ServiceNow Data Discovery

The business challenge

In this digital age, personal information is more valuable than ever before. With the rise of social media, e-commerce, and online banking, more personal data is being shared than ever before. While these technologies have brought about convenience, they have also created new privacy and security risks. Personal information is valuable and when it falls into the wrong hands, it can be used for malicious purposes. For example: Identity theft, access to financial accounts, etc.

Organizations are faced with the evolving challenge of collecting and managing more data than ever before. But they must comply with privacy regulations such as the General Data Protection Regulation (GDPR) and California Privacy Regulations Act (CPRA). As the volume of data grows across multiple systems and data assets, security and privacy teams need complete data visibility, i.e., know what data is out there, where the data exists and who has access to it. Organizations need to be able to identify private and sensitive information and reduce risk associated with data sprawl across the enterprise.

Governments across the globe have and continue to enact data privacy regulations that organizations must adhere to and comply with to avoid harsh consequences ranging from significant fines, loss of brand reputation and ultimately loss of trust. Protecting personal identifiable information (PII) is a strategic action for every organization.

The ServiceNow solution

ServiceNow Data Discovery helps organizations identify sensitive data such as PII within a ServiceNow instance. Organizations can use out-of-the-box data patterns such as, credit card numbers, phone numbers, social security numbers (SSN), etc. or they can use custom regex data patterns with keywords to create, validate and discover sensitive data.

Data privacy readiness

Detect the location of risky and sensitive data across your instance and easily classify data based on the data patterns/PII it contains.

Improve risk management and regulatory compliance

Identify sensitive data and take proactive measures to reduce the attack surface and prevent costly data breaches.

Increase brand reputation

Discovery is essentially first step towards identifying and preventing loss or exposure of sensitive data. This enables organizations to implement appropriate security measures and increase trust in their brand.

Discovering different types of sensitive data
Custom data patterns provide additional flexibility and can discover PI specific to a particular industry (ex: SWIFT codes for financial transactions) or a specific region/country (ex: European Union or Netherlands driver's license). Data Discovery is directly integrated with Data Classification, making it really simple to catalog the discovered PI. Once data is classified, it can be anonymized using Data Anonymization to meet regulatory requirements.

Increased flexibility with Full Scan

The Data Discovery Full Scan provides organizations flexibility to scan data and search for very specific sensitive data such as unprotected credit card details, social security numbers, driver's license details, date of birth etc. This scan is highly customizable, allowing organizations to inventory structured and unstructured data and in turn classify the data by type, sensitivity, regulation, risk, policy, and more. Additionally, full scan helps organizations discover sensitive data, which may appear in the wrong places and helps avoid any exposure and unauthorized access. A sample scan allows for scanning of up to 10,000 records in each target table which is great for structured data without adding any time and performance penalty.

Data Discovery Dashboard

Organizations can use the Data Discovery dashboard to view different data patterns discovered, specific tables, and the respective status (new, classified, ignored) of the data. This can be very helpful when it comes to audit checks in terms of identifying where PIIs are located, and any actions that have been taken on it.

Organizations can display specific job findings, show the number and percentage of discovered data patterns by type, show discovered patterns by table including details regarding the columns with discovered data patterns.

Data Discovery is a key element of the ServiceNow Data Privacy solution and is included in the ServiceNow Vault offering. Data Discovery plays a key role in providing organizations true visibility and control over their data by ensuring the data is accurate, high quality and trusted. This allows organizations to comply with data privacy regulations and to find and fix risks before they become incidents. For more information visit: ServiceNow Vault.

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