

Wherever PII exists,
classify and mask it.



The Law

GDPR, or the General Data Protection Regulation, is a privacy law established by the European Parliament to increase security for the personally identifiable information (PII) of EU citizens.

The law is designed to harmonize data protection regulations throughout the European Union. The primary objectives of the law include:

- i. returning control of personal data to individuals; and,
- ii. facilitating international business by creating an EU-wide standard.

Notable Impacts

- Mandatory appointment of Data Protection Officers (DPOs) for corporations that have personal data processing as core activities
- Notification of a supervisory authority after a data breach likely containing personal information within 72 hours of first becoming aware of the breach
- Encouraged pseudonymization (rendering data anonymous or the subject unidentifiable) of personal data
- Support for the right to erasure (*right to be forgotten*) from data collections and searches

How IRI Helps You Comply

Search and Remediate

Find, classify, and de-identify PII in multiple data sources to nullify data breaches and enable one's *right to be forgotten*.



IRI Voracity
An Insatiable Appetite for Data

Voracity is an award-winning data management platform consolidating data discovery, integration, migration, governance, and analytics into one Eclipse™ pane of glass.

Verify Compliance

Comprehensive audit trails and re-id risk scoring allow you to prove that your company complies.

Anonymize and More

Go above and beyond with recoverable and unrecoverable pseudonymization, plus functions to blur, encode, encrypt, hash, randomize, redact, scramble, shift, and tokenize data. Rest easy knowing all PII was found and masked.



IRI FieldShield
PII / PHI Classification & Masking

FieldShield locates, categorizes, de-identifies, risk-scores, and audits PII in databases and files.



IRI CellShield
PII / PHI Search & Mask in Excel

CellShield finds, reports on, masks, and audits changes to PII in Excel® spreadsheets across the LAN en masse.



IRI DarkShield
Unstructured Data Search & Security

DarkShield discovers, delivers, and deletes PII in dark data repositories system- and LAN-wide.



IRI DMaaS
Data Masking as a Service

Leverage IRI services to classify, discover and mask multi-source PII