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Boutros et al.

(54) **COMPLIANCE WITH USE OF PERSONAL DATA**

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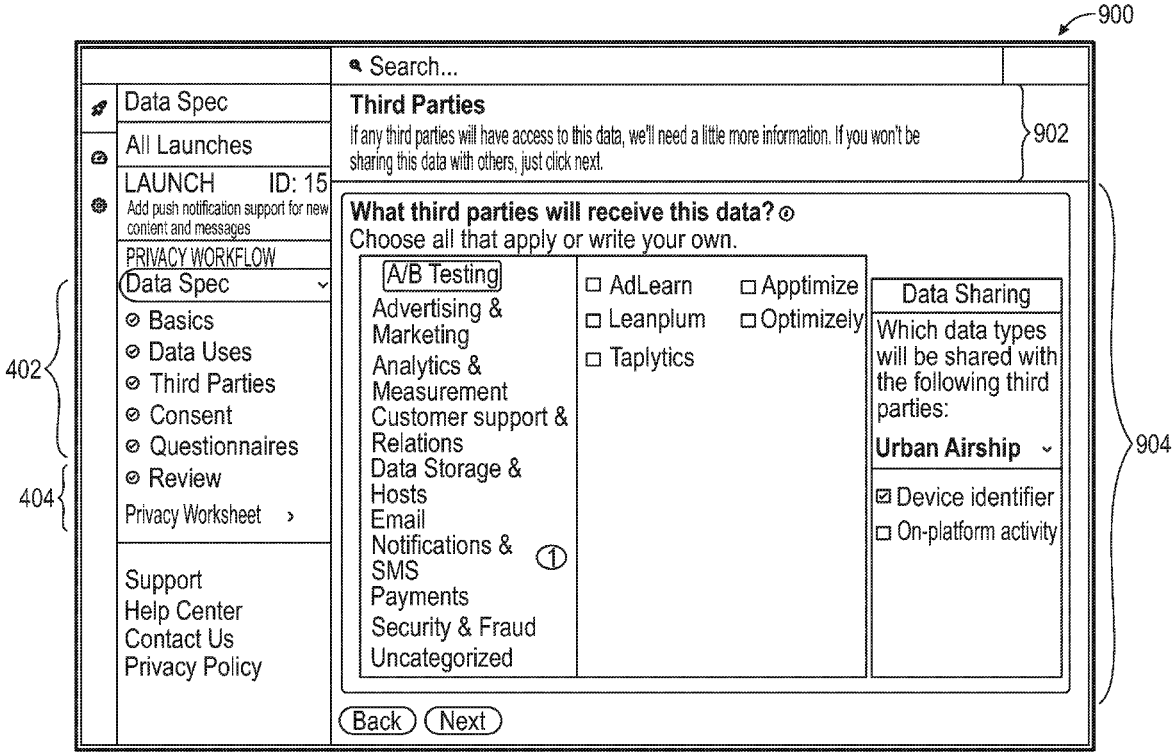
(57) **ABSTRACT**

Aspects of the present disclosure involve a system comprising a computer-readable storage medium storing a program and method for managing compliance with respect to use of personal data. The program and method provide for receiving structured information relating to personal data intended for use by a product or process; generating, based on the structured information, a set of questions corresponding to privacy compliance of the product or process with respect to the personal data; and providing a user interface for presenting the set of questions to a user, for reviewing the product or process for privacy compliance with respect to the personal data.



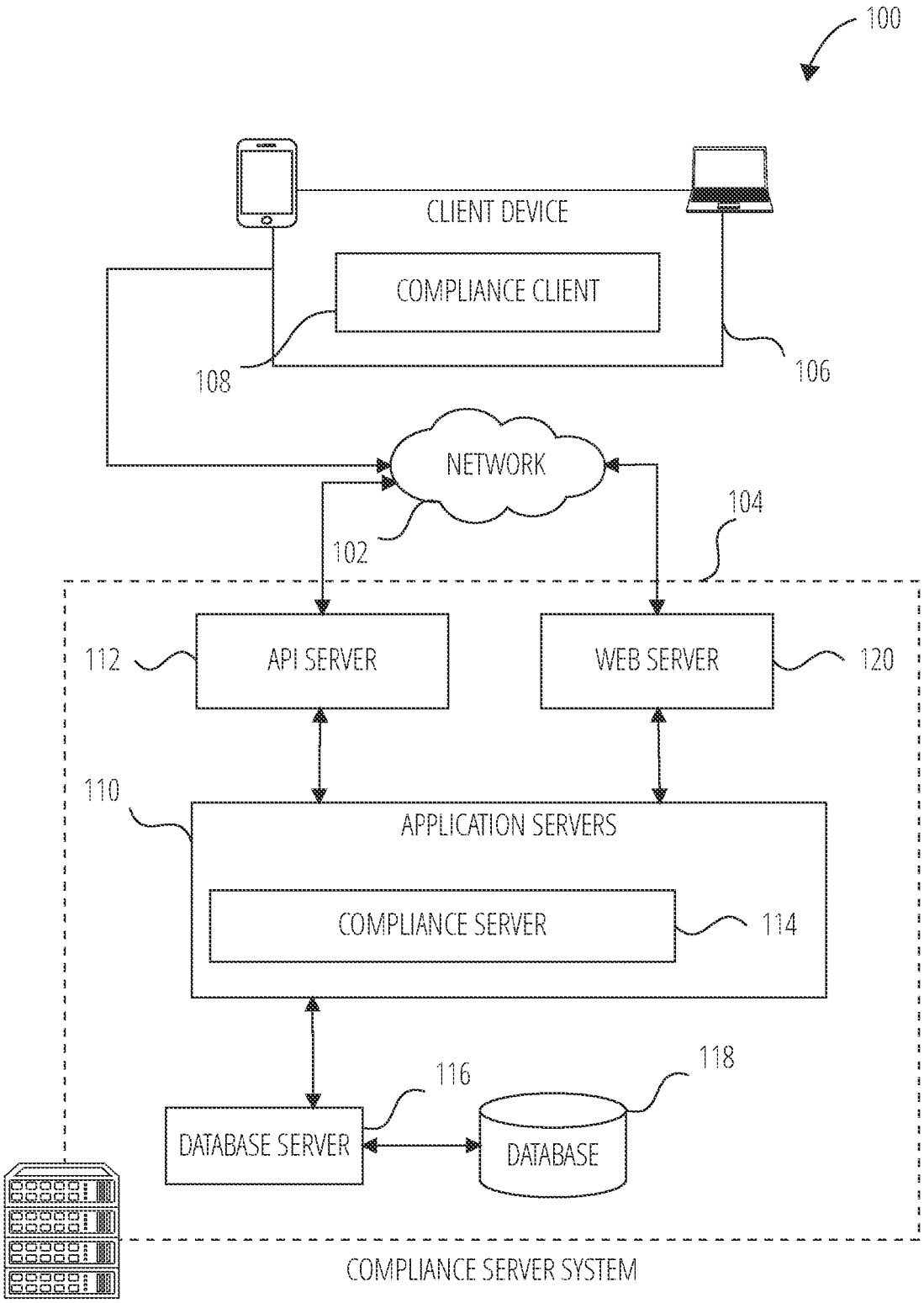

100
CLIENT DEVICE
COMPLIANCE CLIENT
108
106
NETWORK
102
104
112
API SERVER
WEB SERVER
120
110
APPLICATION SERVERS
COMPLIANCE SERVER
114
116
118
DATABASE SERVER
DATABASE
COMPLIANCE SERVER SYSTEM

FIG. 1

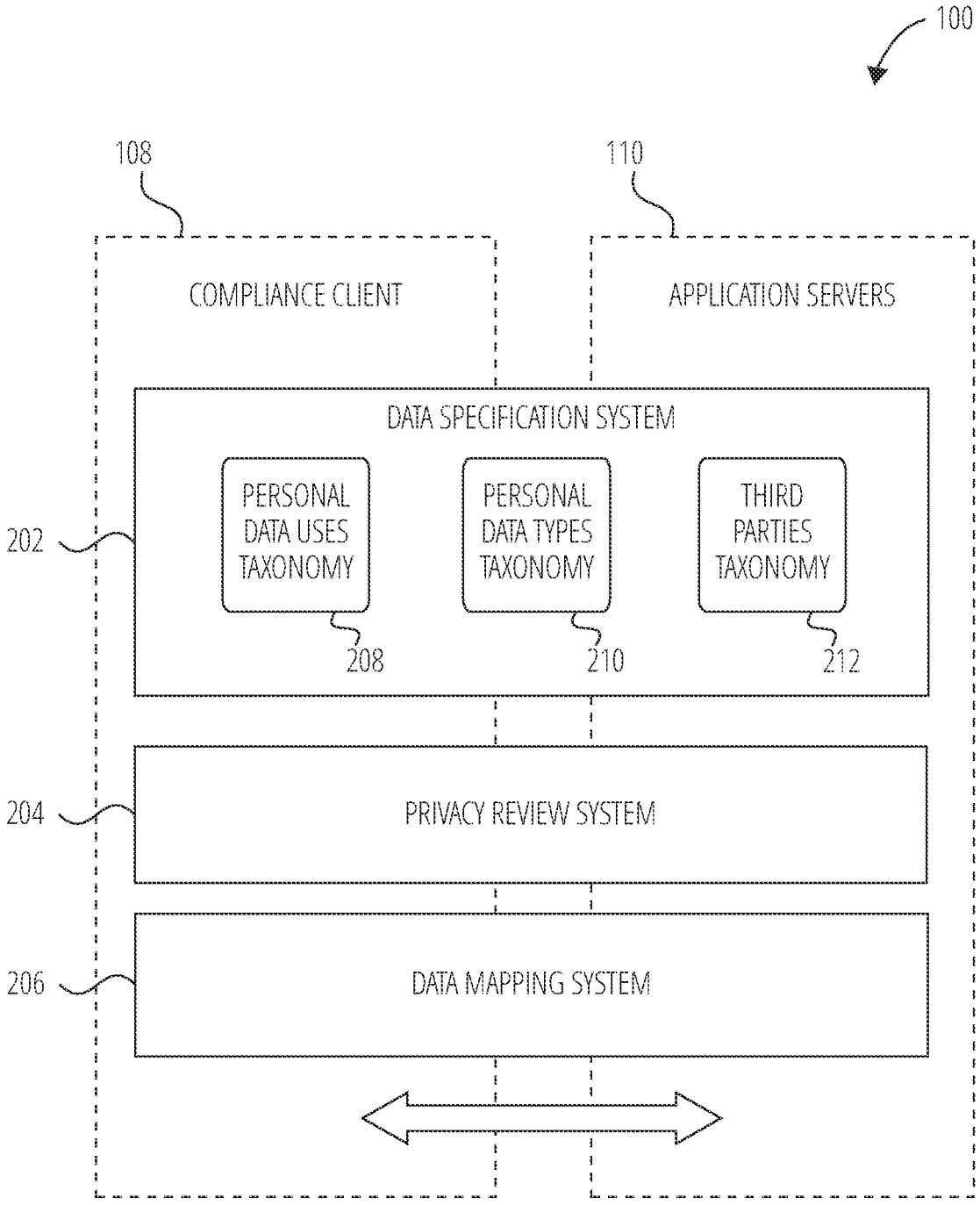

100
108
110
COMPLIANCE CLIENT
APPLICATION SERVERS
DATA SPECIFICATION SYSTEM
PERSONAL DATA USES TAXONOMY
PERSONAL DATA TYPES TAXONOMY
THIRD PARTIES TAXONOMY
202
208
210
212
204
PRIVACY REVIEW SYSTEM
206
DATA MAPPING SYSTEM

