



Data Mapping for Data Privacy Essentials





TABLE OF CONTENTS

Introduction	1
What Is Data Mapping	1
Why Is It Important?	2
Data Mapping How-Tos	3
How Osano Can Help	3

Introduction

Before you can truly grasp where your organization stands when it comes to data privacy, you need to know where all of your data currently lives.

That's where data mapping comes into play. Data mapping can help your organization understand what types of data you're collecting, how much of it you currently have, where it lives, and who has access to it. It helps you get a handle on how much risk your organization has taken on when it comes to data privacy and where your biggest vulnerabilities lie.

Unfortunately, however, there isn't a lot of guidance on how best to map your organization's data. That's where this guide comes in. Here, you'll find all of our most informative resources on data mapping for data privacy, so you can quickly find the most relevant answers to your questions.

What Is Data Mapping?

Data Mapping 101

What is a data map? What goes into a data mapping exercise? In this blog, we'll clear up some of the confusion surrounding data mapping for data privacy purposes, answering questions like what data mapping is, why it matters, and what best practices you should adopt when mapping your organization's data:

- [Data Mapping 101: A How-to Guide](#)

A Deeper Dive

For those looking for a deeper dive into Data Mapping, watch our free webinar in partnership with KPMG Canada and hosted by IAPP:



→ [Access Your Copy](#)

Why Is It Important?

While most data privacy laws don't require a data map, data mapping can be a huge help in fulfilling other requirements of data privacy laws, such as:

- Informing data protection impact assessments (DPIAs) and privacy impact assessments (PIAs)
- Making it easier (and faster) to respond to data subject access requests (DSARs)
- Developing records of processing activities (RoPAs)
- Monitoring vendors and identifying high-risk vendors
- Minimizing the collection, storage, and use of PI
- Reducing the amount of noncompliant cross-border data transfers

Data Mapping for GDPR

As mentioned above, data mapping is not explicitly required by the GDPR. However, it helps you to understand how your organization collects, stores, and processes personal information. This enables you to fulfill GDPR Article 30, which explains the need for a detailed record of processing activities.

Learn more about the relationship between the GDPR and data mapping in our blog:

- [GDPR Data Mapping: A How-To Guide](#)

Data Mapping for the CCPA/CPRA

Like the GDPR and most other data privacy laws, the CPRA does not require you to create a data map. However, if you knowingly refuse to map where, how, and why your organization processes personal information, then any violations that take place associated with unmapped (and therefore unknown) personal information under your control could be construed as negligence.

Discover the relationship between the CPRA and data mapping in this blog:

- [CCPA/CPRA Data Mapping: The Why, What, and How](#)

Data Mapping How-Tos

So, how do you create a data map? What are some of the best practices, pitfalls to avoid, and tips for success? Check out our handy best practices guide to get started:



→ [Access Your Copy](#)

Data Mapping Tools

When it comes to data mapping, there's no shortage of tools you can use. But not all tools are created equal—some aren't built for data privacy, and others might not be as automated as you need. In that case, use our blog to figure out which red flags you should watch for:

- [Automated Data Mapping Tools: 5 Red Flags to Avoid](#)

How Osano Can Help

Data mapping can quickly become a complicated process, which is why we've created Osano Data Mapping. This automated data mapping tool was created with privacy professionals in mind to ensure that the process is as seamless as possible so you can focus on the more complicated processes within your role.

And because Osano Data Mapping integrates with the entire Osano Data Privacy Platform, you can rest assured that your data map can help you manage your DSARs, monitor your vendor relationships, fill in your assessments, and more.

Want More Out of Your Data Map?

[Book a Demo](#)

Build your organization's privacy program, wherever you are on your journey, with Osano.



@osano

[linkedin.com/company/osano](https://www.linkedin.com/company/osano)

[http://facebook.com/osanoatx](https://www.facebook.com/osanoatx)

osano.com

About Osano

Osano is a complete data privacy platform trusted by thousands of organizations around the world. Its platform simplifies compliance for complex data privacy laws such as GDPR, CCPA, LGPD, and more. Features include consent management, subject rights management, data discovery, and vendor risk monitoring. Osano is the most popular cookie compliance solution in the world, used on over 900,000 websites to capture consent for more than 2.5 billion monthly visitors.

Copyright © 2024 Osano, Inc., a Public Benefit Corp. Osano is a registered trademark of Osano, Inc.