

## CUSTOMER STORIES

# How Zyte Complies with Global Regulations Using MineOS's Data Mapping

## Accurate data inventory

Found twice the number of anticipated data systems

## Quick RoPA reports

## Using Mine's RoPA baseline for easier GDPR compliance

The image features the ZYTE logo in large, white, sans-serif capital letters centered on a dark blue background. To the right of the logo, several thin, light blue lines radiate outwards from the center towards the right edge. Below the logo, there is a horizontal band of solid purple color. Underneath this band, the company information is presented in a grid-like format with four columns. The first column contains 'COMPANY' and 'ZYTE'. The second column contains 'AREAS OF OPERATION' and 'WORLDWIDE'. The third column contains 'INDUSTRY' and 'DATA EXTRACTION'. The fourth column contains 'INVOLVED TEAM' and 'LEGAL'. The final row contains 'SIZE' and '250+'. All text in this section is in a purple, sans-serif font.

Having MineOS's automated radar checking to see what [data systems] we're signing up for, retrospectively and in real time, has been amazing ... While it's a lot of work for me, it's a lot more guaranteed that we're getting it correct and I can see that for myself and trust the report Mine is giving me."

## The need

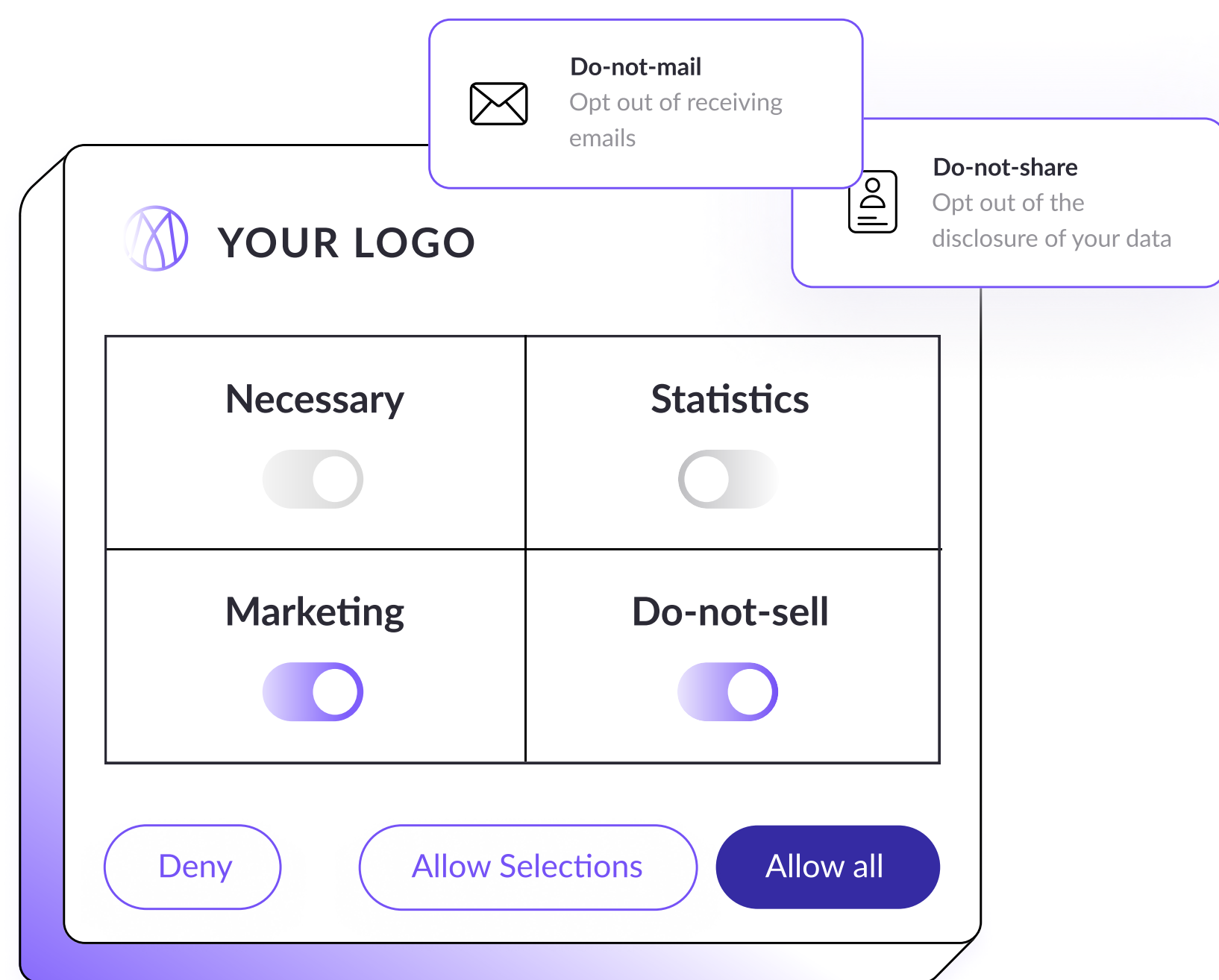
1. Discover with as much accuracy as possible the systems where both Zyte's and Zyte's customers' data is stored.
2. Have compliance measures in place for worldwide global regulations such as the GDPR, CCPA, LGPD, and others.