FIG. 2

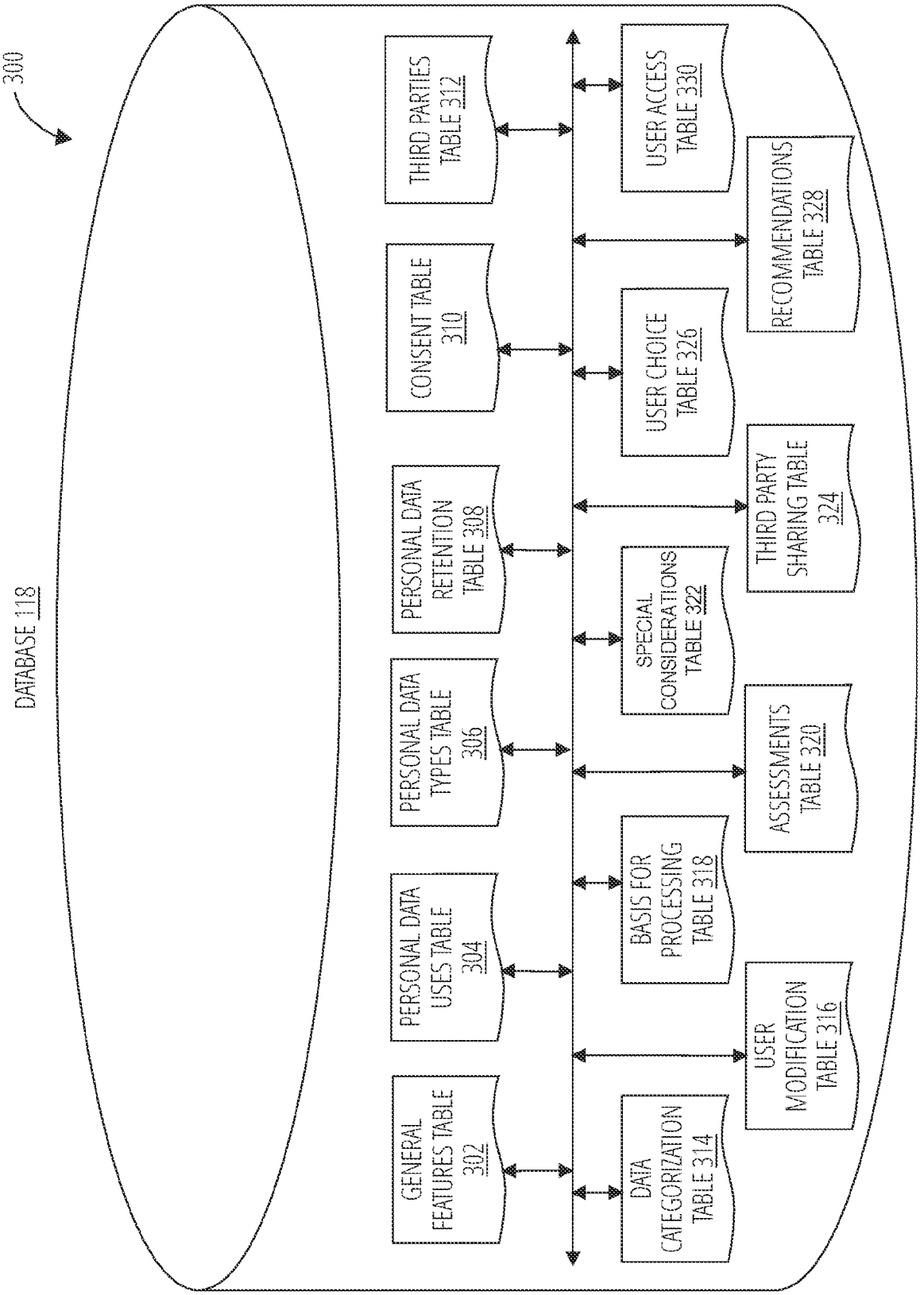

300
DATABASE 118
GENERAL FEATURES TABLE 302
PERSONAL DATA USES TABLE 304
PERSONAL DATA TYPES TABLE 306
PERSONAL DATA RETENTION TABLE 308
CONSENT TABLE 310
THIRD PARTIES TABLE 312
DATA CATEGORIZATION TABLE 314
BASIS FOR PROCESSING TABLE 318
SPECIAL CONSIDERATIONS TABLE 322
USER CHOICE TABLE 326
USER ACCESS TABLE 330
USER MODIFICATION TABLE 316
ASSESSMENTS TABLE 320
THIRD PARTY SHARING TABLE 324
RECOMMENDATIONS TABLE 328

FIG. 3

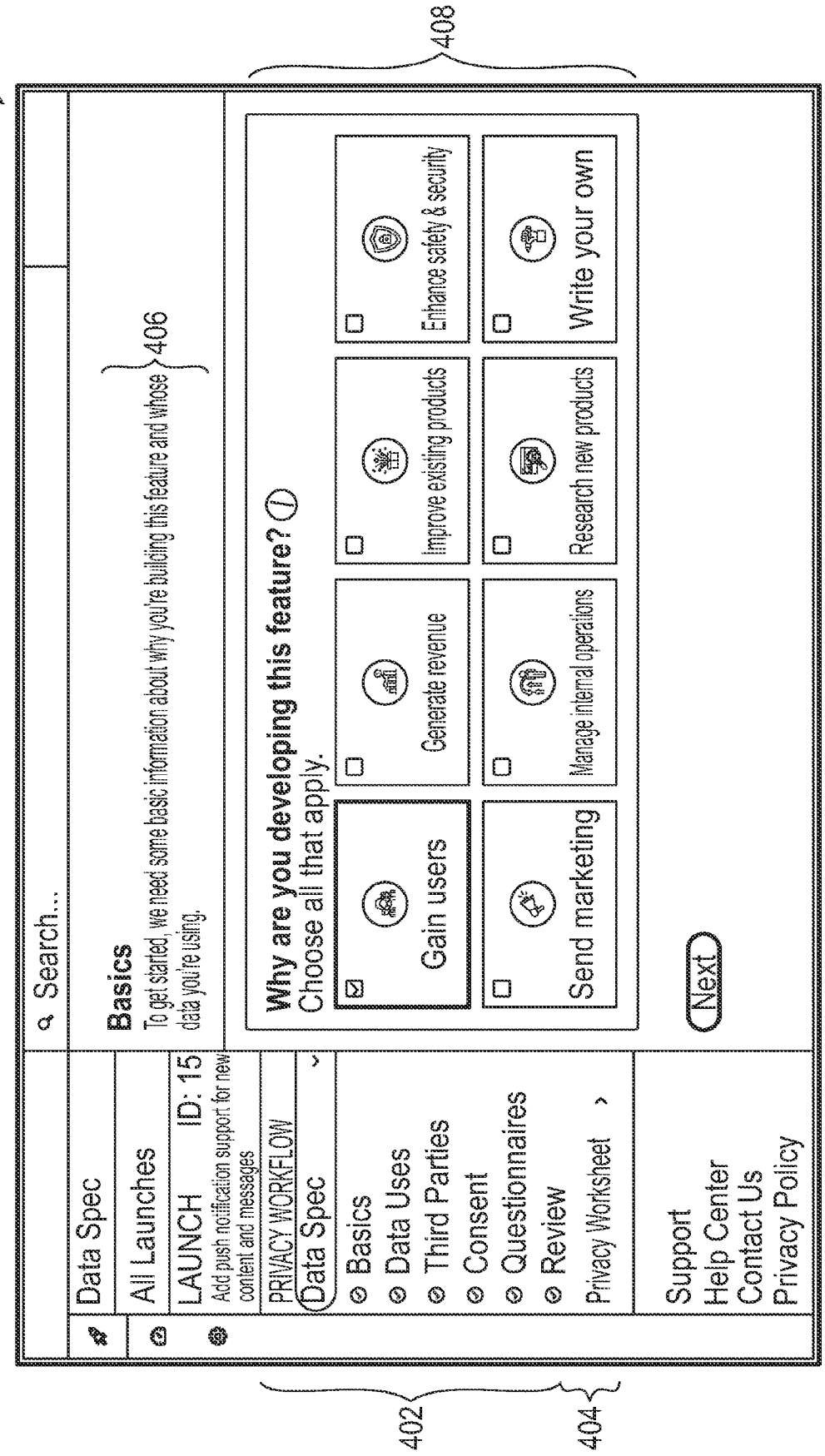

400
Search...
Data Spec
All Launches
LAUNCH ID: 15
Add push notification support for new content and messages
PRIVACY WORKFLOW
Data Spec
Basics
Data Uses
Third Parties
Consent
Questionnaires
Review
Privacy Worksheet
Support
Help Center
Contact Us
Privacy Policy
Basics
To get started, we need some basic information about why you're building this feature and whose data you're using.
406
408
Why are you developing this feature?
Choose all that apply.
Gain users
Generate revenue
Improve existing products
Enhance safety & security
Send marketing
Manage internal operations
Research new products
Write your own
Next
402
404

