e.g. system, table, author, etc.)
 - d. metadata describing the detection process
- High effectiveness of personal data detection (also "noisy" data) by combining:
 - a. Natural Language Processing
 - b. Machine Learning
 - c. expert rules
 - d. custom models for data detection specific to your organization needs
- Supports structured and unstructured data source
 - a. multiple systems: mail servers, content management, data servers, web server, etc.
 - b. multiple formats: texts, images, archives, mails, etc.
 - c. relational databases
 - d. NoSQL databases
 - e. data streams
- Ready for high performance processing
 - a. handles TBs of data easily
 - b. linear scalability
 - c. high availability and DRC deployments

section # 5: Contact

prodXYZ Sp. z oo
ul. XYZ 18
00-105 XYZ
phone:
e-mail: