



BigID's data intelligence platform enables organizations to know their enterprise data and take action for privacy, protection, and perspective. By applying advanced machine learning and deep data insight, BigID transforms data discovery and data intelligence to address data privacy, security, and governance challenges across all types of data, in any language, at petabyte-scale, across the data center and the cloud.

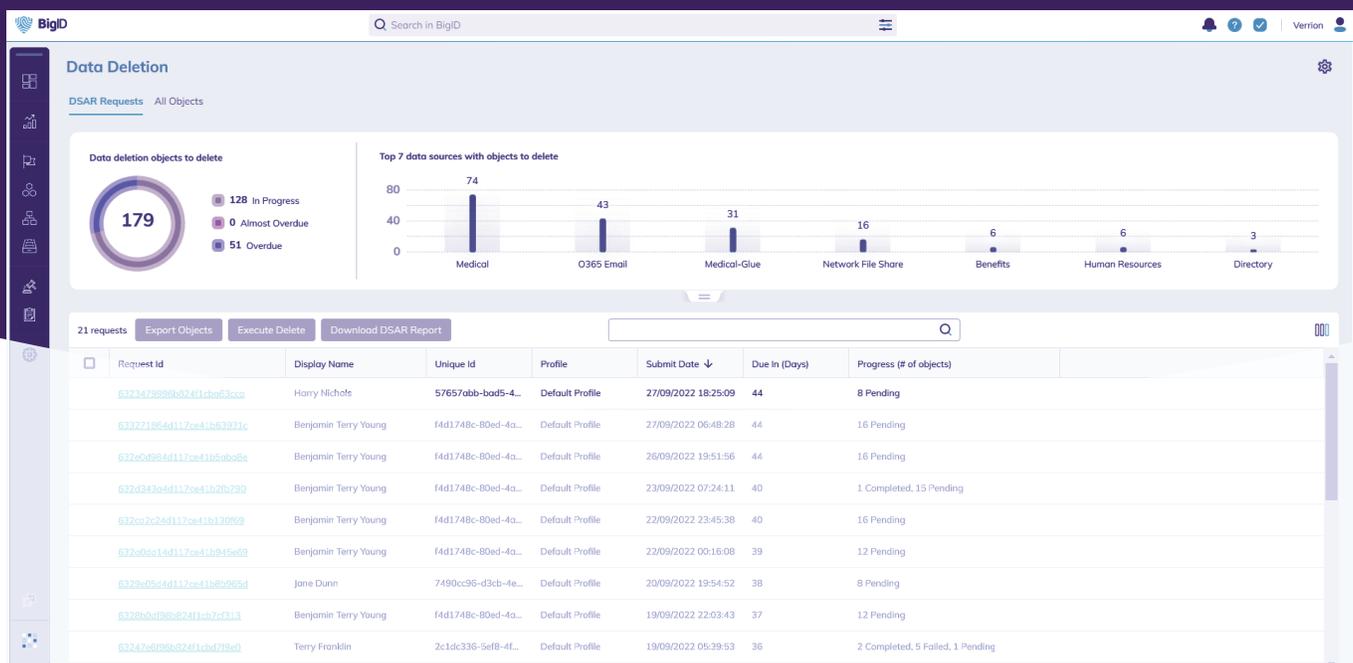
BigID's Data Deletion App enables businesses to delete data automatically to fulfill data rights (right to be forgotten/right to erasure), accelerate data minimization initiatives by purging ROT (Redundant, Obsolete, Trivial), and streamline deletion with retention policies. In addition, the Data Deletion App allows organizations to meet several privacy requirements, reduce the attack surface and improve data security posture to protect data and achieve compliance.

## Delete the Right Data

Quickly & Easily for Automated Compliance

## Data Deletion App

- ▶ Automatically delete data – across MySQL, Google Drive, S3, Snowflake, and more
- ▶ Quickly and easily fulfill data deletion requests by users and application
- ▶ Validate deletion requests through collaboration and audit trails
- ▶ Implement data minimization strategies by purging ROT (Redundant, Obsolete, Trivial) data
- ▶ Execute data retention policies to delete on-time
- ▶ Automate data retention rules such as legal hold to prevent deletion
- ▶ Reduce attack surface and mitigate privacy risk



## Benefits of Data Deletion

When a business successfully applies data deletion policies, the key is to uphold deletion requests and remove unnecessary data. Doing so has several benefits — including these less recognized reasons:

- ▶ Data value depreciates rapidly over time
- ▶ The consequence of data breaches is often brand reputation — which is a hard road to recovery
- ▶ Staying compliant with deletion policies minimizes the potential for huge fines
- ▶ Eliminating data reduces the overall cost of storing all that data
- ▶ Increase in productivity as resources aren't used to rerun unnecessary data creating more labor for the system and employees

Establishing and maintaining data deletion practices is essential for organizations' data privacy, protection, and compliance measures.

### For privacy, deleting data:

- ▶ protects individuals' personal privacy
- ▶ keeps data fresh and up-to-date, improving its quality and value to the company
- ▶ enables companies to maintain regulatory compliance — and more

### For security, deleting data:

- ▶ cleans up duplicate, similar, and redundant information that poses security risks
- ▶ reduces the company's attack surface — or its number of vulnerable touchpoints
- ▶ lowers storage costs — and more