

The Privitar Modern Data Provisioning Platform

Today's enterprises operate in a data-driven and privacy-conscious world. Businesses outperform their competitors by taking advantage of insights that come from data. Those that can show they use data appropriately gain customer trust and enhance their reputation. Sustainable success comes by using data responsibly.

Privitar's Modern Data Provisioning Platform builds collaborative workflows and policy-based data protections into data operations to enable efficient, effective, and responsible use.

A Platform for Modern Data Provisioning

Modern data provisioning combines people, processes, and technology to enable responsible data use efficiently and effectively. High-utility data reaches those who need it, when they need it, while managing risks and demonstrating compliance with relevant laws and regulations.

The Privitar Modern Data Provisioning (MDP) Platform introduces collaborative workflows and policy-based data protection into data operations. Businesses can use their data for greater efficiency and innovation while navigating privacy, sovereignty, and industry data protection regulations and maintaining customer trust.

The platform enables self-service access to data for users and applications and streamlines access to data, privacy policy enforcement, and lineage reporting across an organization.

Built for Modern Architectures

Privitar is built for performance and scale to promote safe access to data across your organization today and into the future.

- The platform decouples policy definition from policy enforcement, with a single control plane providing control and visibility over multiple data sources and environments.
- The platform enforces policy-based data protection controls across a broad range of architectures, including multicloud and hybrid deployments that combine on-prem with cloud.
- Users can access the platform through an intuitive UI or a comprehensive set of APIs.
- The platform provides architectural flexibility, with native support for batch, pipeline, streaming, API, or dynamic SQL query solutions.



Why It Matters

As sources of data multiply and the use of reporting, analytics, machine learning, and AI all grow, data provisioning processes have become complex and inefficient, if they exist at all. Companies struggle to balance evolving data privacy regulations with the demands of data consumers who need access to data quickly.

Key Stakeholders

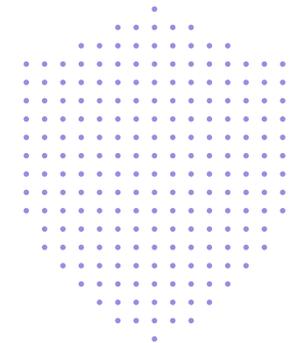
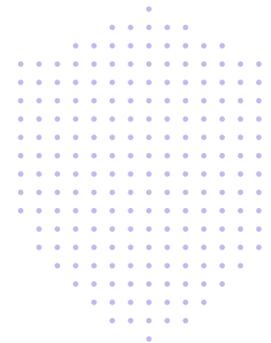
The MDP Platform addresses the needs of stakeholders in different parts of your organization: **data owners** who are accountable for the use of data in their care; **data consumers** who access data to provide insights that drive innovation; **data guardians** who are responsible for the legal and ethical use of data; and business leaders who want to get value from the data your organization has generated or collected.

Stakeholders come together in the platform to manage the complexity, friction, and risk that proliferate as technology and regulations change. The platform establishes robust processes among these users, including automated workflows for data registration, policy assembly, approvals, and data access.

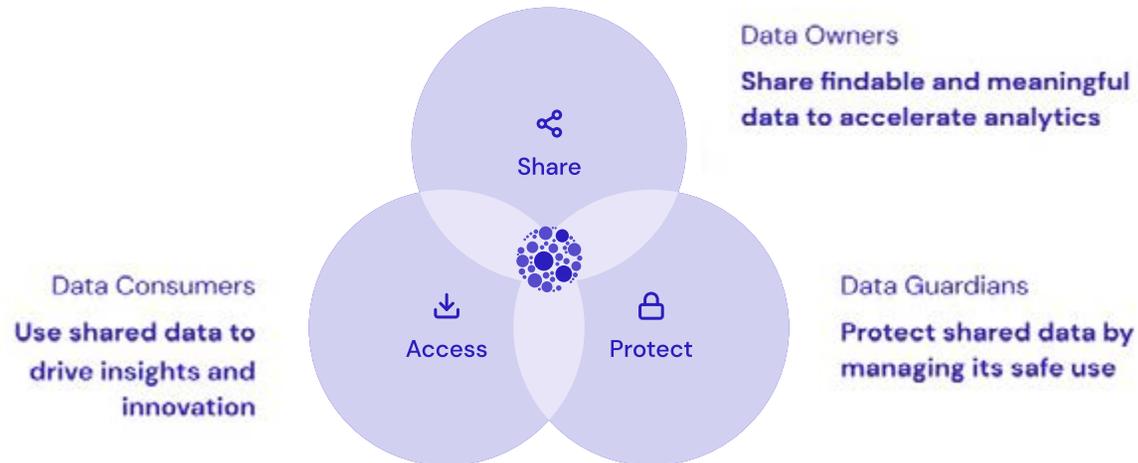
Benefits

Privitar provides the agility to innovate and maximize the value of your data:

