



WEBINAR

Due Diligence and Data Protection

What you need to close series A, B or C funding



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**Send us your
questions**

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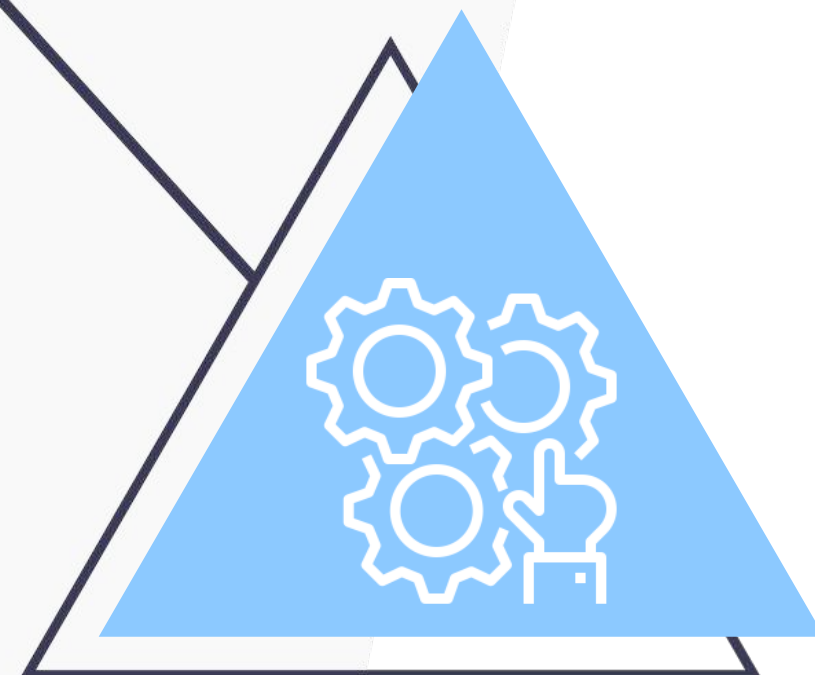
Data-linked security

Audit of large funds, taking into account GDPR



Due Diligence Process

How to correctly share data with investors



Data protection and product roadmap

Your company grows and changes, and during that process you have to ensure compliance

Due diligence and data protection

Is your company ready?

- Due diligence is an important part of the pre-investment screening
- The investors have to make sure to reduce liabilities and secure post investment/purchase valuation
- Data protection is one of the most important aspects of due diligence



1. Data-linked security



What could happen if there is no proper security protocol?
Let's talk about some well known examples like Yahoo or the Marriott Hotels

- A security breach and theft of financial data could be generated. Without a security protocol, the response time for action would be longer than desired.
- The client's reputation impact would be significant. The client could file a lawsuit.
- The judicialization of a company would make the entry of international funds difficult.
- Breachless Liability
 - Retention Fines Storage limitation
 - B2B business contracts
 - Class Actions
 - PECR E-Privacy

Lack of compliance can have a significant impact on the outcome of an investment round.

2. Important aspects of Data Protection for an investor



Typology of captured data

- Data / category sensitivity level
- Marketing data
- Data processing and individual rights

Security protocols

- Protocols in case of theft - subtraction
- Security systems
- Responsibilities
- Security/data Protection Breaches

Other relevant aspects

- Data access (e.g. technical profiles)
- Data Protection Legal deliverables
- Encryption
- Security measures
- Global Issues different Data Protection Jurisdictions
- Evidencing Accountability