FIG. 4

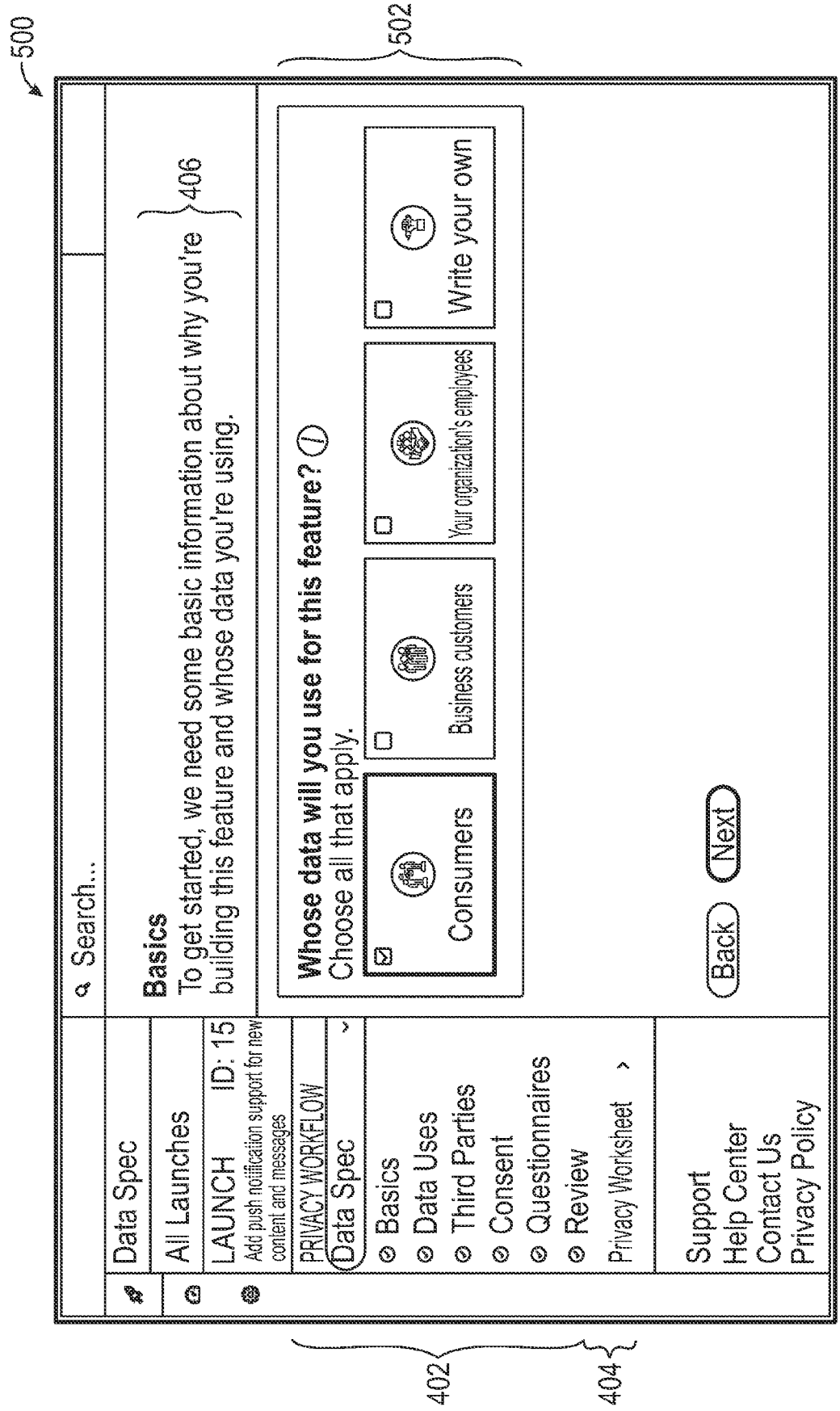

500
Search...
Data Spec
All Launches
LAUNCH ID: 15
Add push notification support for new content and messages
PRIVACY WORKFLOW
Data Spec
Basics
Data Uses
Third Parties
Consent
Questionnaires
Review
Privacy Worksheet
Support
Help Center
Contact Us
Privacy Policy
Basics
To get started, we need some basic information about why you're building this feature and whose data you're using.
406
502
Whose data will you use for this feature?
Choose all that apply.
Consumers
Business customers
Your organization's employees
Write your own
Back
Next
402
404

FIG. 5

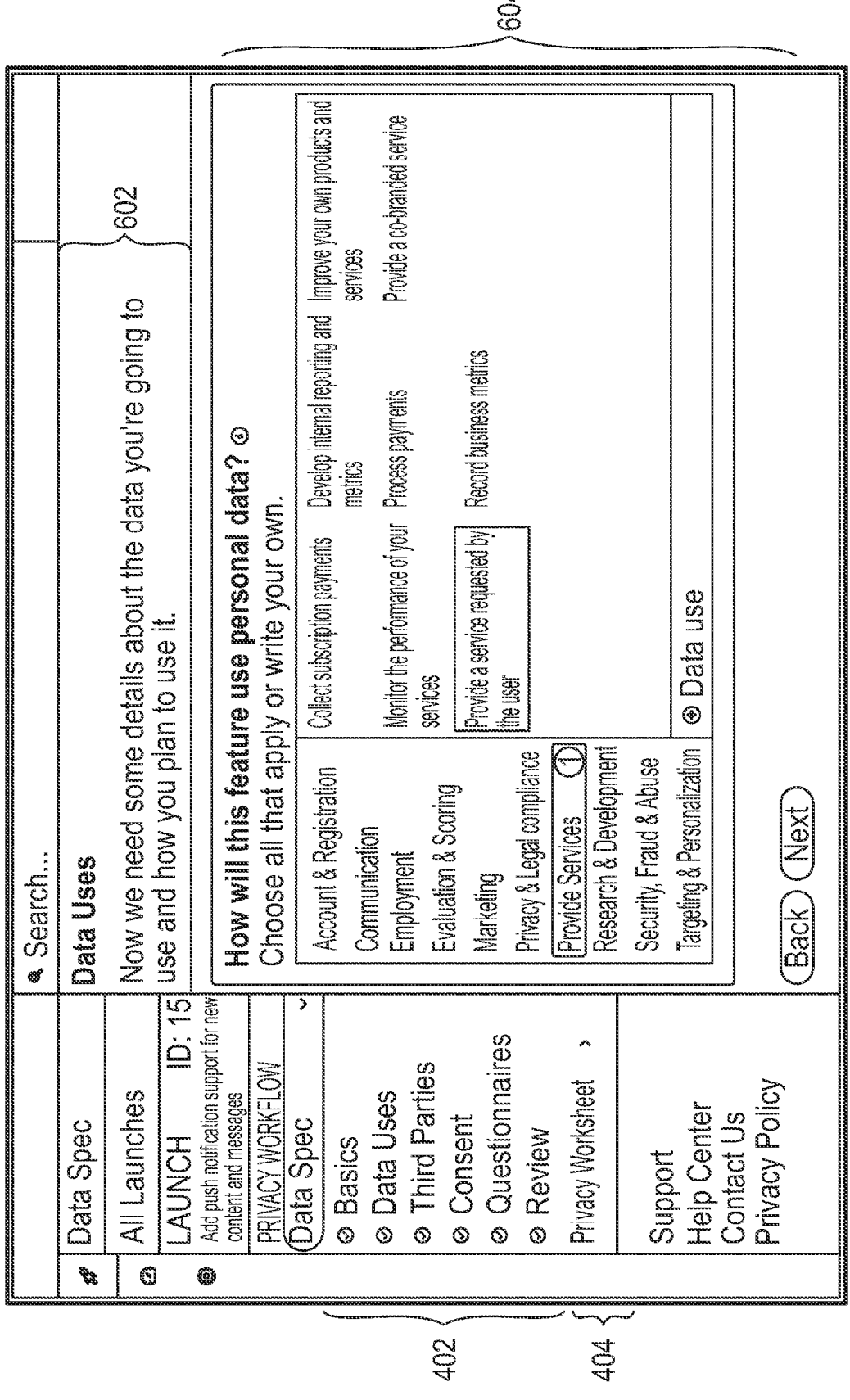

600
Search...
Data Spec
All Launches
LAUNCH ID: 15
Add push notification support for new content and messages
PRIVACY WORKFLOW
Data Spec
Basics
Data Uses
Third Parties
Consent
Questionnaires
Review
Privacy Worksheet
Support
Help Center
Contact Us
Privacy Policy
Data Uses
Now we need some details about the data you're going to use and how you plan to use it.
602
How will this feature use personal data?
Choose all that apply or write your own.
Account & Registration
Communication
Employment
Evaluation & Scoring
Marketing
Privacy & Legal compliance
Provide Services 1
Research & Development
Security, Fraud & Abuse
Targeting & Personalization
Collect subscription payments
Monitor the performance of your services
Provide a service requested by the user
Develop internal reporting and metrics
Process payments
Record business metrics
Improve your own products and services
Provide a co-branded service
Data use
Back
Next
604
402
404

