DataTrail™

Comply without losing speed and agility in your business

GDPR/DPDP Use Case

Modern businesses must now navigate a complex compliance landscape — from GDPR (Europe) and DPDP (India) to US regulations — without compromising their growth or operational momentum. In data-driven sectors, where Personally Identifiable Information (PII) is central to operations, meeting privacy regulations is no longer optional. Companies are expected to demonstrate end-to-end compliance with geography-specific and industry-specific mandates while managing the following:

Identification and Classification: Businesses must identify and classify all PII that they collect, process, and store. This requires a comprehensive data mapping exercise, complex and resource-intensive, diverting scarce experts away from business-facing roles

Data Minimization: Ensuring that only necessary PII is collected and processed and that it is used solely for the intended purpose

Obtaining Explicit Consent, Withdrawal, Correction, or Erasure: Businesses need to obtain explicit consent from individuals for processing their data, and this consent must be clear, informed, and specific. Businesses must provide ways for individuals to withdraw, correct, or erase their consent at any time.

Compliance Monitoring and Reporting: Keeping detailed records of data processing activities, consent obtained, and measures taken to protect personal data. Preparing for regular reporting to regulatory authorities, including any mandated compliance audits

Robust Security Measures: Adequate technical and organizational measures must be in place to protect PII from unauthorised access, disclosure, or loss

DataTrail Accurately Maps all PII Usage Across the Enterprise

Each time data is accessed, moved, or transformed, an audit trail is recorded in METADATA by the platform that manages that data. This is true across all technology platforms. DataTrail analyses multi-platform metadata to construct end-to-end data lineage right down to field level across all technologies that handle PII.

DataTrail is implemented by Hoonartek consultants in 4 steps:
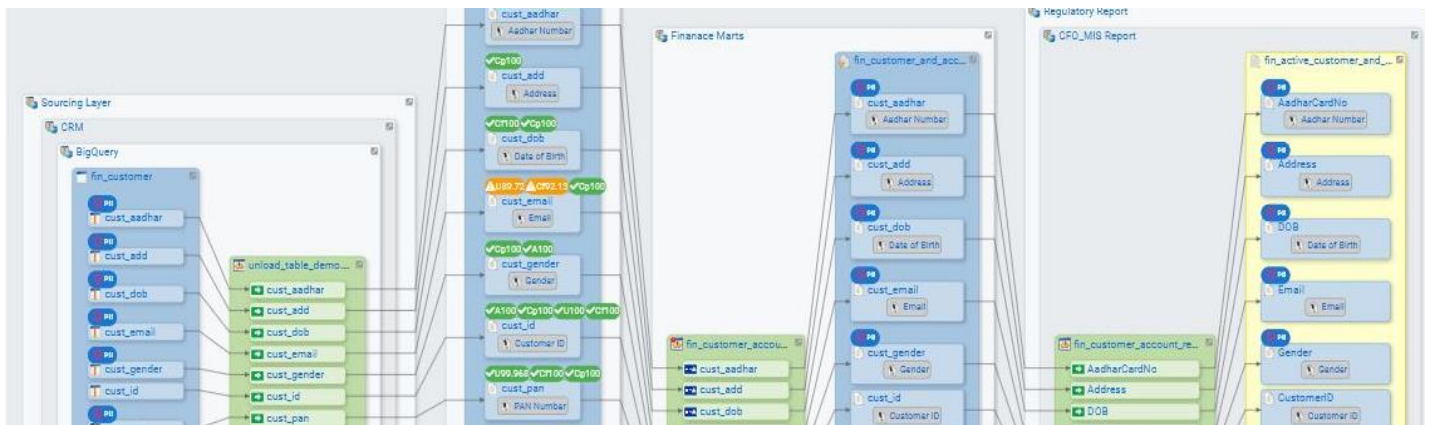
| Define a business catalog to classify PII based on applicable regulations (e.g., GDPR, DPDP) by department. | Automatically detect and tag PII across end-to-end data lineage, revealing PII and its upstream/downstream dependencies. | Business users can now use the USAGE PORTAL to see who (user/dept/app) is accessing PII in their datasets for GDPR/DPDP use cases. | Business users can view each use case to verify valid user consent and manage permissions accordingly. |

Smart, Rule-Driven Migration & Archival

DataTrail informs and automates one-time migration, BAU archival to ensure cost-effective placements of data. E.g., Teradata to Vantage, Snowflake, Databricks, BigQuery, Redshift. Active business-rule-driven controls deliver automation of safe and accurate migration, then BAU archival..

Advantage DataTrail™

Automated PII Discovery & Classification
Quickly locate and classify PII across structured, unstructured, and semi-structured data sources — with minimal manual input.

Business Rule Driven Fully Automated Migration
DataTrail shows how data is used and how it is moved/transformed today. Rules drive migration to new platforms.

Cross-Regulatory Compliance
One framework adapts to any global regulation — GDPR, DPDP, HIPAA, SOC II, ISO 27001 and more.

Metadata-Driven & Reusable
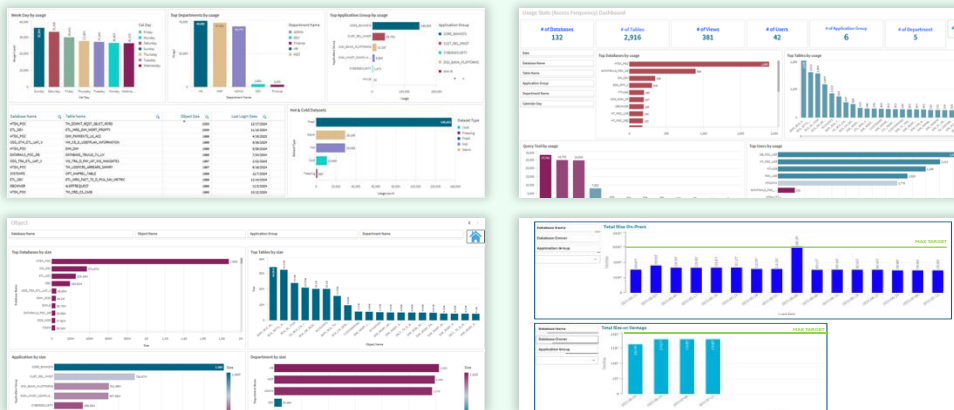Classifications, rules, and lineage models are reusable across systems, ensuring long-term sustainability.

Consent Management Integration
Use our native consent engine or integrate with your existing systems seamlessly.

Flexible Deployment
Run DataTrail on any cloud, on-prem, or hybrid platform — your infrastructure, your choice.

DataTrail automatically analyses how each dataset is used across the enterprise. This insight informs decisions on cost-effective multi-cloud, data placement e.g. On-Prem, multi-Cloud, Cold Storage, Archive.

DataTrail automates the migrations to achieve optimal data placement, then automates monthly archival to keep costs optimised.

Managed Services

Hoonartek provides multi-year managed services to our clients:

Level 2 and Level 3 support for migrated solutions

Full multi-platform operations and administrative support

New build projects, enhancements and small changes

Cost-effective offshore-based services are available during client office hours, with callouts outside of office hours. Alternatively, full 24x7 support can be available remotely, or on site.

Hoonartek offer a **free DataTrail** PoC. This confirms Critical Success Factors, gives appropriate sizing to achieve your target performance criteria, and confirms metrics for a fixed-price DataTrail service.
The PoC gives facts for a low-risk choice. For further information, visit: **hoonartek.com/datatrail**