- Reduce the time it takes for users to access safe and useful data
- Expand the range of data sources available for safe use
- Democratize data by providing access for more users
- Preserve the business value of data
- Comply with data privacy regulations
- Protect customers' personal information



Key Stakeholders



Policy-Driven for Scale and Automation

Policies define the controls to be enforced across your organization and act as the contract between those who own the data, those who protect the data, and those who ultimately use the data. They make it possible to provision data safely, at speed, and at scale.

Policies enforce privacy and access control based on context: User identity and intent, together with business and technical metadata, define the “who, what and why” of what is being used—and, most importantly, how sensitive it is. In this way, policies can apply a range of access and privacy controls to data based on the specifics of each use case. For example, identifying attributes can be restricted for marketing use cases like customer journey but made available for fraud use cases.

Centralized Policy Lifecycle

Data guardians define policies to align data protection with approved business use, regulations, and compliance frameworks like data sovereignty. You can revise and update policies to keep pace with regulatory and corporate changes and apply those changes to your data pipelines in a matter of minutes. All those changes are logged for troubleshooting and auditability.



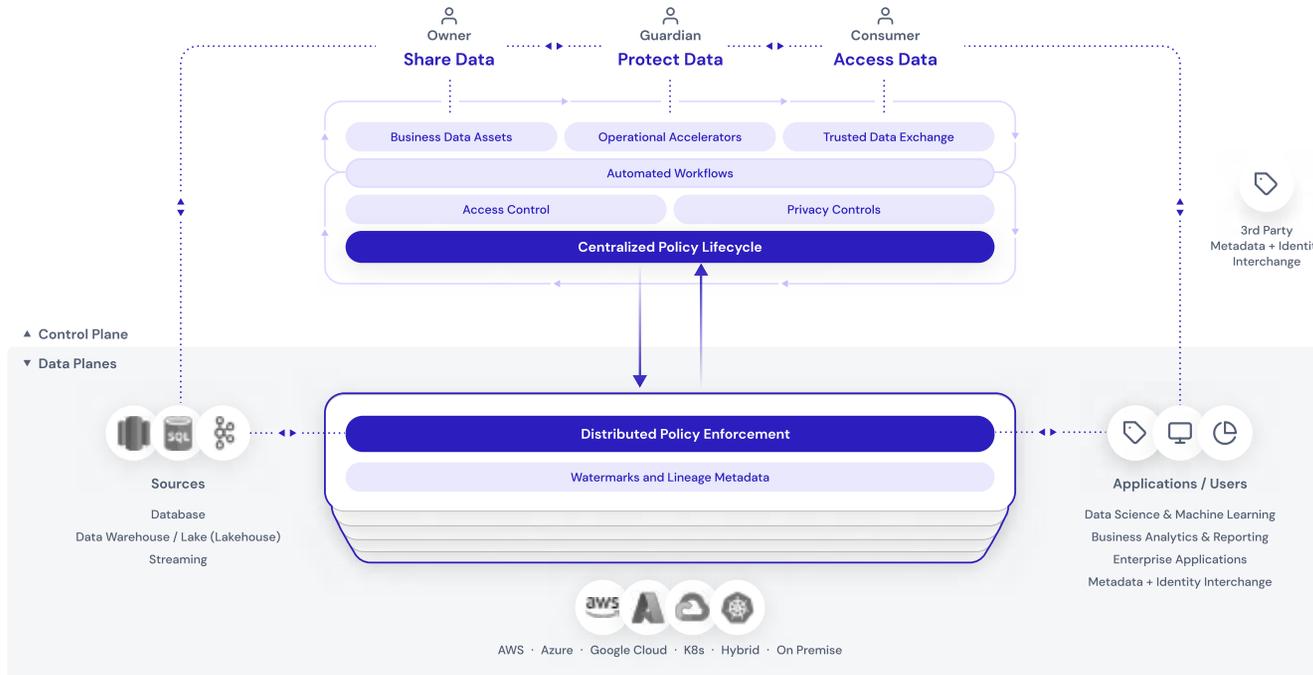
Distributed Policy Enforcement

The MDP Platform enforces policies consistently across multiple data planes to apply transformations close to where the data lives, ensuring the best security, sovereignty, and performance. Privitar supports a broad range of consumption patterns, optimized for the ideal user experience. Users can query sources directly using SQL, with policies applied in the query path, or datasets can be provisioned for users or groups with the appropriate policies applied as part of a data pipeline process.

Automated Workflows

Privitar’s MDP Platform uses policies to automate, streamline, and scale data provisioning processes. The result is efficient and effective collaboration between data owners, guardians, and consumers, which drives faster fulfillment of data requests.

Privitar’s automated workflows define processes among stakeholders to facilitate legal and ethical data sharing, by guiding them from asset registration to data access requests. A workflow engine automatically routes requests and approvals across team members.



Business Data Assets make it easy for data owners to package, curate, and register data. They describe data using business terms that promote meaning and simplify the policies that ensure responsible use. For example, using the business data asset “Credit Score,” data owners can create policies that easily ensure that a credit score is only used in countries where it is allowed and only for specific business purposes.