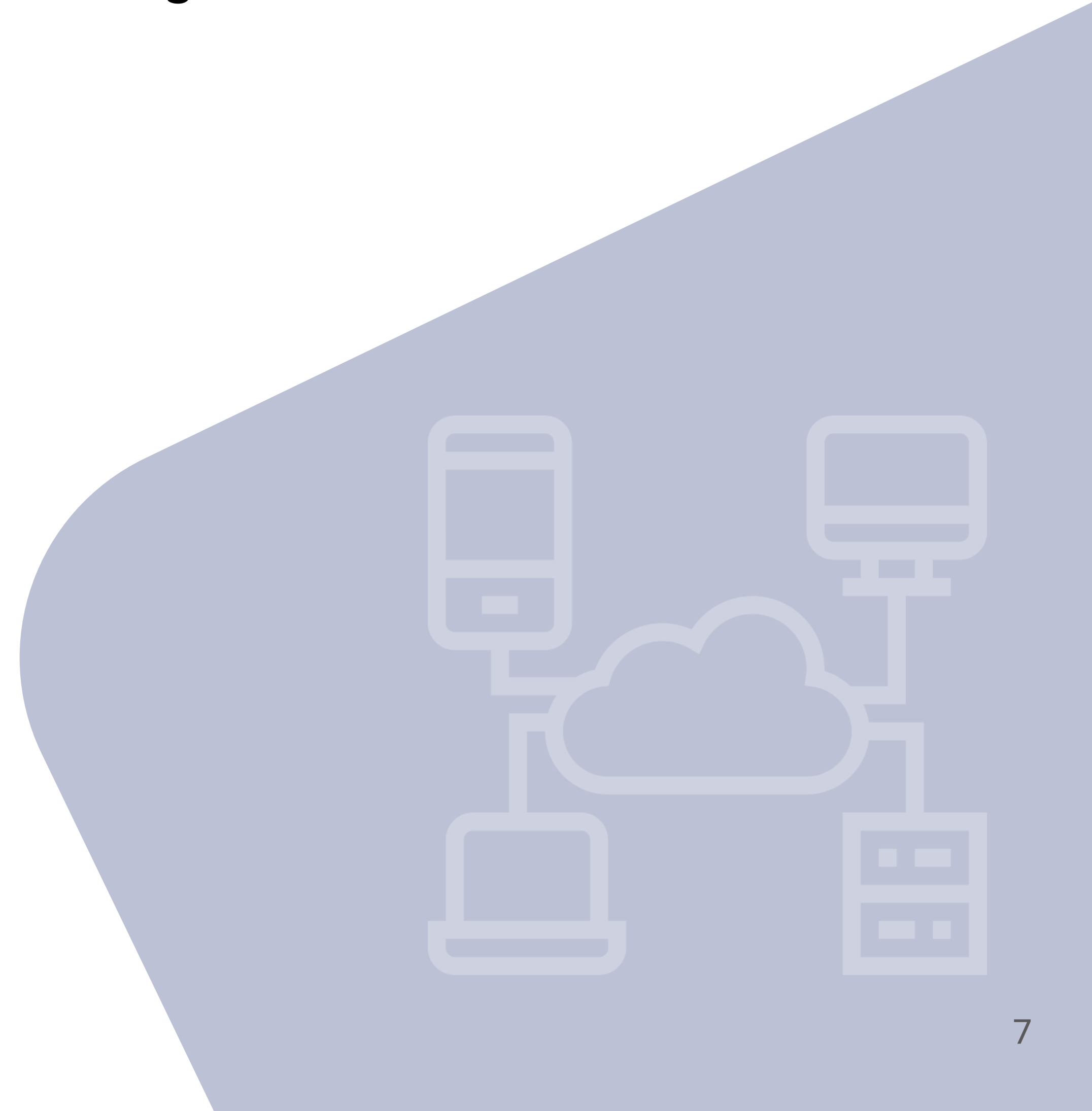


3. Due Diligence Process - shared data



What needs to be considered, when sharing data for due diligence?

