



Data Privacy Management



**Timely compliance, instead of
manual and fragmented privacy management**



Data privacy management operated by Automatas



Reliability

Enables continuous management of privacy requests through workflow automation and legal deadline compliance.



Control

Enables defining and managing privacy operations with end-to-end traceability, multi-level approvals and auditable evidence.



Scalability

Enables scaling request management through connection to multiple data sources and centralized end-to-end execution.



When data privacy is managed manually, the risk increases



- In environments where personal data is distributed across multiple systems, privacy management is carried out manually and in a fragmented way.



- This makes it difficult to locate data, meet legal deadlines and maintain control over the process, negatively impacting traceability and security in the management of sensitive information.



- The result is a higher risk of penalties, reputational damage and operational overload in areas such as IT, Legal and Security.



What is Data Privacy Management

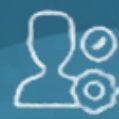
MasterBase® Data Privacy Management is an essential system that automates the management of personal data requests, securely connects to multiple data sources, performs authorized searches and manages responses through auditable workflows.



MasterBase® Data Privacy Management runs the management of data subject requests as a continuous process within the organization, ensuring regulatory compliance, complete traceability and verifiable evidence across all systems.

Key Benefits

-  **Regulatory compliance**, through timely processing of requests
-  **Legal risk reduction**, thanks to complete traceability and auditable evidence
-  **Automation** of the complete lifecycle of personal data requests
-  **Operational load reduction**, as a result of centralizing processes
-  **Data protection**, through authorized searches across multiple sources



Use Cases



Banking — Compliance — Access request management



Enterprise — Legal — Compliance evidence for privacy audits



SaaS — Technology — Personal data searches across multiple systems



Insurance — Security — Management of privacy request approval workflows

Functional Areas



Compliance / DPO — Regulatory compliance and privacy control



Legal — Verifiable evidence for audits and regulations



Technology (CIO / CTO) — Integration with multiple data sources



Security — Protection and control over access to personal data



MasterBase® Data Privacy Management enables privacy management to move from manual processes to automated and traceable execution, improving compliance, control and protection of personal data.

Key Features



Secure connectivity with multiple databases and data sources



Authorized searches of personal data



Auditable workflows for request management



Multi-level request approvals



Intake forms (public, API and internal)



Configurable retention and traceability policies up to 10 years



Historical record of actions for audit



Compliance management with regulations (GDPR, ISO 27701)



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Who We Are

MasterBase® OU is an automation factory that runs processes, from individual tasks to essential systems that support your organization.

Through intelligent Automatis, we transform business operations, optimizing tasks to expand execution capacity. Our systems automate complete processes, operate continuously, under control and with reliability, enabling you to scale without depending on human effort.

We develop our Automat i's and use them for our own operations.



Conoce más de nuestra producción en masterbase.com



Presence and Journey

MasterBase® has more than two decades of experience supporting thousands of companies in a variety of sectors — banking, healthcare, insurance, retail, international organizations, and many others.

With an international presence in Europe and America and headquarters in Estonia, a member of the European Union, we are a global benchmark in digital innovation and e-government.

With thousands of millions of executions of automated processes, we provide mission-critical operations at a large scale with continuity, efficiency, security, and high availability.