

# Ensuring Data Compliance and Security in the Age of GDPR

The General Data Protection Regulation (GDPR) is sweeping legislation designed to protect personal data through strict privacy and security rules. GDPR mandates how organizations handle, use, and store the personal data of consumers located in the European Union (EU).

Other countries and states have enacted or are proposing similar legislation that governs data usage. That's why you need a cloud data platform that helps ensure compliance with all rules, provides strong data security, and protects against threats.

## Privacy by Design Approach to Security

The Avalanche Cloud Data Platform makes data easy to use while giving you the ability to deliver timely, trusted, and compliant data at enterprise scale. We offer built-in security capabilities for modern, risk-based security in cloud, on-premises, and hybrid environments.

Our platform takes a privacy by design approach, which means data privacy and protection are part of our platform's design. This helps ensure that your data processes meet your compliance goals.

Our architecture focuses on security at the data, user, and application levels. We leverage your existing security systems and policies, isolating running processes and using in-depth user and role-based permission schemas, token-based authentication, and encrypted macro files to keep passwords and metadata secure.

## Secure Data and Enable Compliance on One Platform

When you use the Avalanche platform, you benefit from industrial-grade encryption, including disk-level data at rest encryption, columnar encryption, and data in transit encryption. You also achieve compliance and security with:

### What is GDPR and Why Should You Care?

The regulation, enacted in the EU in May 2018, mandates how personal data is protected and governed. The regulation gives individuals more control over their data and gives people the right to be forgotten.

GDPR covers EU countries and citizens, so any company using data from a customer in the EU is impacted. Fines for noncompliance are steep—€20 million or up to four percent of the company's global annual revenue.

- **Authentication for data access.** Directly accessing the data platform uses an IP allow list and database authentication. The platform is not open to the Internet. Instead, it's only available to users connecting from specified allow list IP addresses.
- **Cloud service provider security.** The Avalanche platform is hosted in the cloud by Amazon Web Services (AWS), Azure, or Google Cloud, which are ISO 27001 certified and provide a high level of physical security.
- **Data governance.** Well governed data and security capabilities prevent unauthorized data access. This includes all types of personally identifiable information (PII) and sensitive data.

The Avalanche platform ensures the highest levels of security. It provides private network isolation, robust access control capabilities, and 24x7 maintenance and monitoring. As part of the Cloud Security Alliance, Avalanche continuously adopts best practices to ensure secure cloud computing.

## Our Fully Managed Cloud Data Platform Offers Relevant Capabilities

The Avalanche Cloud Data Platform enables compliance with GDPR and other regulations. It provides:

- **Masking.** The platform masks sensitive data, including personal information, before it's stored or processed. Once masked, the data is not visible to users without proper permission. Because sensitive data de-identification is required for GDPR, masking or redacting sensitive fields is needed.
- **Encryption.** Our cloud platform supports encryption for data at rest and in transit.
- **Access controls.** Control who and how people can access your data. With the Avalanche platform, you can give data access to specific users or user groups.



## Additional Features that Support Compliance

The Avalanche platform offers additional features and capabilities to help with compliance and data management:

- **Export controls.** You need the ability to export data to other systems or platforms. The Avalanche platform makes sharing and moving data easy, enabling you to have data where it's needed. In addition, data sovereignty must be known to process personal data. A key feature of our platform—and a requirement of GDPR—is the ability to define the region where data is deployed.
- **Portability.** Built-in data integration provides features that support business-to-business data transfers. These features are critical to providing data subjects with the right to data portability.

With compliance issues becoming increasingly complex, you need a platform that makes data usage and governance easy.

## About Actian

Actian transforms business by simplifying how people connect, manage, and analyze data. The Avalanche Cloud Data Platform gives customers a flexible and comprehensive solution that enables fast innovation by gaining real-time insights, leveraging native data integration, and deploying anywhere. For more information, please visit [www.Actian.com](http://www.Actian.com).

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