FIG. 6

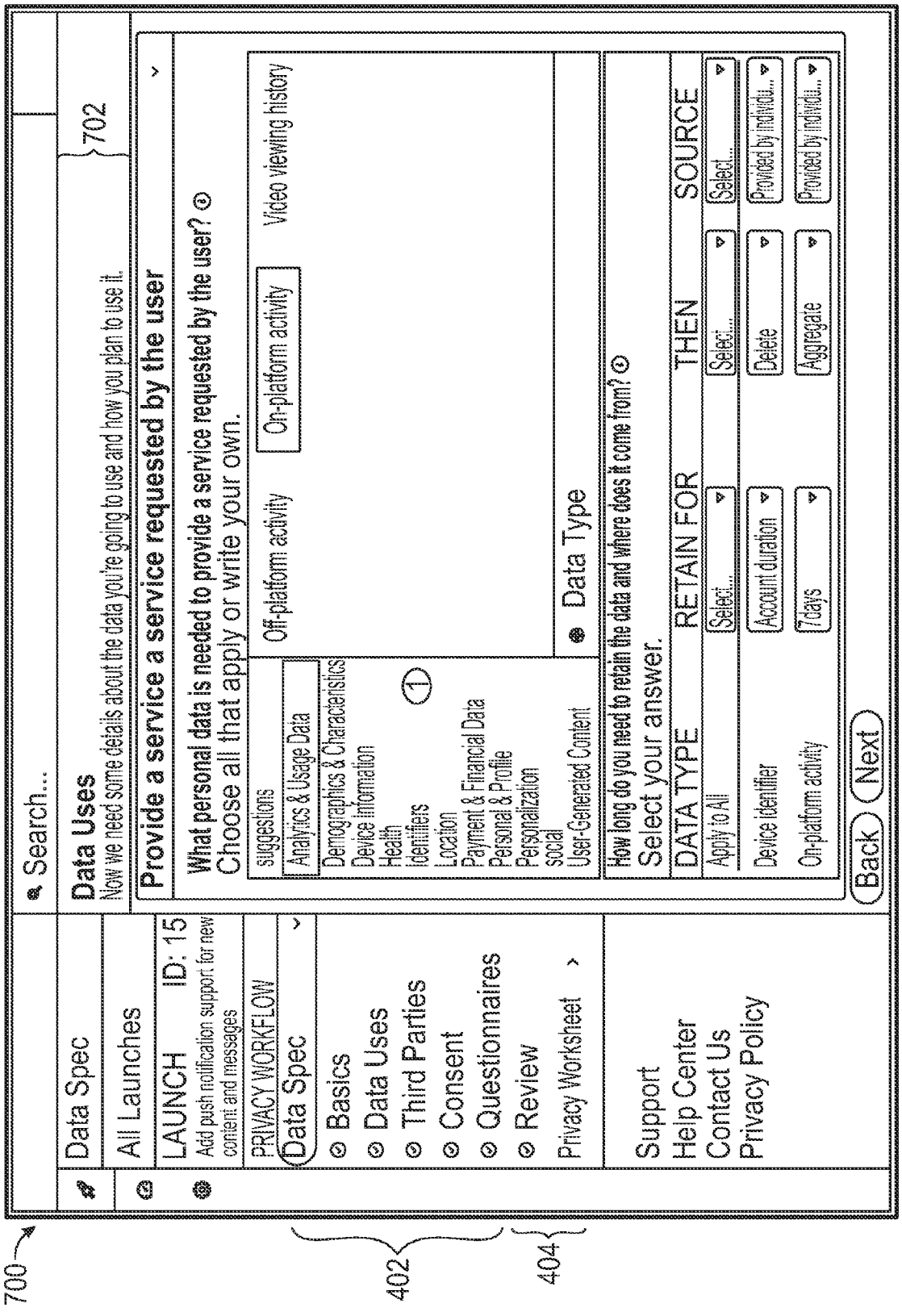

700
Search...
Data Spec
All Launches
LAUNCH ID: 15
Add push notification support for new content and messages
PRIVACY WORKFLOW
Data Spec
Basics
Data Uses
Third Parties
Consent
Questionnaires
Review
Privacy Worksheet
Support
Help Center
Contact Us
Privacy Policy
402
404
Data Uses
Now we need some details about the data you're going to use and how you plan to use it.
702
Provide a service requested by the user
What personal data is needed to provide a service requested by the user?
Choose all that apply or write your own.
suggestions
Analytics & Usage Data
Demographics & Characteristics
Device information
Health
Identifiers
Location
Payment & Financial Data
Personal & Profile
Personalization
social
User-Generated Content
Off-platform activity
On-platform activity
Video viewing history
Data Type
704
How long do you need to retain the data and where does it come from?
Select your answer.
DATA TYPE
RETAIN FOR
THEN
SOURCE
Apply to All
Select...
Select...
Select...
Device identifier
Account duration
Delete
Provided by individu...
On-platform activity
7 days
Aggregate
Provided by individu...
706
Back
Next

FIG. 7

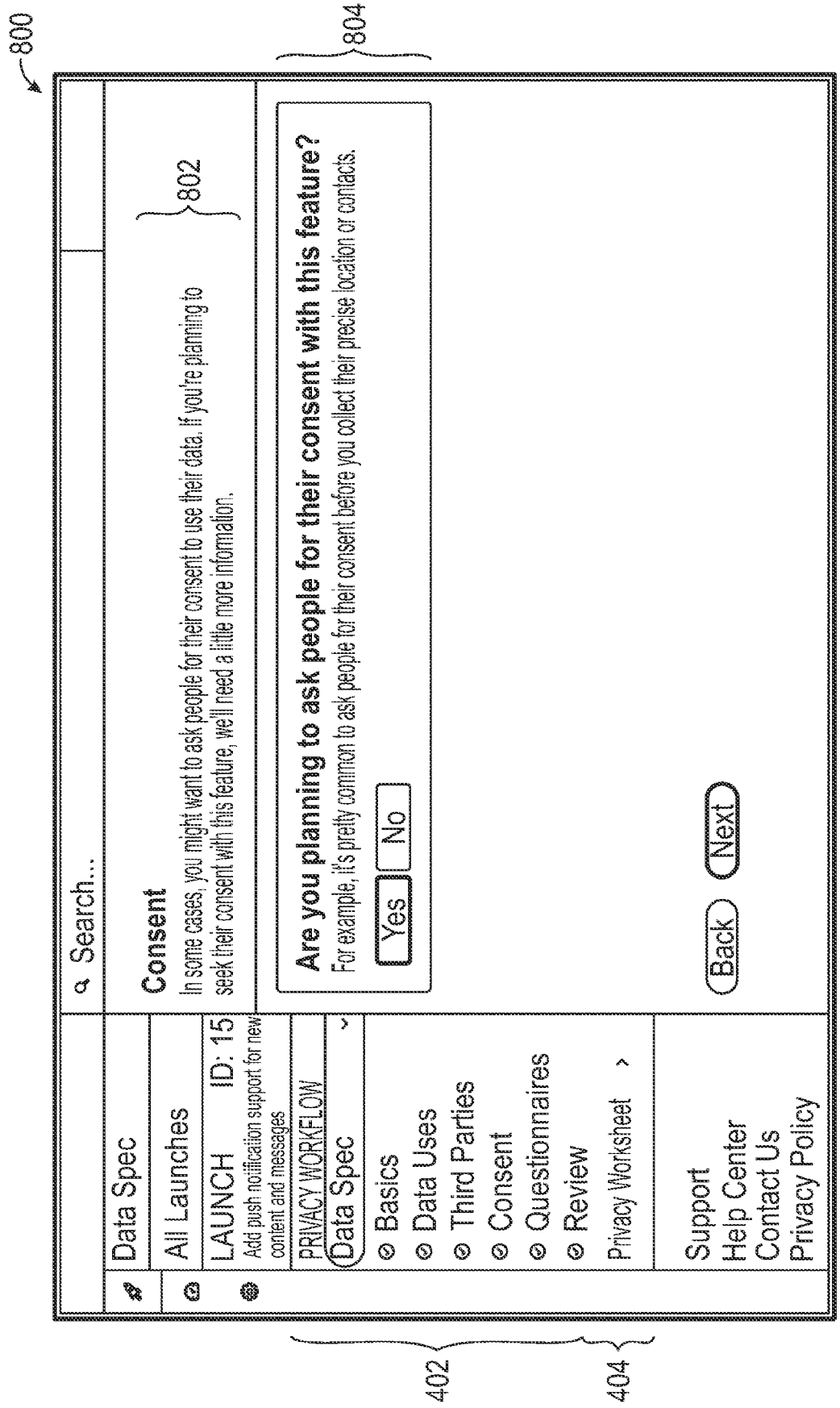

800
Search...
Data Spec
All Launches
LAUNCH ID: 15
Add push notification support for new content and messages
PRIVACY WORKFLOW
Data Spec
Basics
Data Uses
Third Parties
Consent
Questionnaires
Review
Privacy Worksheet
Support
Help Center
Contact Us
Privacy Policy
Consent
In some cases, you might want to ask people for their consent to use their data. If you're planning to seek their consent with this feature, we'll need a little more information.
802
Are you planning to ask people for their consent with this feature?
For example, it's pretty common to ask people for their consent before you collect their precise location or contacts.
Yes
No
804
Back
Next
402
404

FIG. 8

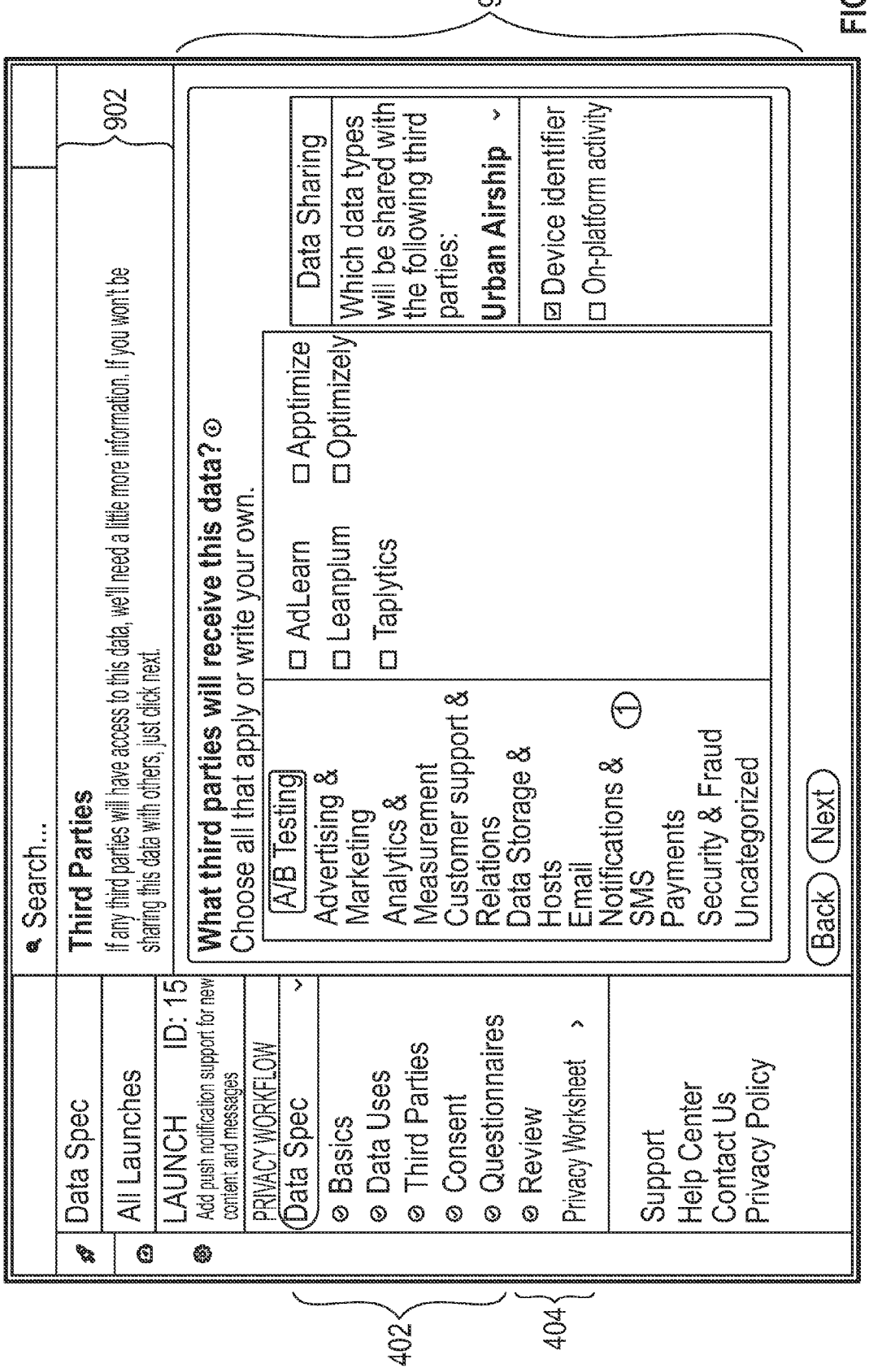

900
Search...
Data Spec
All Launches
LAUNCH ID: 15
Add push notification support for new content and messages
PRIVACY WORKFLOW
Data Spec
Basics
Data Uses
Third Parties
Consent
Questionnaires
Review
Privacy Worksheet
Support
Help Center
Contact Us
Privacy Policy
Third Parties
If any third parties will have access to this data, we'll need a little more information. If you won't be sharing this data with others, just click next.
902
What third parties will receive this data?
Choose all that apply or write your own.
A/B Testing
Advertising & Marketing
Analytics & Measurement
Customer support & Relations
Data Storage & Hosts
Email
Notifications & SMS
Payments
Security & Fraud
Uncategorized
AdLearn
Leanplum
Taplytics
Apptimize
Optimizely
Data Sharing
Which data types will be shared with the following third parties:
Urban Airship
Device identifier
On-platform activity
Back
Next
904
402
404

