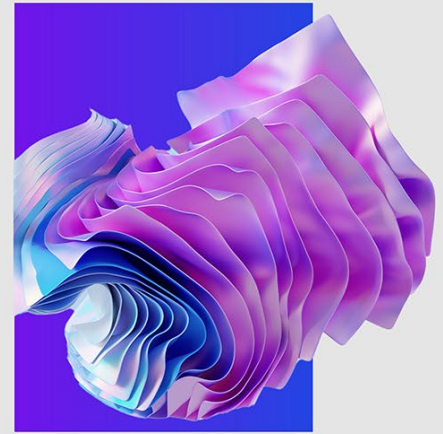# Privacy and data as a service

Privacy regulations and compliance requirements have exploded in recent years and are on a trajectory to continue to expand in number, size, complexity and enforcement authority in the Canada and globally. Our clients are struggling with designing, building, and privacy and data protection programs that meet regulatory obligations for protection and handling of employee and customer personal information, as well as other types of sensitive data. Further, meeting compliance goals at a point in time is not enough: companies must develop, implement and sustain a cross-functional program enabled by technology, to meet compliance goals while balancing business objectives.
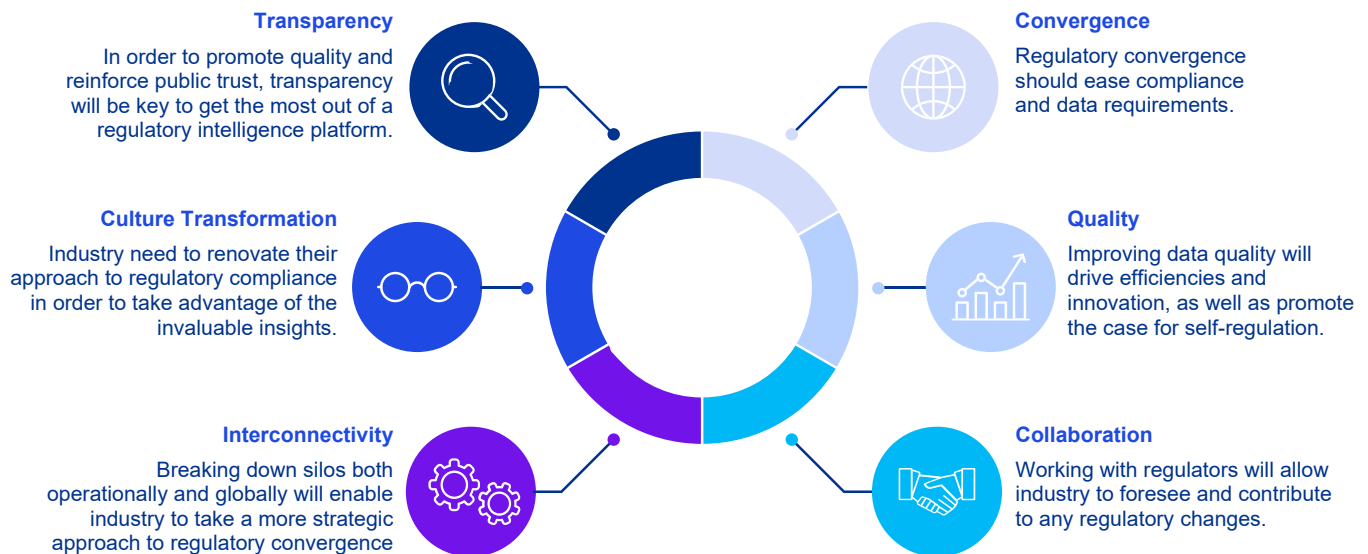
Our Data Subject Access Request service helps you streamline and automate DSARs to accelerate your performance

Under current and proposed Canadian privacy legislation, Canadians have a right of access to their personal information that's held by your organization – commonly called data subject access requests (DSAR). As owners of the data, you're legally obliged to respond to DSARs, providing clients with the ability to change or delete their personal information – quickly and without charge.

DSARs create enormous complexity for you, as you must be able to receive each request, route it to the correct teams, find the information in question, and then correct or permanently delete it – all within two weeks. The deletion requirement is key because it must be deleted from production data, backups, DR sites, and archived files.

As a leader in your organization, how do you simplify, streamline and automate the often complex, manual and cumbersome legally-required undertaking of responding to DSARs – all while keeping your teams focused on strategic initiatives?

Figure 7: Key factors for a robust regulatory intelligence platform

Transparency
In order to promote quality and reinforce public trust, transparency will be key to get the most out of a regulatory intelligence platform.

Convergence
Regulatory convergence should ease compliance and data requirements.