- Anonymization of data
- Information on the operation of the company (metrics, financial statements, etc.)
- Sharing of raw data for performance analysis (e.g. cohorts)
- Client information for a commercial evaluation (with previous request)
- Information from former employees / managers for commercial evaluation (with previous request)

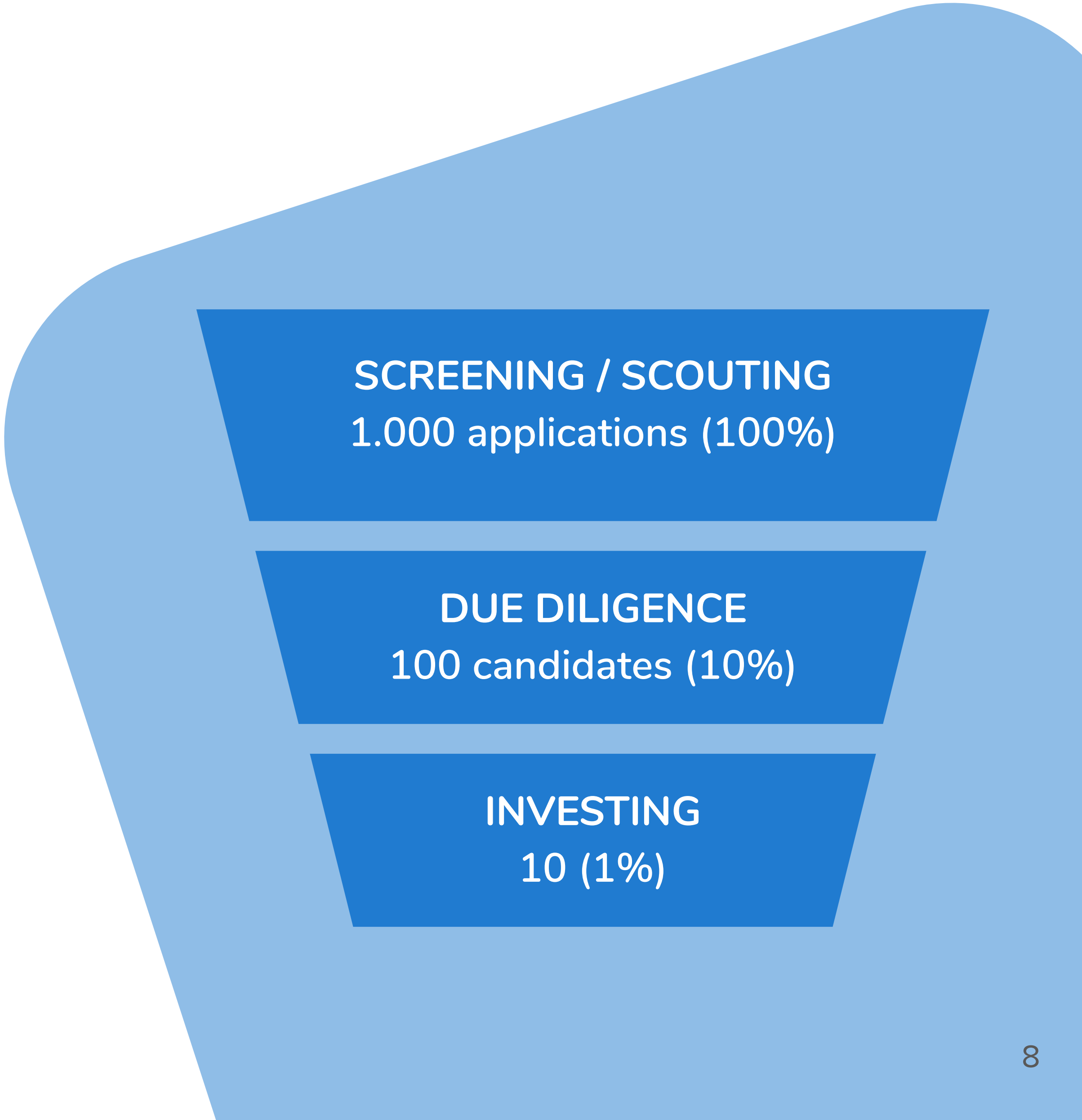


4. Confidentiality Agreements



Share the cookie, not the recipe!