FIG. 9

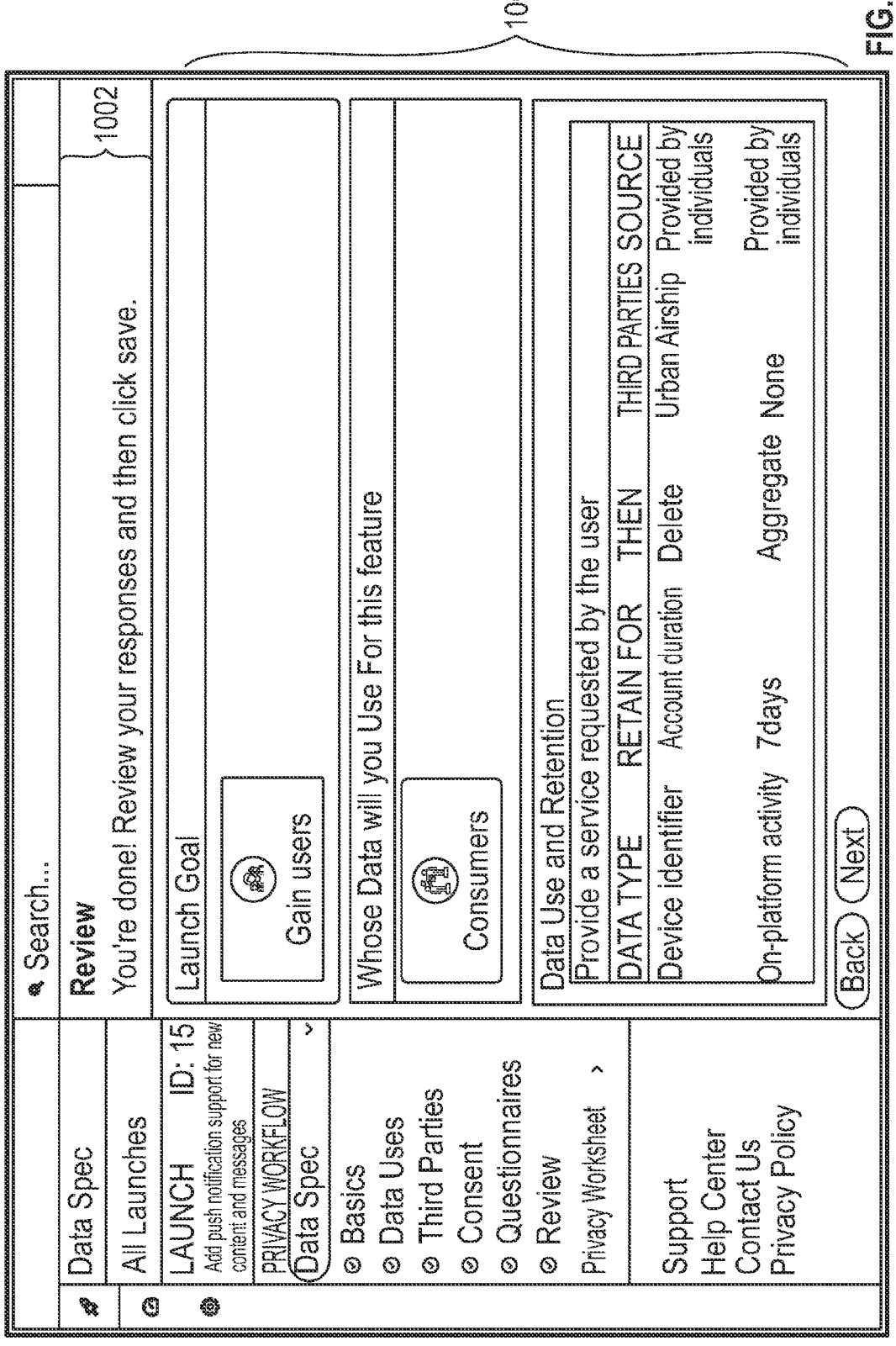

1000
Search...
Data Spec
All Launches
LAUNCH ID: 15
Add push notification support for new content and messages
PRIVACY WORKFLOW
Data Spec
Basics
Data Uses
Third Parties
Consent
Questionnaires
Review
Privacy Worksheet
Support
Help Center
Contact Us
Privacy Policy
Review
You're done! Review your responses and then click save.
1002
Launch Goal
Gain users
Whose Data will you Use For this feature
Consumers
Data Use and Retention
Provide a service requested by the user
DATA TYPE RETAIN FOR THEN THIRD PARTIES SOURCE
Device identifier Account duration Delete Urban Airship Provided by individuals
On-platform activity 7days Aggregate None Provided by individuals
Back
Next
1004
402
404

FIG. 10

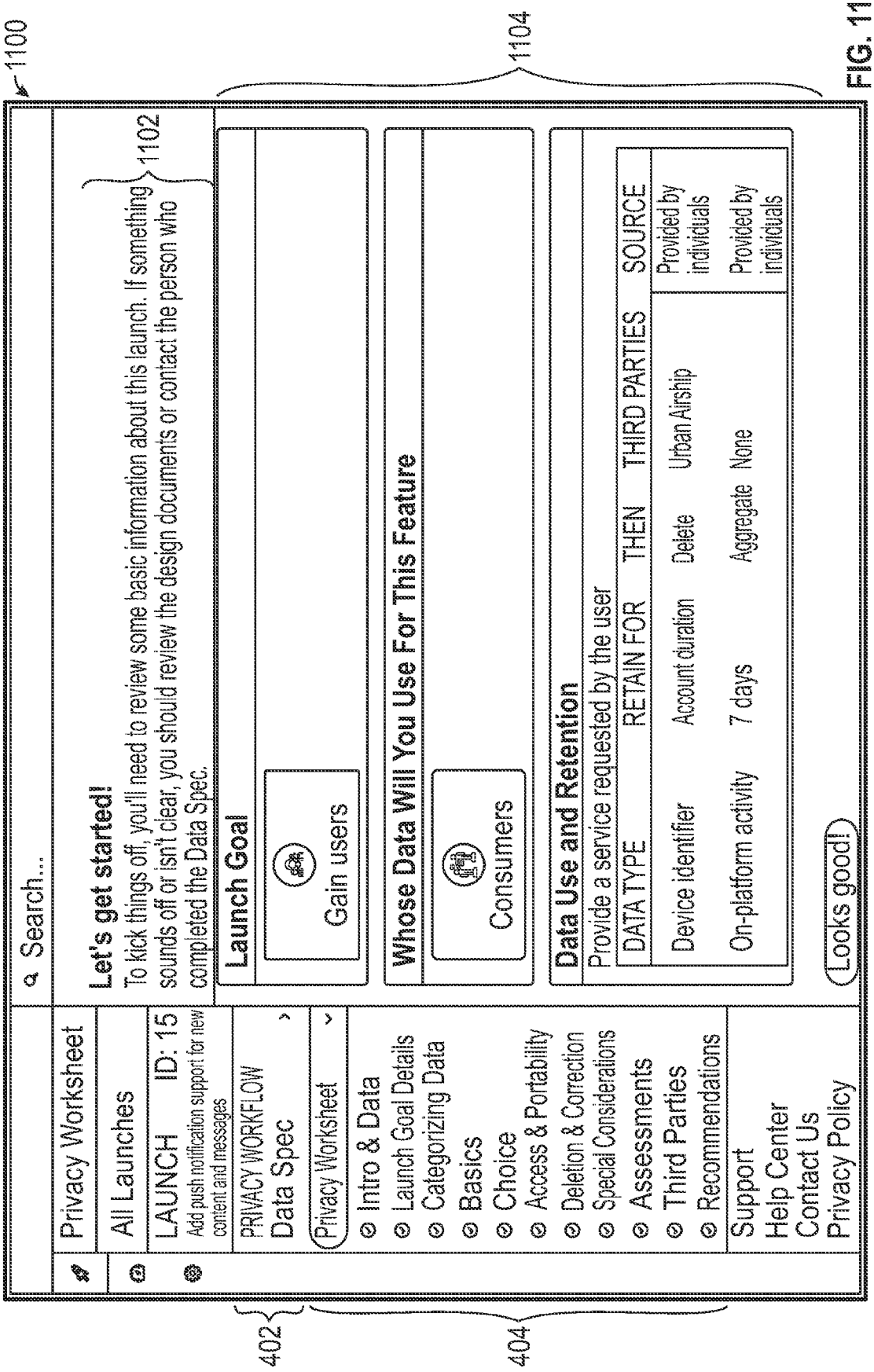
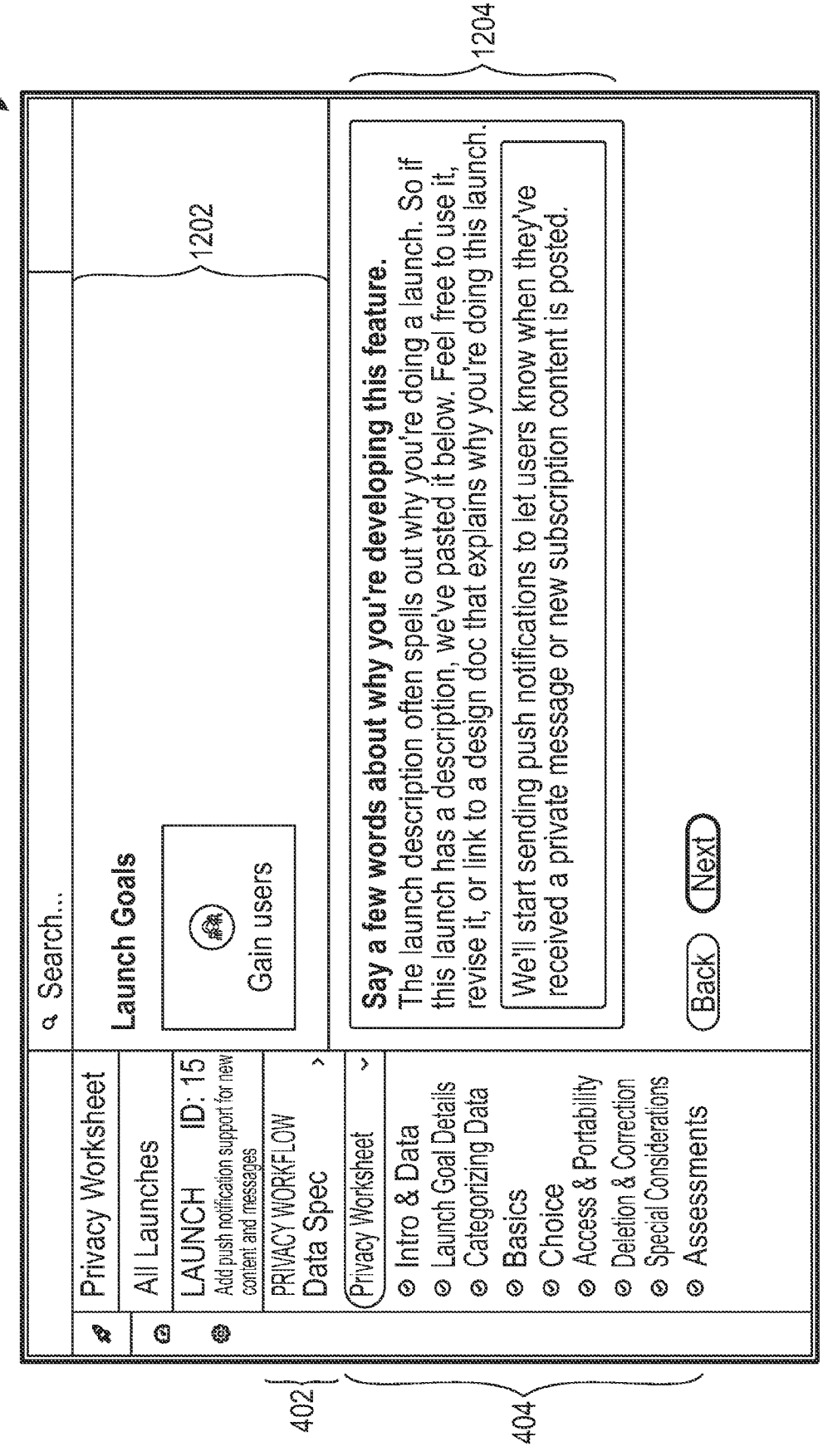