## The challenge

Byte works with a wide range of clients, including Fortune 500 companies and organizations that operate across the globe.

Having those customers and customer data in nearly every corner of the world means that Zyte has to comply with a multitude of data regulations, which requires near complete visibility of data sources.

Senior Legal Counsel Victoria Vlahoyiannis, when discussing the gargantuan challenge facing a company as data-driven as Zyte is, said, "you need to understand where you and your customers physically are to be mindful of specific regulations, what your plan is, and then understand your pain points. For us, the pain point was that all the data was spread out."



## The search for the right solution

Zyte had heard about the different solutions starting to emerge onto the data privacy sphere, but had traditionally gone about data mapping and tracking data systems the old fashioned way: interviewing a whole bunch of people within the company, making a spreadsheet, and managing it—excruciatingly—by hand.

Vlahoyiannis explained, “so before Mine, [data mapping] was a headache. It was all manual and just building and working with an excel sheet. We didn’t have a company-wide source of truth to really know all the vendors and systems everyone was using.”

The Zyte team knew they needed a better way to track data systems and manage risk. To them, the best way to do that was to invest in some of the cutting-edge data mapping technology they had heard about.

"The gamechanger with MineOS was we were able to search our history, search our gmail accounts, to really delve into the company's previous and current usage of data systems," Vlahoyiannis told us.

When the Zyte team saw they could get and trust those insights from MineOS's data mapping solution, they were ready and excited to see if the platform would work for them.

## Business Impact

Beyond pushing their data discovery far beyond where it had ever been—and without having to frequently interview team members on what systems they were using—having access to that wealth of knowledge made other compliance tasks like DSR handling easier and faster.

The first step in any DSR request is knowing where the data rests so you can go and access/delete/correct it. MineOS's continuous data classification and discovery expands all those possibilities.

"Having that automated radar checking to see what we're signing up for, retrospectively and in real time, it's really been amazing ... While it's a lot of work for me, it's a lot more guaranteed that we're getting it correct and I can see that for myself and trust the report Mine is giving me," Vlahoyiannis said.

The end result? Discovering their data inventory was nearly double what they thought it was and the confidence to know that now, the Zyte team is getting it right. Vlahoyiannis summed her feelings for the platform up, saying "With Mine, I'm never going into any situation blind; I'm going in powered by data, which for a data company is a big deal."

## Unexpected Benefit Of MineOS

*"We're able to see with Mine how many people are using [a data system], and then I go and talk to them to understand what they are using it for and if they're still using it, which sometimes helps budgeting because maybe you've been paying for it when you don't really need it."*

“...to have all this information in one place makes my job so much easier”

Want to learn more about  
 MineOS?

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