- Negative perception of NDA when "telling the story"
- Dissemination of information
- How to share data securely: DataRoom
- Obligations of the investment fund
- Obligations of the entrepreneur
- Are you buying a Data/Cyber Breach?
- In UK FCA is the primary Regulator for Financially regulated Companies




5. Data and product roadmap



The product is always in constant evolution, more and more data are captured. As a product grows, the complexity in using the new data generated is greater and greater. Therefore, data protection is an aspect that changes as the company changes.

- Privacy by design
- Privacy by default



Privacy should be considered as early as possible in the development of a product.

Using technology to make data protection evolve with the product



- Automate the legal processes through a software that allows to control the evolution of the product
- Data Protection Program Monitoring
- Effectively manage security risks through Contingency Plans.



How Pridatect helped HealthTech Startup Yokeru with their data protection



Appointment of a Data Protection Officer (DPO)

Every company that treats sensitive data needs to appoint a DPO. Pridatect offers the service of external DPO for all those companies that do not have one.



Impact Assessment

When dealing with sensitive data it is also mandatory to perform DPIAs. Pridatect facilitates the implementation of DPIAs for each processing activity carried out by the company.



HIPAA compliance

Pridatect helps companies with activities in the United States to comply with the US data protection standard for medical services.

“Working with Pridatect has taken much of the pressure off of the Co-Founders so we can focus on supporting vulnerable individuals. I am in no doubt that this has been the best money we have spent in setting-up our company.”



Hector Alexander
Co-Founder and COO Yokeru
Automated AI phone lines to monitor health

Pridatect, a platform to simplify the process of identifying risks and protecting data



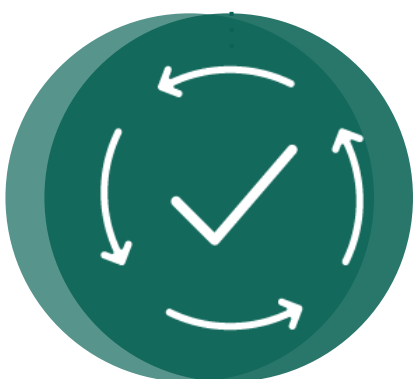
DETECT AND IDENTIFY RISKS

Detect and identify risks in your personal data processing (customers, employees, suppliers...). With the Pridatect platform we can identify and analyse the threats and vulnerabilities in your processes.



