

Seqrite **Data Privacy**

**SEQRITE**



Build Customer Trust by Safeguarding Privacy,  
Managing Consent, and Simplifying Compliance.

[www.seqrite.com](http://www.seqrite.com)



# Balance Contextual Data Privacy with Holistic Cyber Security

Over the past decade, data has transformed into the primary catalyst for generating revenue across businesses of all sizes. As the data landscape continues to grow, organizations face a new set of challenges in discovering sensitive data residing within their ecosystem.

Moreover, with evolving data privacy laws and compliance regulations, organizations increasingly recognize that customers are the rightful owners of their sensitive data. As customers become more aware of their data rights, businesses must prioritize transparency and compliance.

With cyber-attacks getting more sophisticated and data privacy regulations more (or Data Principals) stringent worldwide, organizations must ensure their sensitive data is handled correctly, as failure to do so may fetch them steep fines, lawsuits, and other severe penalties.

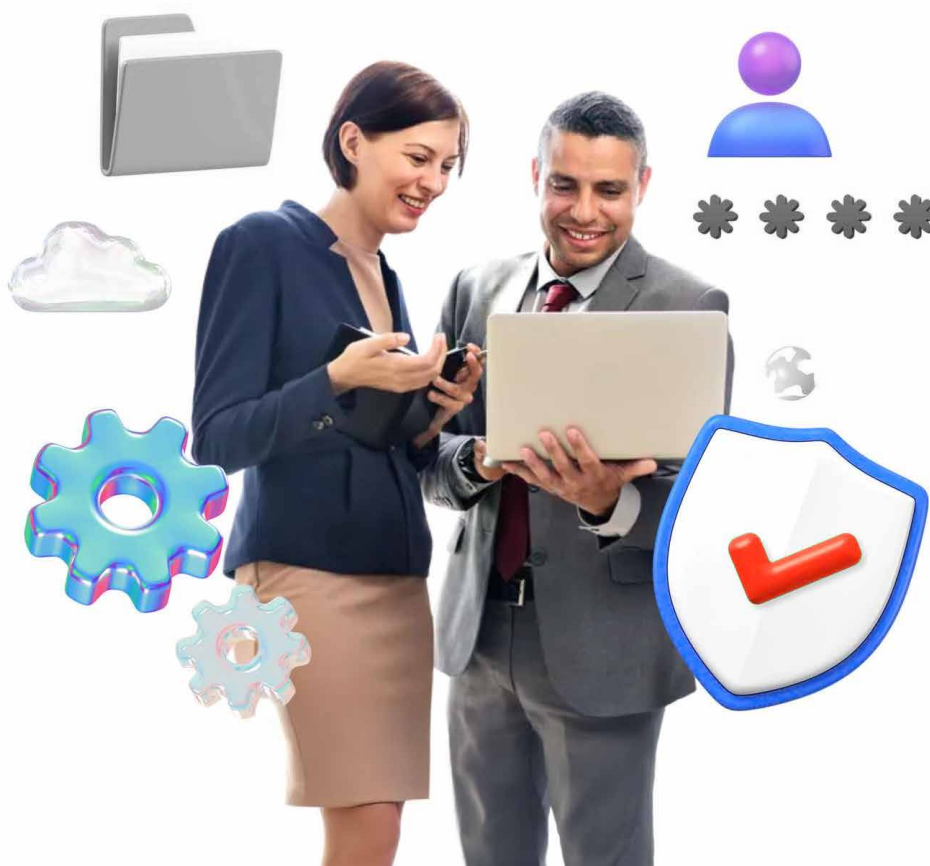




# Seqrite Data Privacy: Your Partner in Regulatory Compliance



Seqrite Data Privacy is engineered as a unified platform specifically to assist organizations in achieving and maintaining compliance with a multitude of global privacy regulations, including the DPDPA, GDPR, CCPA, and others. Recognizing that businesses often operate across different jurisdictions and cater to a global customer base, the platform is designed to address the specific requirements of various data privacy laws from a single, integrated interface. This centralized approach simplifies the complexities of managing compliance across different regulatory landscapes and reduces the need for multiple disparate tools and streamlining overall data privacy management efforts.





# Key Capabilities



## Data Discovery

Identify and classify sensitive data across structured, unstructured, and semi-structured data sources with support for 500+ connectors spanning RDBMS, cloud storage, SaaS applications, and enterprise file repositories. Extend discovery to endpoints (Windows, Linux, macOS) to ensure comprehensive data visibility.