1100
Search...
Privacy Worksheet
All Launches
LAUNCH ID: 15
Add push notification support for new content and messages
PRIVACY WORKFLOW
Data Spec
Privacy Worksheet
Intro & Data
Launch Goal Details
Categorizing Data
Basics
Choice
Access & Portability
Deletion & Correction
Special Considerations
Assessments
Third Parties
Recommendations
Support
Help Center
Contact Us
Privacy Policy
Let's get started!
To kick things off, you'll need to review some basic information about this launch. If something sounds off or isn't clear, you should review the design documents or contact the person who completed the Data Spec.
1102
Launch Goal
Gain users
Whose Data Will You Use For This Feature
Consumers
Data Use and Retention
Provide a service requested by the user
DATA TYPE
RETAIN FOR
THEN
THIRD PARTIES
SOURCE
Device identifier
Account duration
Delete
Urban Airship
Provided by individuals
On-platform activity
7 days
Aggregate
None
Provided by individuals
Looks good!
1104
402
404

FIG. 11


1200
Search...
Privacy Worksheet
All Launches
LAUNCH ID: 15
Add push notification support for new content and messages
PRIVACY WORKFLOW
Data Spec
Privacy Worksheet
Intro & Data
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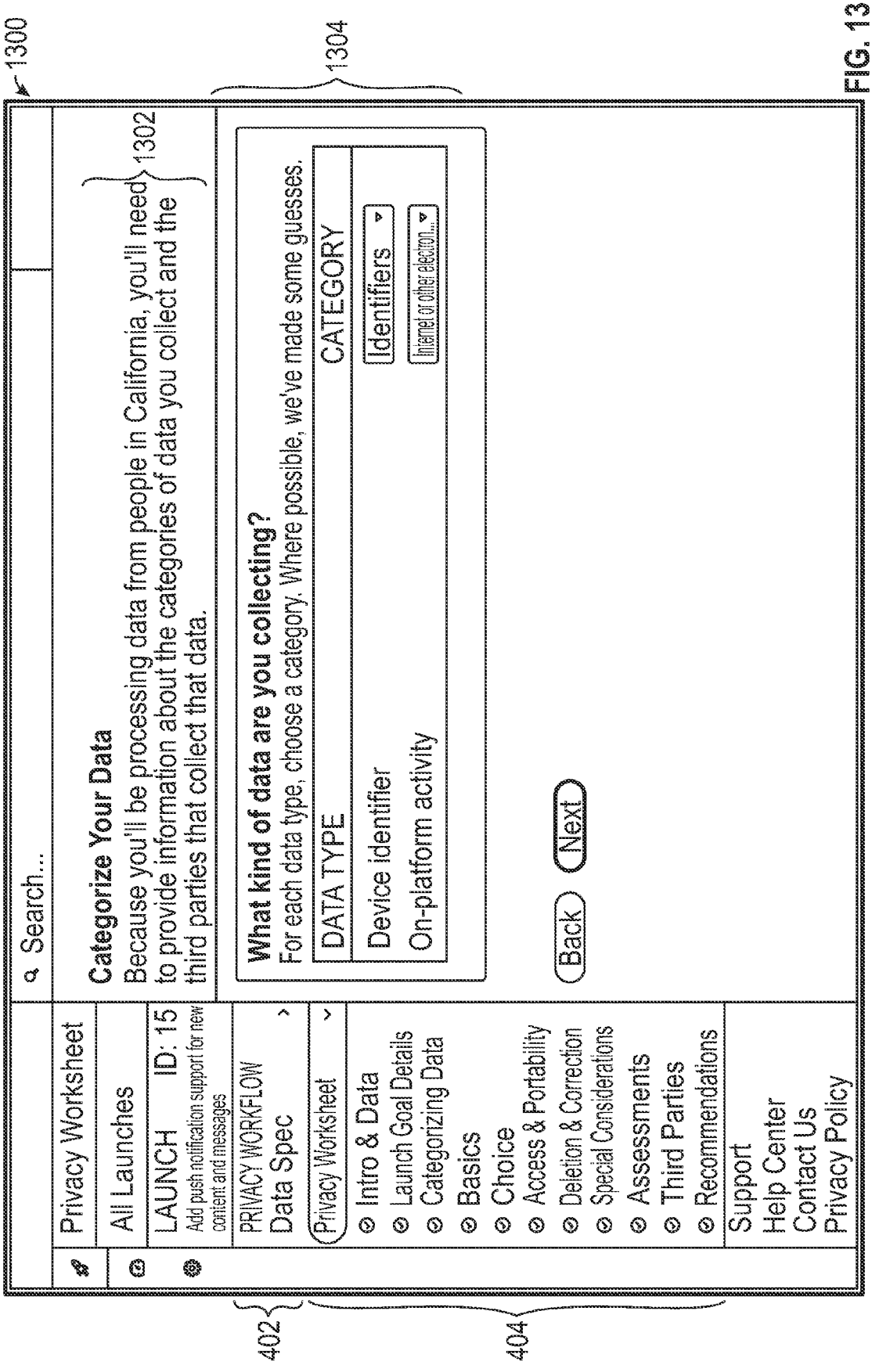
Categorizing Data
Basics
Choice
Access & Portability
Deletion & Correction
Special Considerations
Assessments
Launch Goals
Gain users
1202
Say a few words about why you're developing this feature.
The launch description often spells out why you're doing a launch. So if this launch has a description, we've pasted it below. Feel free to use it, revise it, or link to a design doc that explains why you're doing this launch.
We'll start sending push notifications to let users know when they've received a private message or new subscription content is posted.
1204
Back
Next
402
404