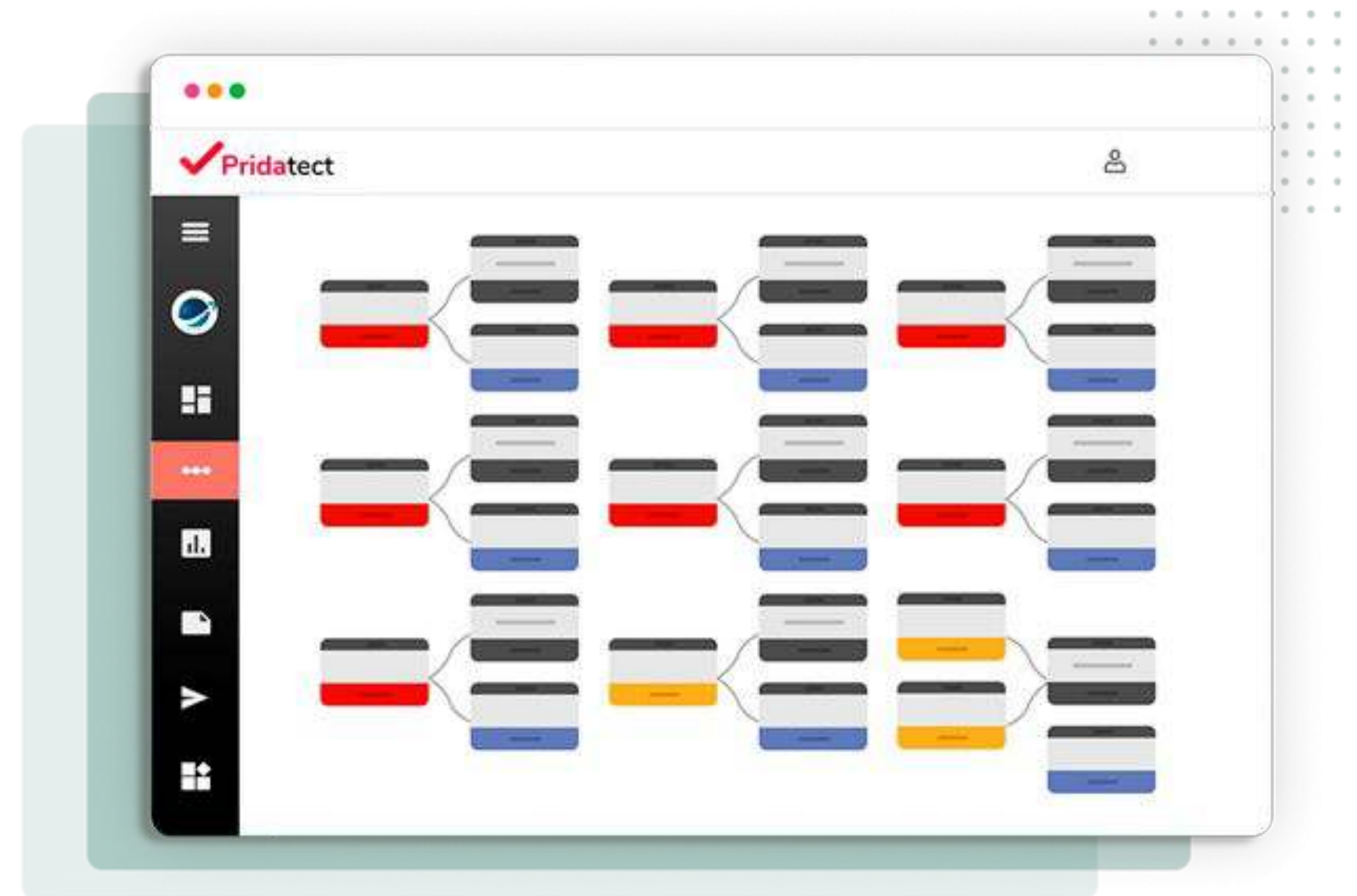
DEFINE AND SUGGEST MEASURES

Knowledge of the risks in your company allows us to define the necessary measures to reduce and mitigate them. Pridatect helps you with the definition and suggestions of measures for your company.



PROGRAMME MONITORING AND IMPLEMENTATION

Data protection is a constant task within a company. Pridatect not only helps with the initial implementation, but also with the continuous monitoring of risks, measures and task management among your company's employees.



