



HOW-TO GUIDE

Choosing a Data Privacy Platform That's Right for Your Business

Step-by-step breakdown: Choosing your data privacy platform

Users' trust in your business could be drastically affected by the experience you provide them. That's why companies are willing to put in the effort to make sure they cover all of their bases in terms of their users' data privacy management.

What set of features and options could best fit your company's needs? What are the most important things to evaluate or consider when choosing a privacy platform? What should you look for in a solutions provider? And what makes solution A better than solution B?

1	Setting realistic expectations	3
2	Defining your set of requirements	4
3	Additional factors to consider	5
4	Choosing the right partner	6
5	High-level comparison of privacy tech solutions	7

**Table of contents*



Part #1

Setting realistic expectations

Do not get fooled or distracted by big buzz words. Focus on better understanding the offerings of the different data privacy solutions and making the best decision for your company.

For a successful process, you need to be thorough and thoughtful - don't rush your evaluation of various solutions. It may take up to a few weeks.

Privacy technology was founded to create suitable tools to answer the need for user data and privacy management. With many regulations and compliance requirements in different countries, privacy solutions and platforms need to be modern and dynamic.

The two biggest challenges for buyers in this rapidly growing market are:

1. Defining and understanding their current and future privacy requirements
2. Evaluating these requirements against the available products on the market



Part #2

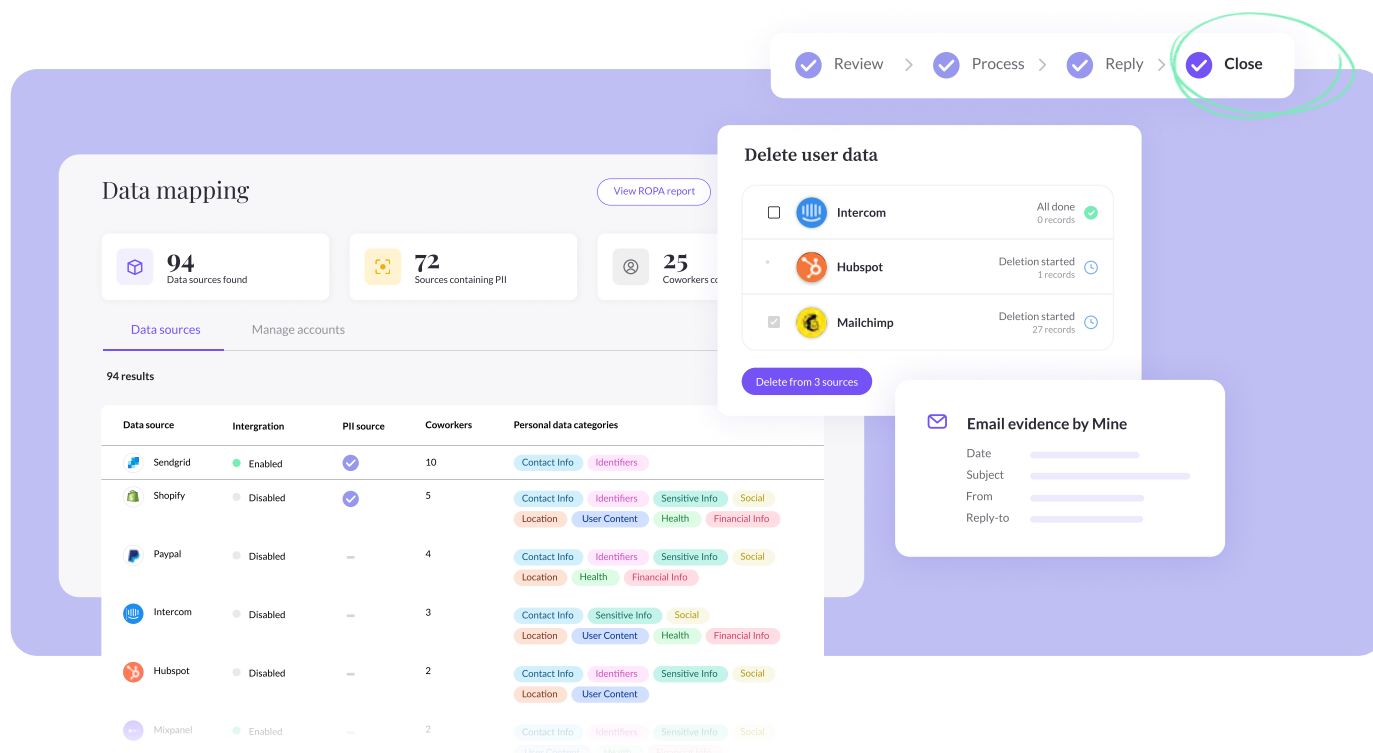
Defining your set of requirements

What features and options best fit your company's current needs?