FIG. 12


1300
Search...
Privacy Worksheet
All Launches
LAUNCH ID: 15
Add push notification support for new content and messages
PRIVACY WORKFLOW
Data Spec
Privacy Worksheet
Intro & Data
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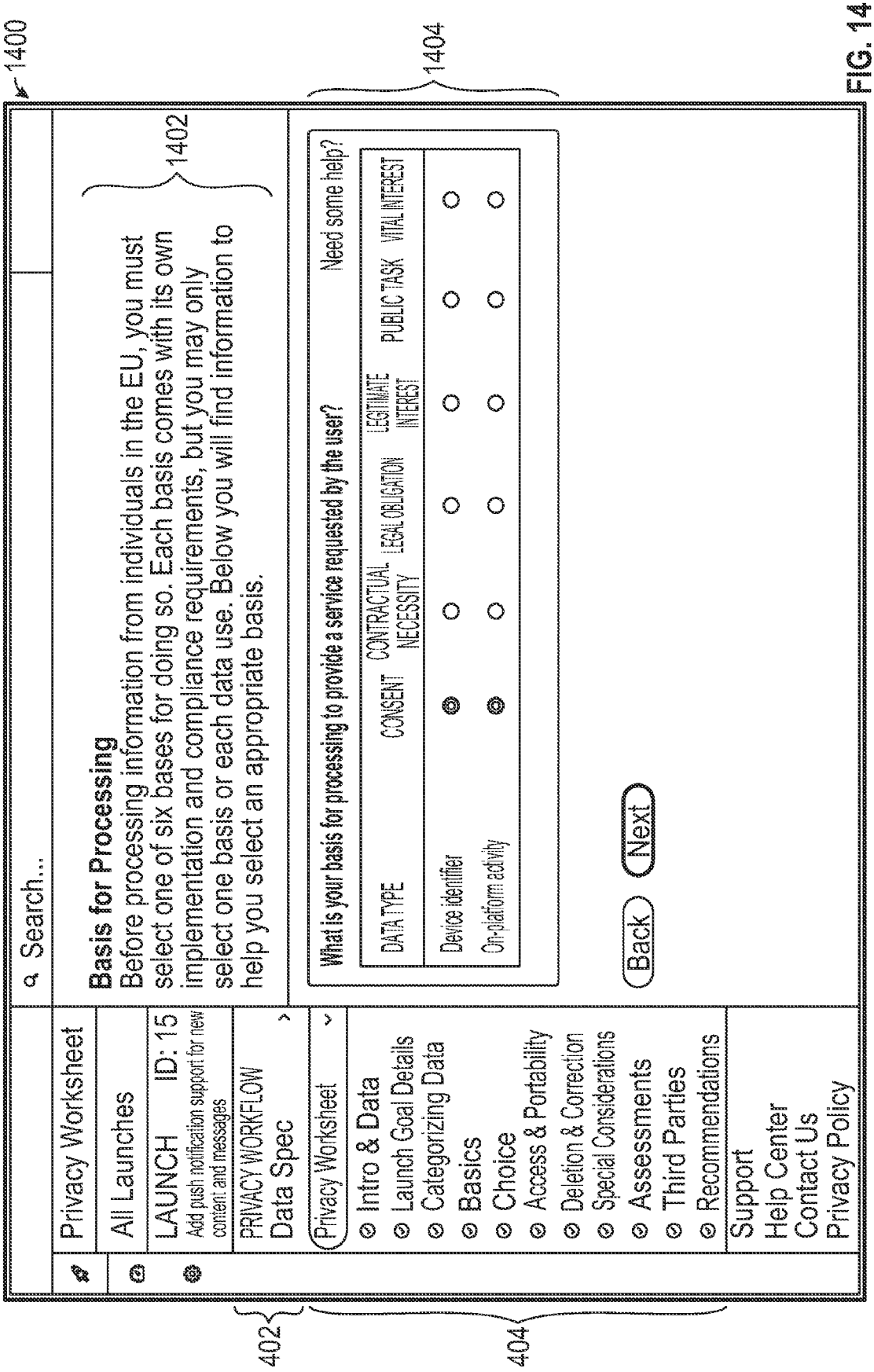
Basics
Choice
Access & Portability
Deletion & Correction
Special Considerations
Assessments
Third Parties
Recommendations
Support
Help Center
Contact Us
Privacy Policy
Categorize Your Data
Because you'll be processing data from people in California, you'll need to provide information about the categories of data you collect and the third parties that collect that data.
1302
What kind of data are you collecting?
For each data type, choose a category. Where possible, we've made some guesses.
1304
DATA TYPE
CATEGORY
Device identifier
Identifiers
On-platform activity
Internet or other electron...
Back
Next
402
404

FIG. 13


1400
Search...
Privacy Worksheet
All Launches
LAUNCH ID: 15
Add push notification support for new content and messages
PRIVACY WORKFLOW
Data Spec
Privacy Worksheet
Intro & Data
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Basics
Choice
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Special Considerations
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Third Parties
Recommendations
Support
Help Center
Contact Us
Privacy Policy
Basis for Processing
Before processing information from individuals in the EU, you must select one of six bases for doing so. Each basis comes with its own implementation and compliance requirements, but you may only select one basis or each data use. Below you will find information to help you select an appropriate basis.
1402
What is your basis for processing to provide a service requested by the user?
Need some help?
DATA TYPE
CONSENT
CONTRACTUAL NECESSITY
LEGAL OBLIGATION
LEGITIMATE INTEREST
PUBLIC TASK
VITAL INTEREST
Device identifier
On-platform activity
Back
Next
1404
402
404

FIG. 14

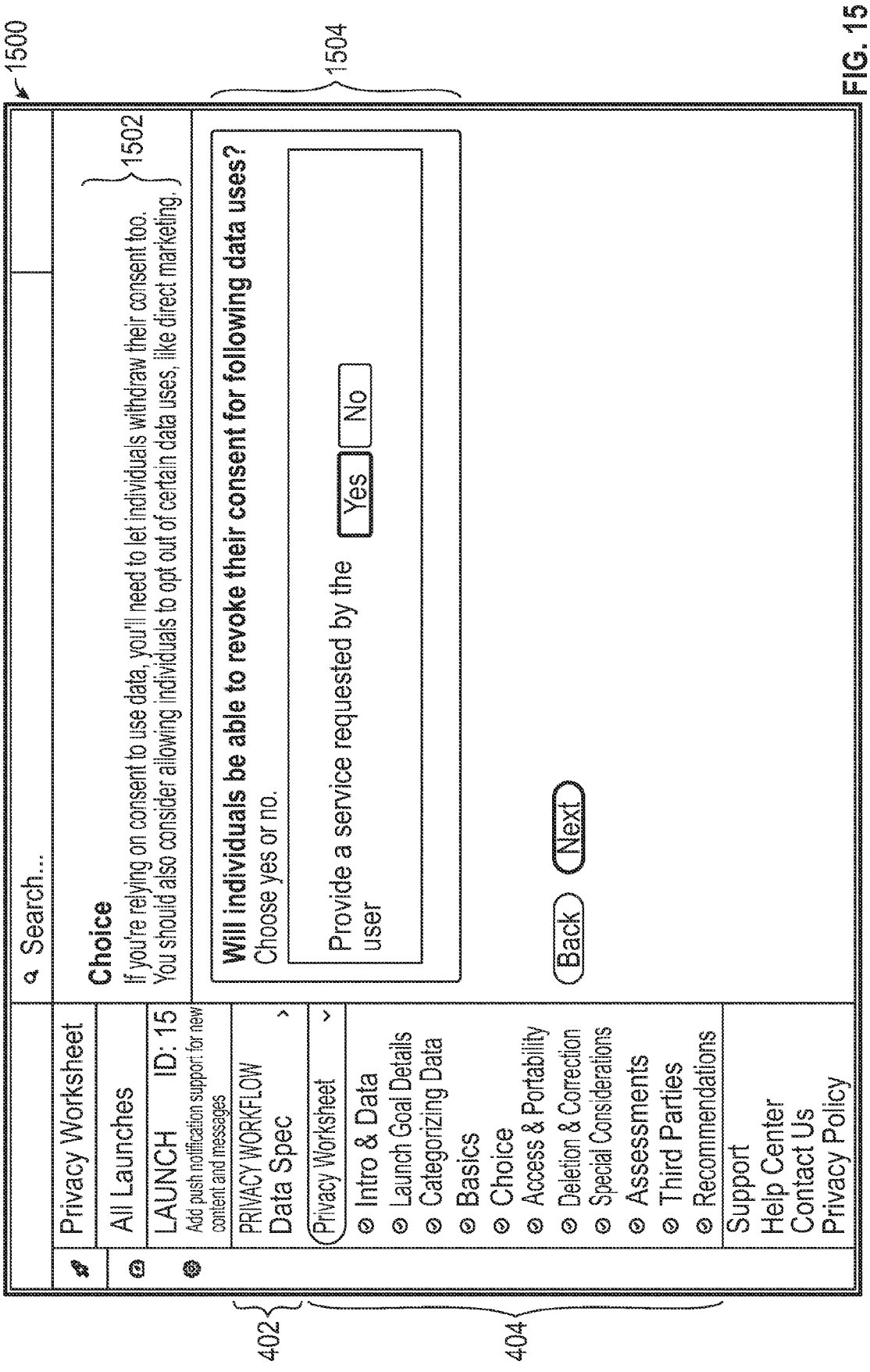

1500
Search...
Privacy Worksheet
All Launches
LAUNCH ID: 15
Add push notification support for new content and messages
PRIVACY WORKFLOW
Data Spec
Privacy Worksheet
Intro & Data
Launch Goal Details
Categorizing Data
Basics
Choice
Access & Portability
Deletion & Correction
Special Considerations
Assessments
Third Parties
Recommendations
Support
Help Center
Contact Us
Privacy Policy
Choice
If you're relying on consent to use data, you'll need to let individuals withdraw their consent too.
You should also consider allowing individuals to opt out of certain data uses, like direct marketing.
1502
Will individuals be able to revoke their consent for following data uses?
Choose yes or no.
Provide a service requested by the user
Yes
No
1504
Back
Next
402
404