Culture Transformation
Industry need to renovate their approach to regulatory compliance in order to take advantage of the invaluable insights.

Quality
Improving data quality will drive efficiencies and innovation, as well as promote the case for self-regulation.

Interconnectivity
Breaking down silos both operationally and globally will enable industry to take a more strategic approach to regulatory convergence

Collaboration
Working with regulators will allow industry to foresee and contribute to any regulatory changes.

Manage your entire DSAR lifecycle with elastic capability

KPMG's DSAR as a Service is an end-to-end solution that helps improve your operations across all dimensions (people, processes, and technology) and ease your regulatory burden. Our service allows you to quickly respond to your clients' DSARs using a consistent approach, formalized tracking and risk mitigation for non-compliance, and automates elements of what can be a very manual and laborious process.

Figure 5: Opportunities across the regulatory end-to-end value chain for improving the speed, accuracy and quality of regulatory activities

Strategy | Planning and Tracking | Content Development | Variation Management | Lifecycle Maintenance

Regulatory Analytics
Use analytics to a support a range of RIM capabilities, including a 'real-time' dashboard, regulatory intelligence, continuous improvement, automated alerts and AI.

Regulatory Intelligence/Knowledge Management
Use web crawlers to identify requirements and leverage Neuro-linguistic processing (NLP) to detect any changes in requirements.

Corresponding and Commitment Management
ROA to capture and distribute all regulatory correspondence from HA to a central team/relevant stakeholders including uploading to repository with workflow. NLP to parse and enter structured and unstructured data into RIM for tracking/addressing HA questions and commitments.

Authoring
Natural language generation (NLG) to author content directly from master data, e.g. NLG to auto-generate safety narratives for Clinical Study Report (CSR) components, Labelling documents etc.

Hyperlinking
RPA to create hyperlinks between documents and check for broken hyperlinks.

Translations
Leverage NLP to support translation memory, e.g. identify 'word-for-word' documents/dossier content and search for previous translations into any language.

Established Conditions (EC) Management
NLG to author select portions of the original dossier, variations, periodic reports, etc.; Structured EC database and RIM to manage and view structured information.

Data Migration
To extract structured and unstructured data elements from legacy systems.

It's a one-stop-shop for DSAR compliance with a wide variety of choices to select from, making it more flexible so you can use it no matter where you are in your DSAR journey:

1. Assessment and Planning

- Understand and integrate the broader requirements of GDPR, CCPA, and other relevant privacy laws that govern not just access, but also how you rectify, erase, and move personal data.

- Address specific regulatory nuances in industries like healthcare, finance, or tech, where data handling practices are highly regulated and sensitive.

- Evaluate your current data handling, storage, and processing practices to identify gaps and risk areas for DSAR compliance.

2. Enhanced Technology and Infrastructure

- Implement data management and governance technologies that can handle a variety of DSR types, not limited to access requests. This includes capabilities for data correction, deletion, and export in various formats.

- Deploy tools to help map and inventory your data across systems and platforms.

- Deploy or upgrade consent management platforms that can track and manage consent revocations or alterations as you fulfill DSRs.

- Implement automation and AI-driven solutions for processing DSARs, including identification, redaction, and communication, to reduce manual effort and increase accuracy.

3. Robust Process Integration

- Develop detailed workflows for each type of DSR, with processes that can accurately and efficiently handle requests for data correction, deletion, and portability, in addition to access.

- Create mechanisms for assessing the impact of fulfilling certain DSRs (like data deletion) on business operations and compliance with other regulatory obligations.
- Create templates and standardized documents for responses to ensure consistency and compliance across all DSARs.

