



# GDPR. COMPLY TO COMPETE

## VIDEO TRANSCRIPT

### Helping Bonnier win competitive advantage with GDPR compliance

| <b>Voice over (VO) + Bonnier CIO bytes + Data leader bytes</b>  | <b>Super</b>   |
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| <p><b>VO:</b><br/>The European Union General Data Protection Regulation is undoubtedly one of the most complex and far-reaching data protection regulations ever enacted.</p> <p>This new data privacy regime has meant a step change in how businesses—whether large or small—deal with personal data. And, the stakes with noncompliance are high!</p>  | <p><b>Privacy by default &amp; design, an imperative</b></p> <p><b>A step change in compliance</b></p>                               |
| <p><b>Mats Göthlin, Head of IT Security and Compliance, Bonnier Group:</b><br/>It's the challenge that we explored as part of the big GDPR activity group in this 180 companies. With the big amount of data both structured and unstructured, manual based approach was not enough so we started to explore a tool to help us through this.</p>  |  |
| <p><b>Bonnier's Mats Göthlin:</b><br/>While we're at the Accenture Innovation Hub in Bangalore, we discovered this tool that was AI and ML based. Immediately, we actually found this was actually, really what we're looking for.</p>  |  |
| <p><b>&lt;&lt;VO&gt;&gt;</b><br/>The Accenture Innovation Hub in Bangalore turned out to be the perfect setting for the Bonnier team to experience our <b>machine-led compliance solution for GDPR</b> that can automate the compliance process and turn data privacy into a strategic differentiator.</p> <p><b>The result?</b> Accenture was chosen to anchor the GDPR compliance journey for two key Bonnier business units.</p> | <p><b>The Accenture Innovation Hub</b></p> <p><b>Turning GDPR burden to benefit</b></p> <p><b>Delivering the compliance edge</b></p> |



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| <p><b>Bonnier's Mats Göthlin:</b><br/>The benefit we will get when we automate data discovery in a constantly learning tool and on top of knowledge graphs is that we can see all the relations and connections to the GDPR PII data.</p> <p><b>Sanjeev Vohra, Accenture Data Business Group lead:</b><br/>GDPR compliance continues to be a concern for most businesses. But, at Accenture, we have been preparing for GDPR for more than a year now. We have a unique approach. We call it GDPR Intelligence Solution which is faster, more reliable and less stressful. In fact, Bonnier was very impressed with the maturity of our automated compliance solution to discover and fingerprint data and create knowledge graphs.</p> <p>&lt;&lt;VO&gt;&gt;</p> <p><b>How does this help Bonnier?</b> GDPR compliance is an ongoing commitment and not a "once-in-a-year" task. With machine learning, data controllers at Bonnier can establish a repeatable action that can scan personal data at speed and at scale throughout the data lifecycle.</p> | <p><b>Making compliance real and relevant</b></p> <p><b>START BIG. SCALE FAST.</b></p> |
| <p><b>Rajesh Thomas, Accenture client account lead, Bonnier Group</b></p> <p>The results speak for themselves!</p> <p>With the Accenture GDPR solution, Bonnier will gain deep insight into their data landscape and be able to identify new opportunities for revenue enhancement while also identifying inefficiencies in their operations, both while staying compliant with the GDPR requirements and other regulatory needs.</p> <p>And this is just the beginning.</p>  | <p><b>A 360-degree view of data</b></p>  |
| <p><b>Bonnier's Mats Göthlin:</b><br/>In the long run I think this is the way to go forward to be truly compliant with GDPR.</p>  |  |