Operational Accelerators enable data guardians to effortlessly define, enforce, and maintain policies across complex data mesh. Guardians can either select policies from regulatory templates to assign protections automatically (for example, GDPR, CCPA, among others) or they can create bespoke, company-specific policies.

The Trusted Data Exchange gives data consumers the means to explore, preview, and directly access data without friction or delay. They can search for data and understand its meaning, its intended business use, and the responsibility that comes with its use.

Comprehensive Data Security and Privacy Controls

With Privitar’s range of security and privacy controls, users can tailor protections based on context. The goal is to preserve the business value of data while minimizing the risk of exposing identifiable attributes.

Access Control provides conditional access to data. Privitar supports RBAC, ABAC, and PBAC, providing the “who sees what data, when, and where they can use it.” The MDP Platform combines data attributes inherited from third-party products into the policies that are enforced at the Privitar data plane to support these access control models.

Privacy Controls make data available for use, without leaking sensitive information. Privitar’s comprehensive set of privacy techniques—including dynamic and static data masking, tokenization, and generalization, along with more advanced privacy enhancing technologies—transforms sensitive data into safe data. Use them in any combination to tune data resolution for each analysis.

Watermarks and Lineage Metadata supports compliance and auditing by recording the provenance of protected data. Privitar Watermarks enable you to determine the origin, lineage, and authorized use for every dataset. This rich metadata is available for use with data governance and audit tools.

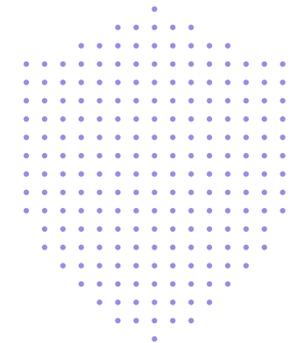
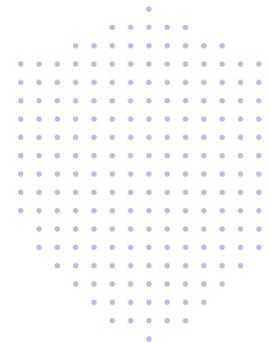


Solution at a Glance

The Privitar Modern Data Provisioning Platform provides automated workflows for data registration, policy assembly, approvals, and data access. Using policy-based access and privacy controls, the MDP Platform enables self-service access to data for all users and applications.

Users can:

- Streamline processes to share data
- Easily package, curate, and register new assets
- Make data available without compromising compliance
- Define, enforce, and maintain policies effortlessly
- Gain direct access to data without friction or delay
- Explore, preview, and access data within a single solution



About Privitar

Privitar empowers organizations to use their data safely and ethically. Our modern data provisioning solution builds collaborative workflows and policy-based data protection into data operations. Only Privitar has the right combination of technology, domain expertise, and best practices to support data-driven innovation while navigating regulations and protecting customer trust.

For more information, visit www.privitar.com.