4. Comprehensive Training and Awareness

- Expand training programs to cover the full spectrum of DSRs, emphasizing the different types of requests, their legal and operational implications, and why providing timely and compliant responses is so important.
- Educate internal stakeholders on how DSRs impact business practices and why it's crucial to maintain data accuracy and portability.
- Provide ongoing advisory support, including legal interpretation, incident response, and updates on regulatory changes.
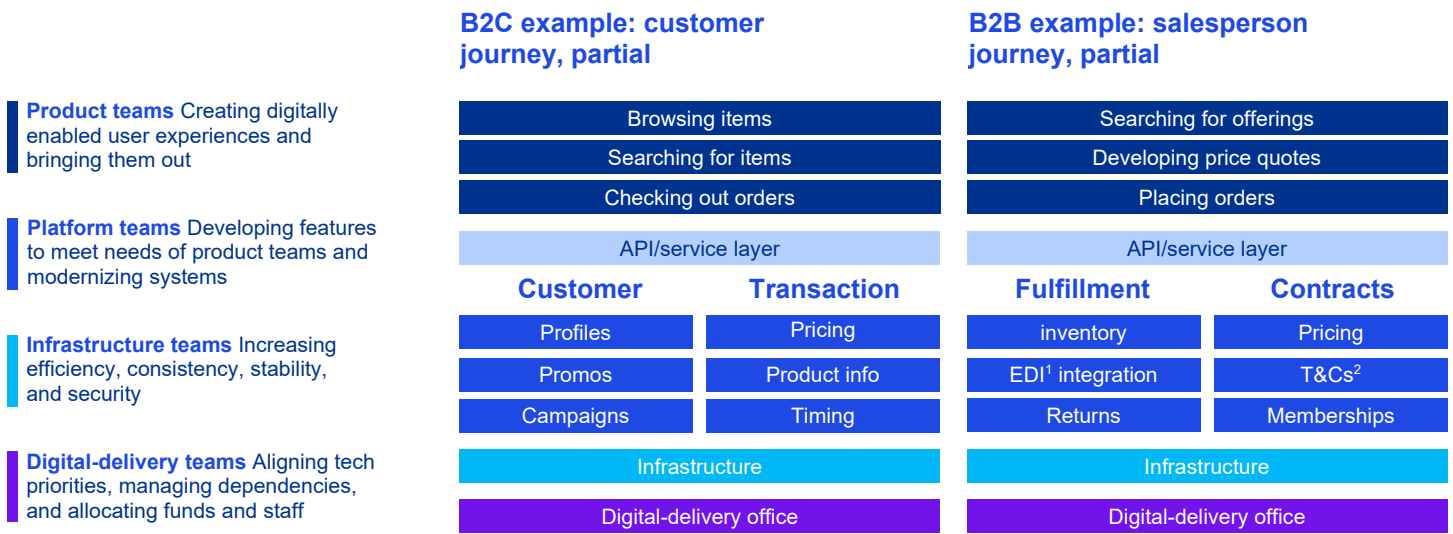
5. Adaptive Monitoring and Optimization

- Employ a more dynamic approach to monitoring compliance and performance, reflecting the varied nature of DSRs and the need for tailored responses.
- Leverage analytics and feedback to continually refine and improve the DSR management process, focusing on reducing response times, enhancing data accuracy, and ensuring customer satisfaction.
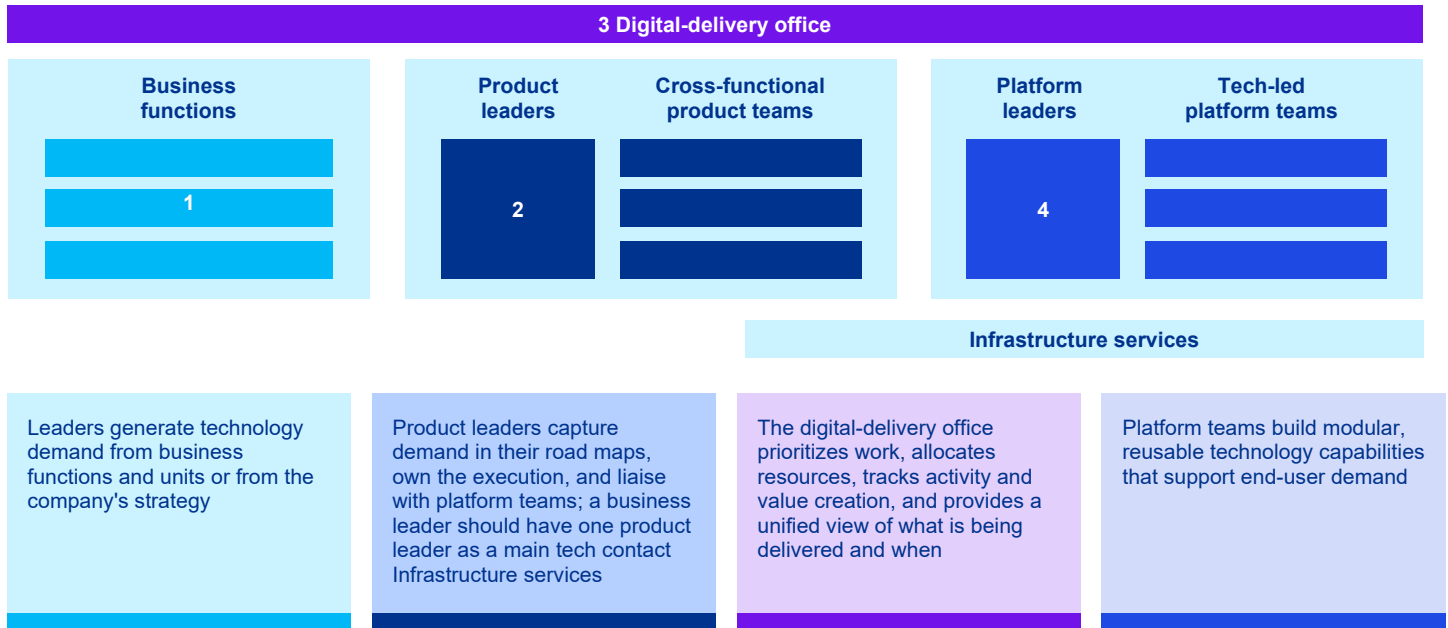
6. Client-Centric Service Design

