

ServiceNow Data Anonymization

The business challenge

The quantity of data being collected, managed and distributed across organizations, internally and externally, is growing rapidly year over year. Businesses have been collecting and sharing Personally Identifiable Information (PII). However, the lack of data privacy and data security postures, have opened the doors to data breaches and the loss of individual privacy.

Governments across the globe have enacted data privacy regulations to govern how organizations collect, use and store sensitive information. Privacy is largely about having control of who can access sensitive information. Loss of privacy leads to potential for misuse of information, loss of identity, loss of reputation, loss of trust, loss of revenue, and increased costs due to fines.

Personal data protection is a strategic action for every organization.

The ServiceNow solution

ServiceNow Data Anonymization is a key component of the ServiceNow Vault solution. Data Anonymization enables organizations to ensure the privacy of sensitive, personally identifiable information (PII) on the Now Platform.

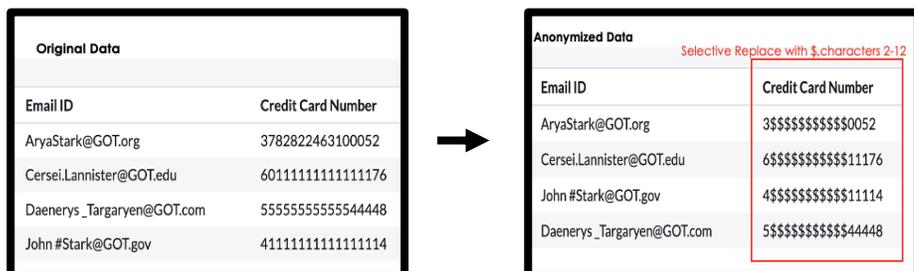
In today's digital world software developers need sample data for testing new application functionality. While importing data from the production instance is a useful way to simulate production, it presents a security risk by exposing sensitive personal information. To avoid this risk, administrators can use Data Anonymization to remove the sensitive information from production data before it is imported into a non-production environment for testing purposes. When copied to a non-production instance, data for the selected user records is replaced with randomized values or values the administrator defines. When replacing values, the data structure can still be preserved ensuring that data like email addresses or physical addresses are replaced with similarly formatted, but anonymized versions. It is worthwhile to note, administrators can perform the anonymization process by de-identifying (replacing actual data with pseudonyms or false identifiers) users in both production and non-production instances.

Benefits

Minimize risk of information leak by classifying and anonymizing sensitive and personal data when moving across boundaries

Ensure compliance with regulatory and privacy laws such as GDPR, HIPAA, PCI-DSS and others by protecting personal and confidential information.

Elevate brand and trust by ensuring sensitive and confidential data is secure and private in a world of highly complex data protection mandates



ServiceNow Data Anonymization- Protecting sensitive data

Data anonymization is an essential process for many different industries - financial, technology, e-commerce and healthcare. No matter the industry, there are plenty of opportunities to unlock more value from data by using data anonymization.

Use cases

Preserving private information when organizations collaborate:

Sharing confidential information is a challenge when organizations work together. For example, a hospital might need to share patient data with a research lab looking to make medical drug improvements. With data anonymization, all data fields that identify the respective patient (name, age, gender, etc.) can be anonymized to protect patient confidentiality while preserving the valuable data attributes that the research laboratory needs.

Helping retailers get meaningful insights from customer data:

For retailers, customer insights is critical to continue to improve their business. But customers are concerned to share their data with the fear that the information they provide may be compromised and used in the wrong way. Retailers must ensure the privacy of customers information for regulatory and compliance reasons. Data anonymization, allows retailers to remove, hide or cleverly de-identify personal data, ensuring customers privacy and confidentiality is maintained.

Improving fraud detection in the financial sector:

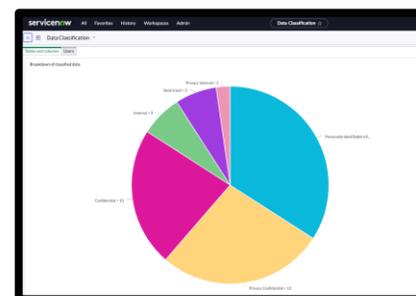
Financial firms are always looking for ways to decrease risk by better understanding customer needs and behavior. However, privacy laws such as GDPR, require customer consent in order to analyze their data. Data anonymization can help by protecting sensitive customer data so that it can be shared and used to develop systems that can improve fraud detection and prevention.

These optimized systems will identify and track suspicious behaviors and transactions.

Data anonymization can help organizations keep personal identifiable information private, even as they derive business value from it for customer support, analytic insights, test data, supplier outsourcing purposes, and more. Data anonymization is not simply about avoiding risk, but also improving data governance and data quality.

Find out more

servicenow.com/products/vault.html



ServiceNow Data Privacy dashboard

Job Name	Description	Status	Action
Job 1	Job 1 Description	Completed	View
Job 2	Job 2 Description	In Progress	View
Job 3	Job 3 Description	Failed	View

ServiceNow Data Anonymization jobs

