

Microsoft Priva

Modernize your privacy program with a platform that scales to meet your compliance needs



Next-generation privacy solutions for modern businesses

In today's digital age, people's awareness of data privacy is at an all-time high, prompting a call to safeguard personal information and grant individuals control over their data. Organizations are at the forefront of a trust revolution, where privacy solutions serve as the cornerstone for transparent and ethical data practices,

fostering enduring relationships based on trust and integrity. Prioritizing privacy not only ensures regulatory compliance, but also enables organizations to use managed data as a strategic asset for informed decision-making and personalized services, unlocking meaningful and sustainable value.

More data, more risk

Global data storage is to exceed

200+

zettabytes by 2025 (with 50% stored in the cloud).¹

Evolving legislation

Of 194 countries worldwide,

137

(71%) have implemented data privacy and protection laws, while 9% have drafted legislation.²

Rising cost of non-compliance

To date, there are over

1,900+

GDPR fines reaching a value of nearly USD5 billion, with the largest fine coming from Meta, valued at over USD1 billion.³

¹ Arcserve. The 2020 Data Attack Surface Report. 2020.

² UNCTAD. Data Protection and Privacy Legislation Worldwide.

³ GDPR Enforcement Tracker. List of GDPR fines.

Microsoft Priva

To meet today's privacy challenges, organizations must mitigate risk for privacy non-compliance and be ready for new and emerging regulations. They need an end-to-end solution to oversee and establish their privacy protocols across their entire organization. Microsoft Priva is designed to work across clouds and cover entire data landscapes—paving quick and cost-effective paths to

meeting privacy regulations and avoiding the risks of non-compliance. With the power of the Microsoft Priva family, organizations can automate the management, definition, and tracking of privacy operations at scale to ensure that personal data stays private, secure, and compliant with regulations.

Meet the Priva family

The Microsoft Priva product family offers a wide range of solutions supporting privacy operations across your entire data landscape. Our offerings include:



Microsoft Priva Privacy Assessments

Accelerate your organization's journey toward an enhanced privacy compliance posture with Microsoft Priva Privacy Assessments. The solution provides your organization with the power to automate the discovery, documentation, and evaluation of personal data use across your entire data landscape—maximizing your ability to ensure the right use of data at scale.



Microsoft Priva Consent Management

Priva Consent Management is a solution that enables your organization to streamline and optimize the management of consented personal data at scale across hybrid environments. Priva Consent Management is here to help you ensure that all personal data used throughout your organization is aligned to right use.



Microsoft Priva Privacy Risk Management

Priva Privacy Risk Management helps organizations build a privacy-conscious workplace by identifying personal data and privacy risks, automating risk mitigation to prevent privacy incidents, and empowering employees to make smart data-handling decisions.



Microsoft Priva Subject Rights Request

Microsoft Priva Subject Rights Request enables and empowers you to automate the governance of subject rights requests across your entire data landscape at scale. Manage and fulfill subject rights requests for data to be accessed, deleted, and exported efficiently—enabling you to optimize compliance processes and meet regulatory requirements with ease.



Microsoft Priva Tracker Scanning

Discovering and managing today's countless tracking technologies can be a daunting, highly manual task. Microsoft Priva Tracker Scanning—built on internal methodologies that have been honed by years of expertise and experience in data privacy operations—enables organizations to automate the discovery and categorization of tracking technologies within their suite of websites.

Take the next step

Learn more about the [Microsoft Priva](#) family of products to streamline and improve your data privacy processes today.

[Watch our video](#) to discover more about our offering.