header class
hamburger-sections-active edition-picker
closed at4units logged-out data-agent mobile data-reactid .1m0yz2
div class cb-grid max-page data-reactid .1m0yz2qcrbc.1.1.6 … /style == 50
style data-reactid .1m0yz2qcrbc.1.1.6.0 … data-reactid .1m0yz2qcrbc.1.1.6.1
div class cb-row frontpage at4 style max-width:640px; data-reactid
/div
/div data-reactid .1m0yz2qcrbc.1.1.7
footer class mobile-footer edition-picker-footer-unexpanded data-reactid .1m0yz2qcrbc
/footer
span data-reactid .1m0yz2qcrbc.1.1.8 /span
div id cx-candybarhp data-reactid .1m0yz2qcrbc.1.1.9 /div
div id cx-scrim data-reactid .1m0yz2qcrbc.1.1.a /div
::after
1m0yz2qcrbc.1.2:$d … /script

DIGITAL VENDOR RISK MANAGEMENT:

General Data Protection Regulation (GDPR)

Discover and classify partner activity

Communicate and enable shared obligations

Resolve and demonstrate compliance

Continuous. Centralized. Controlled.

1. Automatized Data Inventory

- Gain complete insight into your digital ecosystem.

- Discover all executing code, including third, fourth and fifth party contributed code on your website/mobile app.

- Identify direct and indirect digital partners and their activities such as pixel fires, cookie drops, and other data tracking activity.

- Learn more about cookie lifespans and personally identifiable information processing on your digital properties to better evaluate GDPR compliance risks.

2. Increased Accountability

- Create a network of authorized partners and communicate expectations for GDPR compliance.

- Enable shared obligations and define the scope of authorized partner activities.

- Develop a customized digital asset policy with rulesets to communicate with your digital partners.

- Issue real-time alerts about violations to partners via a centralized, no-hassle platform.

3. Centralized Record Keeping

- Generate a credible audit trail and demonstrate reasonable care.

- Conduct routine audits to build tailored reports on GDPR compliance for your digital assets.

- Streamline the remediation of GDPR violating consumer data collection activity

THE MEDIA TRUST

Creating better digital ecosystems to govern assets, connect partners and enable digital risk management.

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