- Offer modular services you can customize based on your specific needs around DSRs, ensuring flexibility and scalability across industries and jurisdictions.
- Provide proactive updates and advice on emerging regulations and jurisprudence affecting DSR management, ensuring you remain ahead of regulatory changes.

Integrated technology organizations comprise teams that support products, platforms, and infrastructure, plus a digital-delivery office

Product teams Creating digitally enabled user experiences and bringing them out

Platform teams Developing features to meet needs of product teams and modernizing systems

Infrastructure teams Increasing efficiency, consistency, stability, and security

Digital-delivery teams Aligning tech priorities, managing dependencies, and allocating funds and staff

B2C example: customer journey, partial

| Browsing items |
| Searching for items |
| Checking out orders |

| API/service layer |

Customer	**Transaction**
Profiles	Pricing
Promos	Product info
Campaigns	Timing

| Infrastructure |

| Digital-delivery office |

B2B example: salesperson journey, partial

| Searching for offerings |
| Developing price quotes |
| Placing orders |

| API/service layer |

Fulfillment	**Contracts**
inventory	Pricing
EDI[1] integration	T&Cs[2]
Returns	Memberships

| Infrastructure |

| Digital-delivery office |

Product and platform teams and the digital-delivery office handle and prioritize technology requests from business functions.

3 Digital-delivery office

Business functions		Product leaders	Cross-functional product teams		Platform leaders	Tech-led platform teams
1		2			4	

Infrastructure services

Leaders generate technology demand from business functions and units or from the company's strategy	Product leaders capture demand in their road maps, own the execution, and liaise with platform teams; a business leader should have one product leader as a main tech contact Infrastructure services	The digital-delivery office prioritizes work, allocates resources, tracks activity and value creation, and provides a unified view of what is being delivered and when	Platform teams build modular, reusable technology capabilities that support end-user demand

Why KPMG

A combination of technology, intelligence, and hands-on orchestration, KPMG's managed services are designed to enhance performance, protect assets, and improve compliance — offering a tested approach to maintaining critical business functions on the leading edge.

KPMG Managed Services is different from traditional models based mainly on labor arbitrage for transactional work. Instead, we combine advanced technology, deep functional and sector expertise, and leading practices to take responsibility for knowledge-intensive processes across the enterprise—both non-core and core—while driving strategic outcomes. Our subscription-based services are designed to offer predictable costs, any-shore delivery, and the option to flex up or down to meet fast-changing needs.

- KPMG Managed Services goes beyond back-office processing, beyond cost savings, and beyond technology to be your trusted strategic provider in your transformation journey.

- We can help you operationalize your growth ambition while minimizing disruption and risk.

- Our Managed Services are tech-enabled, but strategy-led.

- We bring the board-level credibility, broad experience, and subject-matter knowledge that has underpinned the KPMG brand for 150 years.

- We offer a combination of functional and sector expertise, advanced technology, and superior client experience — all packaged in a subscription model with predictable costs, any-shore delivery, and strategic results.

- We deliver results that matter.

- We understand how your business operates.

- We know how to leverage technology.

We're by your side, shoulder to shoulder, all the way, from vision to value.

Contact us

Anne Eskedjian Scanlon

**RaaS Privacy Solution Owner
Executive Director, National Lead, Risk
Consulting Managed Services,**
416-848-9776
aeskedjianscanlon@kpmg.ca

Serena Tejani

**Cybersecurity Partner,
Privacy Lead**
416-476-2824
serenatejani@kpmg.ca

Aphra Corcoran

**Director, Cybersecurity Services,
Privacy Lead**
416-277-9241
aphracorcoran@kpmg.ca

Oskar Trpisovsky, MSc ETH, CIPM, CIPP/C, CIPP/US, CIPP/E

**Senior Manager,
Risk Consulting, Privacy Lead**
416-468-7554
otrpisovsky@kpmg.ca

Mohamed Mehatab

Director, Privacy Technology Lead
416-228-6755
mmehatab@kpmg.ca

kpmg.com/ca