Your needs are guaranteed to shift due to changes in the set of considerations - your user base size, business assets, and countries of operation.

Essentially, we can break the needed features down into the following common groups:

- **Management and fulfillment of users' privacy requests**, including data access and data erasure requests (DSR, DSAR).
- **Consent preferences management & implementation** across company systems and, most importantly, on company websites.
- **Data mapping of external company data sources & PII tracing** for privacy compliance requirements.
- **Risk assessment tools** for potential privacy impact by third-party vendors and data sources.
- **Compliance assessment and management tools** related to required regulations or standards across multiple geographies.
- **Reporting and auditing tools** related to required regulations or standards across multiple geographies.



Part #3

Additional factors to consider (i.e. countries, industries)

A. Fields of operation

Some industries have individual requirements that must be considered, making data privacy more complex. Such specific standards may apply to sectors based on their purpose, customer demands, and governmental regulations.

Prominent examples include:

- Social media organizations
- Educational institutions
- Financial businesses
- Health care services

B. Geographies of operation

Depending on where your business and customers reside, you will need to research the specific requirements for data privacy compliance in each of those countries or geographies.

C. Cover all bases

You should always consult with:

- Legal and privacy experts to make sure you are compliant and taking everything into account.
- Prospective vendors to ensure that their products correspond to your required guidelines.



Part #4

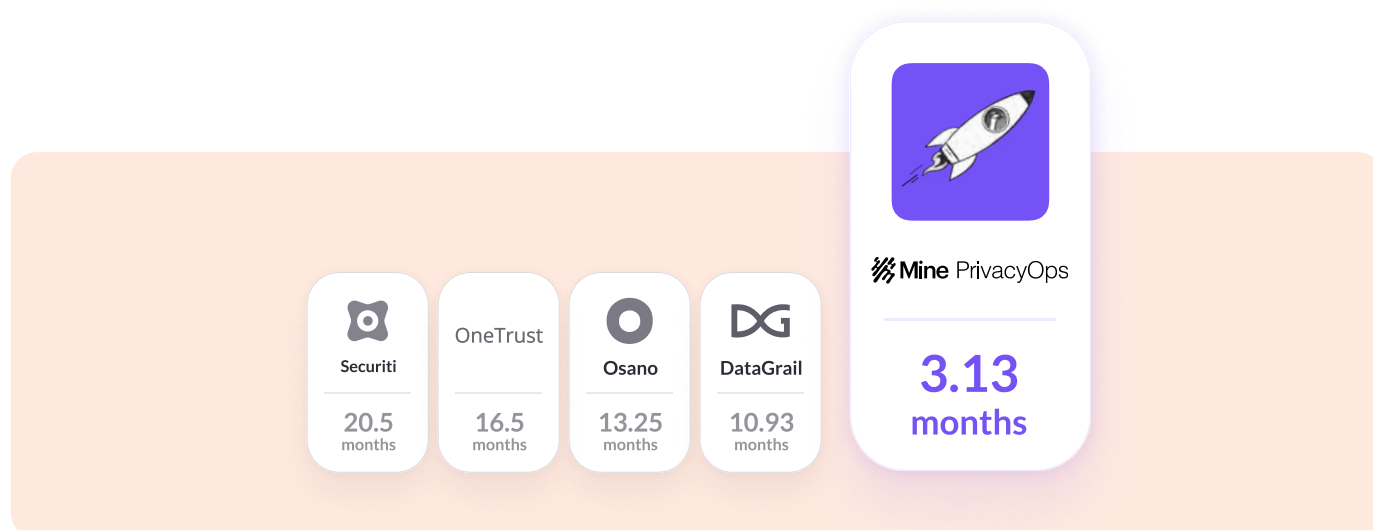
Choosing the right partner

Make sure you're taking on the right partner, as this is a long-term commitment for both sides.