Trusted technology solution for your data protection

Everything you need to comply with the GDPR



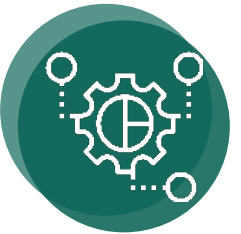
Risk assessment

Eliminate data risks



Impact assessment

Automated impact assessment



Compliance analysis

Identify gaps in your data protection



Processing Activities

Have an up-to-date record of processing activities



Data map

Map your company's data flows



TOMs

Defines technical and organizational measures to reduce risk



Privacy reports

Generates privacy reports automatically



International transfers

Manages international data transfers



Security Gap Management

Successfully handles security breaches



Fulfillment of your website

Generates privacy policies, cookie policies, terms and conditions



Subject access rights

Manages requests for access rights and subjects



Secure Userdesk Cloud

100% secure, collaborative cloud environment



External DPO service

Virtual DPO for your company



Contracts with suppliers

Generate the contracts you need for GDPR



Document Automation

Create legal documents based on our models

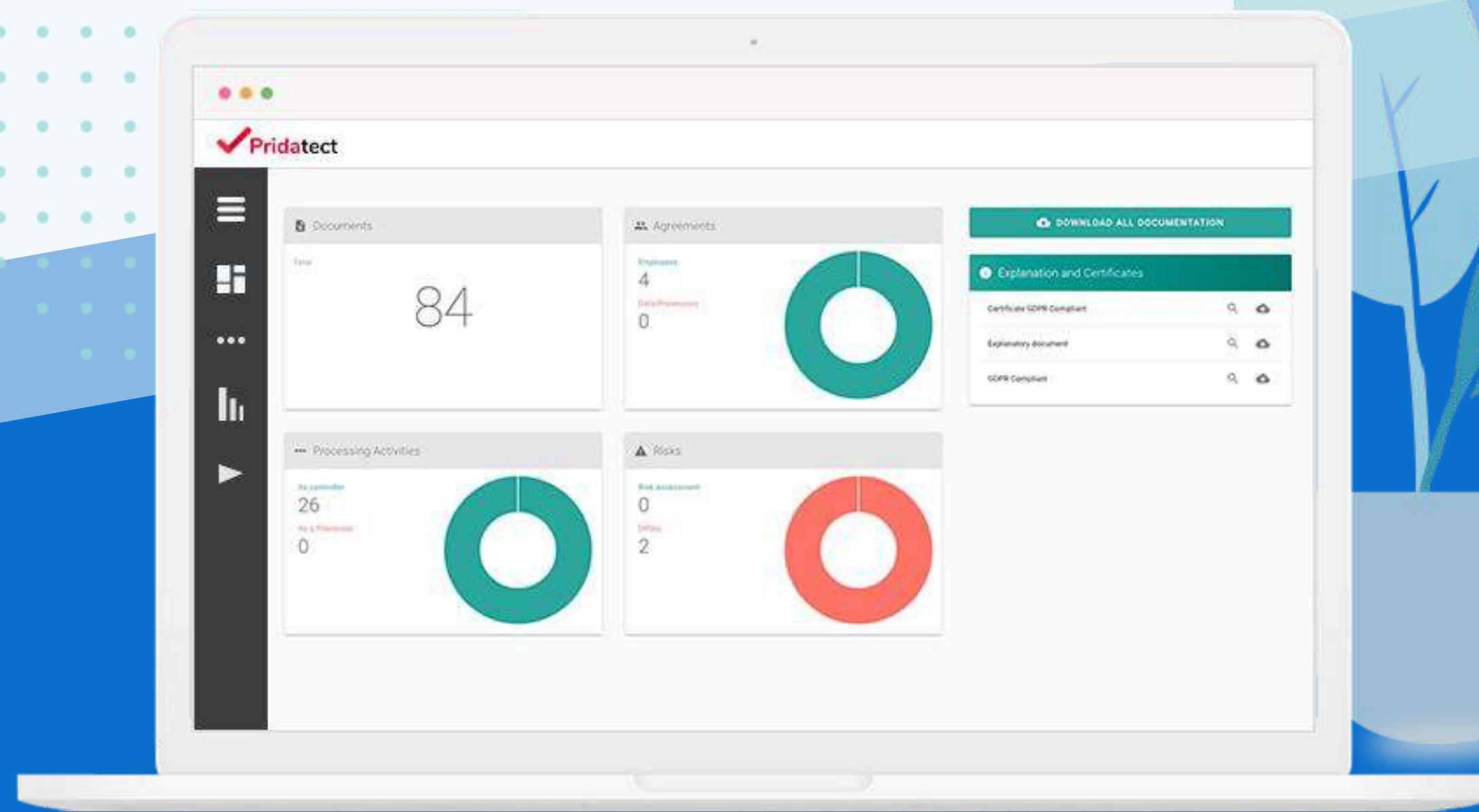
Try Pridatect!



Take control of data protection management and ensure that all private data in your company is sufficiently secured: For your clients, your reputation and due diligence. At Pridatect we help you to detect risks and take the appropriate measures.

Contact us for a [free demo](#) or use our 7-day [free trial](#).

Request your
free demo



Thanks for watching
our webinar!