## Automated Classification

Leverage prebuilt and customizable classifiers to accurately label sensitive data such as Credit Card Numbers, Aadhaar, PAN, Passport Numbers, and many more. The solution also leverages AI-driven OCR technology to extract and classify text from images.



## Flexible Scan Scheduling

Enable flexible scheduling options to conduct recurring or on-demand scans across your IT infrastructure to ensure timely discovery of sensitive data.



## Sensitive Data Inventory

Aggregate insights from discovered data into a centralized dashboard, displaying classification results, identified PII, and precise data locations such as database names, tables, and columns. Contextual tags enhance data visibility for improved governance and compliance.



## Data Profiling & Stitching

Automatically create unified profiles of data principals by stitching together their Personal Data (PD) and Personally Identifiable Information (PII) from multiple data sources. This enhanced visibility simplifies compliance efforts and streamlines the fulfilment of individual rights requests.



## Data Labelling

Automatically assign contextual labels to discovered data based on its sensitivity, data type, impacted regulations, and compliance requirements. This enhances data visibility, simplifies governance, and streamlines policy enforcement.



## Compliance Insights

Visualize sensitive data trends and patterns with interactive dashboards that helps organizations make informed decisions and strengthen governance efforts.



## Data Principal Rights Management

Automate data access, correction, and deletion requests using structured case management workflows. Ensure compliance with **DPDP Act** timelines as well as other global privacy laws such as GDPR, CCPA, and LGPD to fulfil data principal rights efficiently.



## Cookie Consent Management

Automatically identify and classify cookies on your websites. Deploy customizable consent banners with multi-lingual support to ensure compliance with privacy laws like DPDP, GDPR, and CCPA while empowering visitors with granular control over cookie tracking.



## Universal Consent & Preference Management

Centralize customer consent and preference management through an intuitive dashboard. Empower users to modify, withdraw, or view their consent choices in real-time. Seamlessly integrate with downstream systems such as databases, CRMs, and marketing platforms to honor customer preferences across all touchpoints.



## Privacy Assessment Automation

Automate privacy risk assessments such as DPIA, RoPA, and gap assessments to identify potential risks and maintain ongoing compliance.



## Role-Based Access Control (RBAC)

Enforce granular access controls by defining roles such as Data Privacy Officer, Data Analyst, Business Owner, etc to ensure access is restricted based on responsibilities.



## Deployment Flexibility

Deploy Seqrite Data Privacy as a SaaS or on-premises solution to align with your organization's infrastructure and security preferences.

## Data Source Connectors



Custom connectors for both structured and unstructured data can be developed using a low-code approach to enable seamless integration with any new data sources.





# Why choose Seqrite Data Privacy?



## Compliance Readiness

Achieve and maintain compliance with privacy laws like DPDP Act, GDPR, and CCPA through automated workflows, risk assessments, and detailed reporting.



## Streamlined Privacy Operations

Reduce manual effort and improve response time by automating complex tasks such as rights request management, conducting privacy assessments, discovering sensitive data and labelling them across IT landscape



## Improved Data Visibility & Control

Empower better decision-making and governance by gaining a clear, centralized view of where sensitive data is stored its location,



## Sensitive Data Inventory

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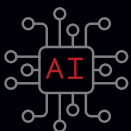
## Customer Trust & Transparency

Strengthen customer relationships by providing clear notices while collecting their consent, respecting data preferences, and ensuring secure data handling.



## Operational Efficiency at Scale

Designed to handle large data volumes, multiple endpoints, and complex IT environments, delivering scalability without compromising performance.




## Future-Proof Data Protection

Stay ahead with AI/ML-based data classification, featuring intent recognition, document-level classification, and automated privacy risk assessments for smarter data protection.



## Integrated Cybersecurity and Data Privacy

Leverage Seqrite's powerful cybersecurity solutions alongside advanced data privacy capabilities to safeguard your organization from threats while ensuring regulatory compliance.



## About Seqrite

Seqrite is a leading enterprise cybersecurity solutions provider. With a focus on simplifying cybersecurity, Seqrite delivers comprehensive solutions and services through our patented, AI/ML-powered tech stack to protect businesses against the latest threats by securing devices, applications, networks, cloud, data, and identity. Seqrite is the Enterprise arm of the global cybersecurity brand, Quick Heal Technologies Limited, the only listed cybersecurity products and solutions company in India.

Today, 30,000+ enterprises in more than 76 countries trust Seqrite with their cybersecurity needs.



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