When you start making the comparative analysis, pay close attention to:

- Their support team's availability and level of service.
- Their product functionality and inventiveness.
- Their pricing and ROI time (especially compared to other solutions).
- Their ability to evolve with you to accommodate your needs for an extended period.
- Their ease of setup and ease of use, as well as the time required for the implementation and training.

****Don't shy away from booking demos and taking on trial periods with several data privacy management tools. Testing the software for your actual business needs is the best way to indicate which tool fits your needs. Furthermore, the interactions you have with a provider's sales, product, and support teams, whom you'll encounter along the way, will give you a clue as to whether you're making the right decision when you choose them.**



Bonus tip!

Comparing the 'payback period' is just as important for a business running on a budget. Among Mine PrivacyOps customers it is estimated to be just 3.3 months, whereas the same estimation for other privacy software is much higher — 19.18 months on average.

Part #5

High-level comparison of privacy tech solutions

Service	Description	Advantages	Disadvantages
 OneTrust	A platform to operationalize privacy, security, and data governance. They offer a comprehensive range of solutions, mostly for enterprises.	<ol style="list-style-type: none"> 1. A proven range of products for improving privacy workflows 2. Strong auditing and documentation support 	<ol style="list-style-type: none"> 1. Lengthy implementation and training periods 2. Limited automations 3. Pricing that isn't suitable for all company sizes 4. UX and UI that makes for a tough workflow
 osano®	A platform to manage and monitor privacy compliance. It also, offers alerts for breaking news in the world of privacy law. A good fit for small businesses and privacy newcomers.	<ol style="list-style-type: none"> 1. Transparent and affordable pricing 2. Auxiliary support around privacy law news and vendors 3. Easy cookie consent setup tool 	<ol style="list-style-type: none"> 1. Integrates to only SaaS or structured sources 2. Lengthy implementation (shorter than some other solutions on the list)
 ETHYCA	Emphasis on automations Plug-and-play data mapping feature Wide range of data integrations	<ol style="list-style-type: none"> 1. Emphasis on automations 2. Plug-and-play data mapping feature 3. Wide range of data integrations 	<ol style="list-style-type: none"> 1. Doesn't offer ongoing consultative services to support breaking legal developments 2. Lengthy implementation and training periods 3. No custom workflows
 DATA GRAIL®	A platform that uses pre-built data integrations to take the pain out of day-to-day privacy management by using a more automated approach. Mostly aimed at enterprises.	<ol style="list-style-type: none"> 1. Robust library of integrations 2. Emphasis on automations 	<ol style="list-style-type: none"> 1. Lengthy implementation and training periods 2. Their system has trouble integrating with proprietary databases
 Mine PrivacyOps <i>(*unbiased review: the best privacy software on the market)</i>	A platform dedicated to handling data privacy operations, while placing consumers and user experience at the center.	<ol style="list-style-type: none"> 1. Fast, no code setup process 2. Fully automated DSR handling with 500+ data inetgrations 3. Automated Data Sources Discovery and Mapping 4. Fast Request Validation with "Evidence by Mine" 5. 24/6 Support via chat or dedicated Slack channel 6. Transparent and affordable pricing to fit all company sizes 7. Highly flexible and dynamic - could fit almost any requirement in a very short time, 	<ol style="list-style-type: none"> 1. Consent management and Vendor risk assessment are executed by Mine's partners (User Centrics and Panorays accordingly) 2. Access/deletion request execution integrates automatically only to SaaS or structured sources



As buyers in the privacy management market, you have many choices. The product features, combined with your set of requirements and considerations, all factor into choosing the right fit for your business. Choosing the right partner is a commitment so also look at your interactions with a solution's team, their level of professionalism, and more.

We hope this short guide helped inform and prepare you properly as you go into this process. If you need any consulting, our expert team would be happy to assist you with any specific questions or inquiries.

Power your company's privacy operations with no-code automations. [Learn more here](#)