FIG. 15

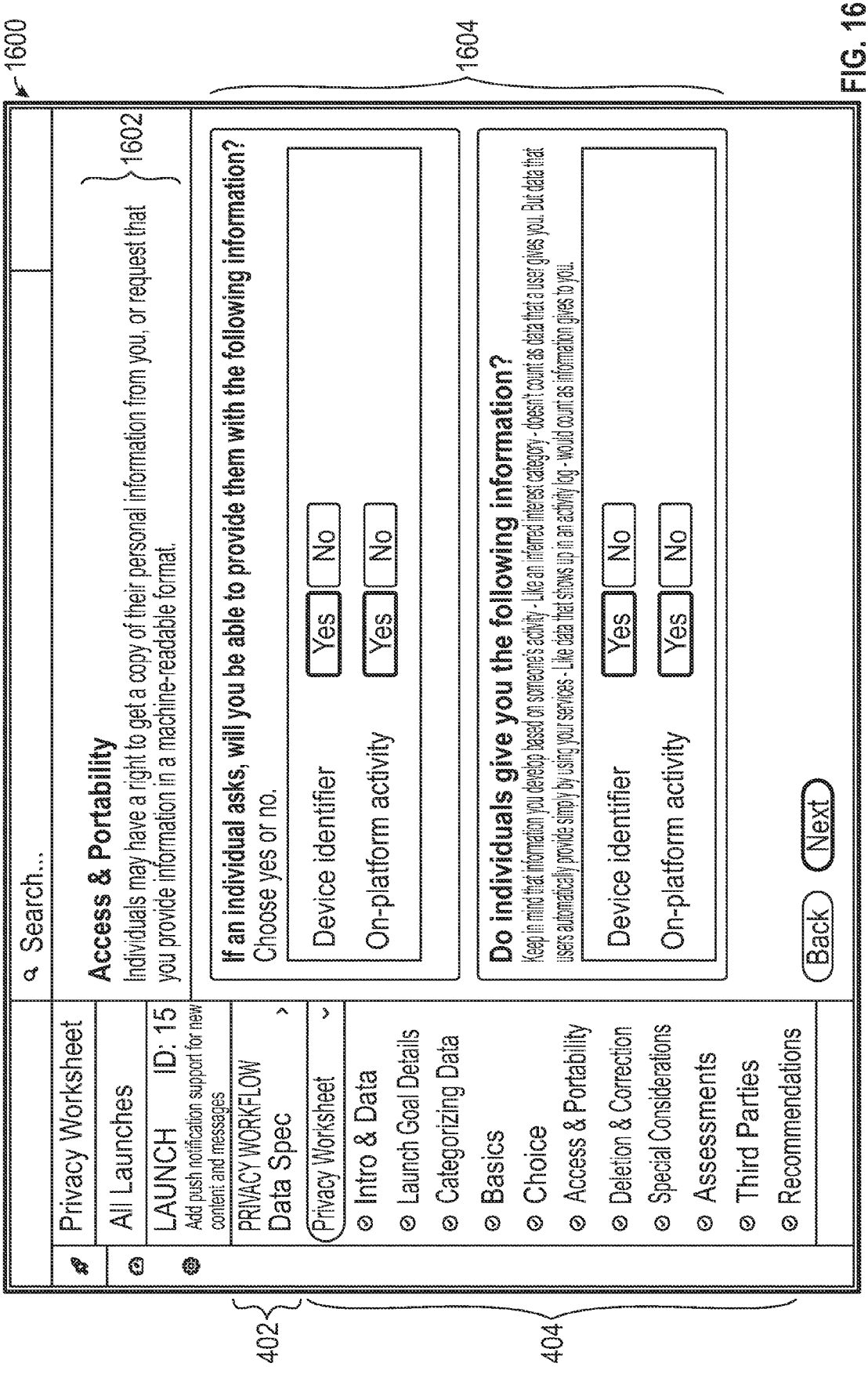

1600
Search...
Privacy Worksheet
All Launches
LAUNCH ID: 15
Add push notification support for new content and messages
PRIVACY WORKFLOW
Data Spec
Privacy Worksheet
Intro & Data
Launch Goal Details
Categorizing Data
Basics
Choice
Access & Portability
Deletion & Correction
Special Considerations
Assessments
Third Parties
Recommendations
Back
Next
Access & Portability
Individuals may have a right to get a copy of their personal information from you, or request that you provide information in a machine-readable format.
1602
If an individual asks, will you be able to provide them with the following information?
Choose yes or no.
Device identifier
Yes
No
On-platform activity
Yes
No
1604
Do individuals give you the following information?
Keep in mind that information you develop based on someone's activity - Like an inferred interest category - doesn't count as data that a user gives you. But data that users automatically provide simply by using your services - Like data that shows up in an activity log - would count as information gives to you.
Device identifier
Yes
No
On-platform activity
Yes
No
402
404

FIG. 16

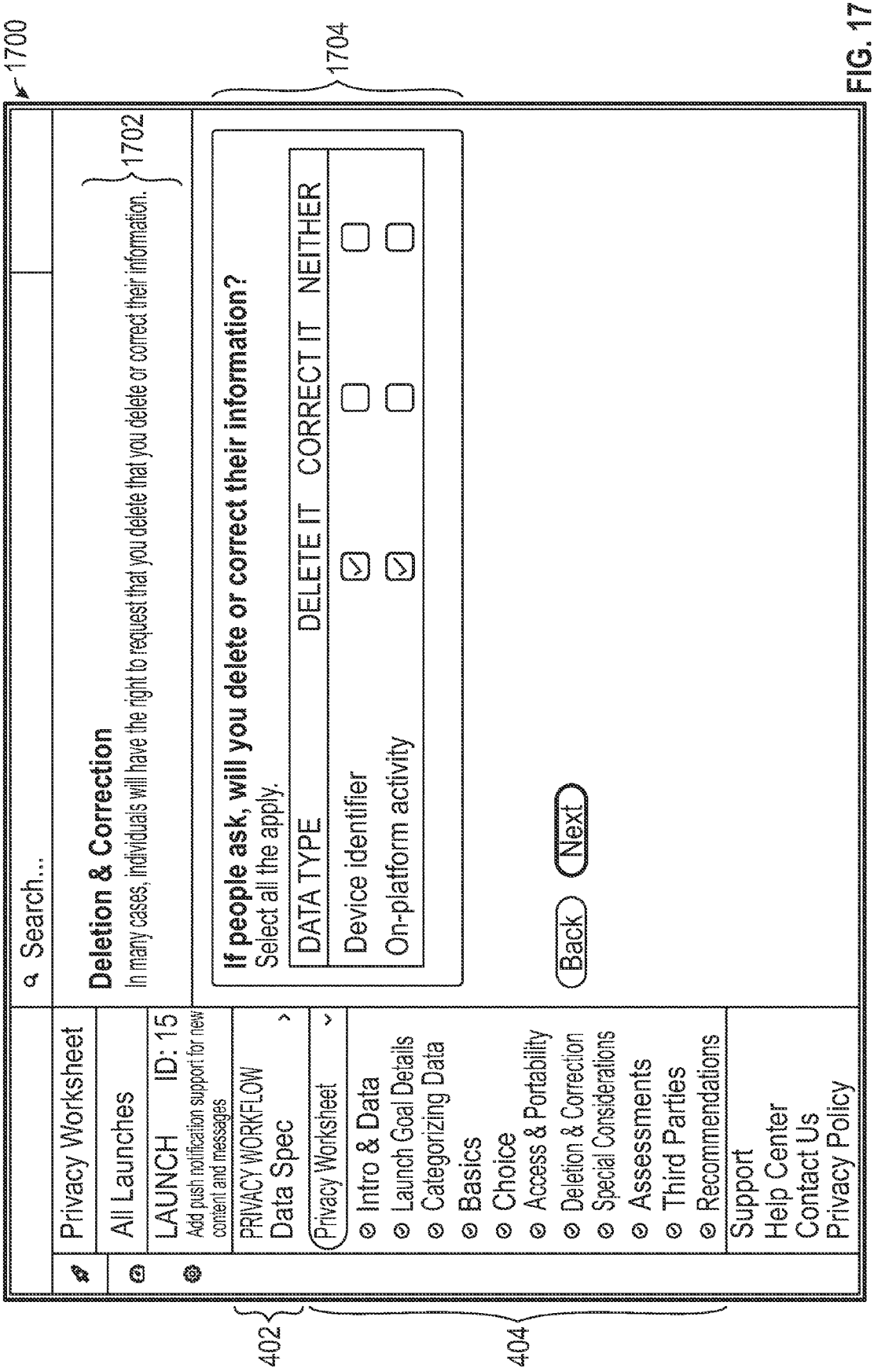
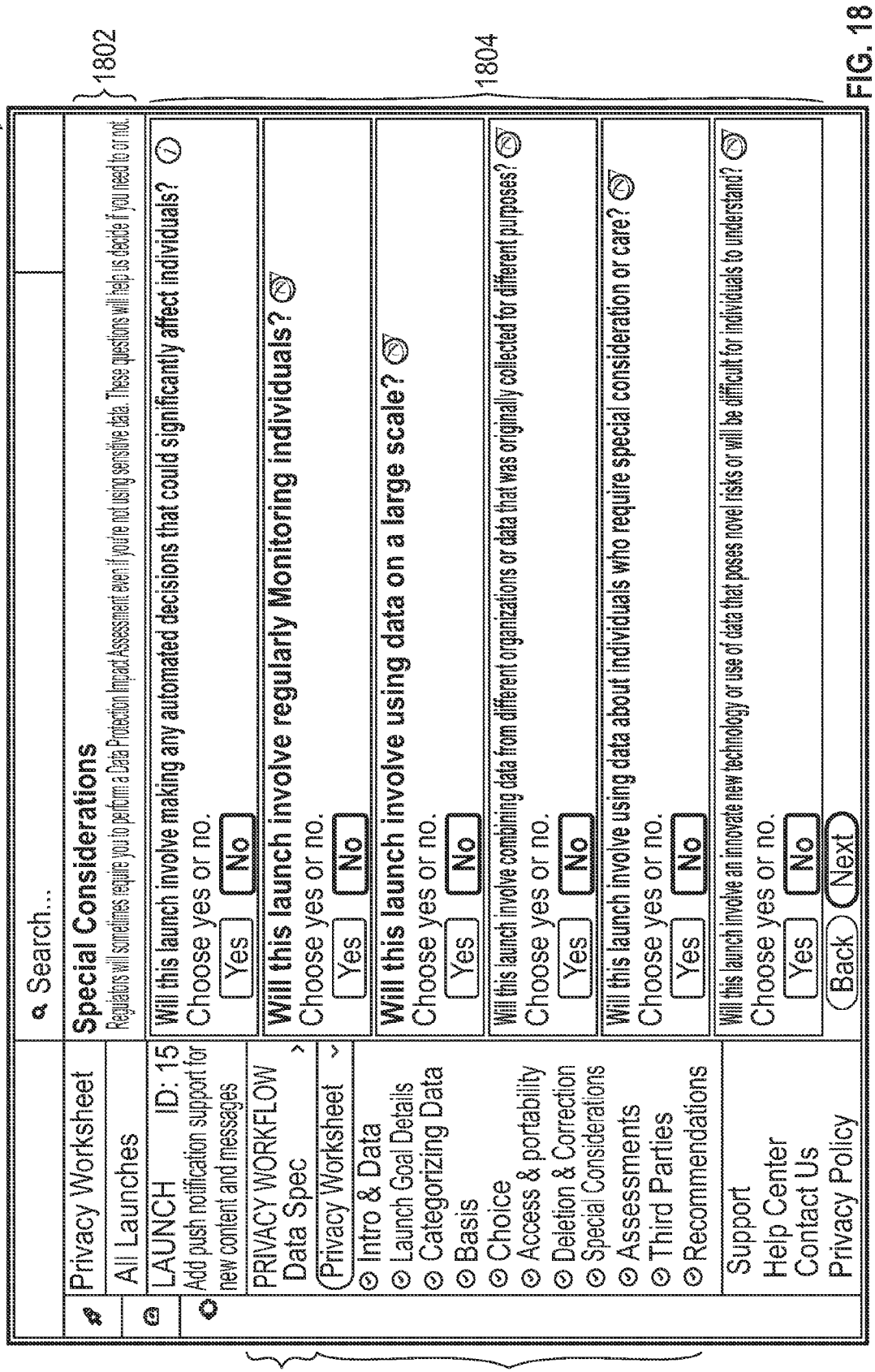

1700
Search...
Privacy Worksheet
All Launches
LAUNCH ID: 15
Add push notification support for new content and messages
PRIVACY WORKFLOW
Data Spec
Privacy Worksheet
Intro & Data
Launch Goal Details
Categorizing Data
Basics
Choice
Access & Portability
Deletion & Correction
Special Considerations
Assessments
Third Parties
Recommendations
Support
Help Center
Contact Us
Privacy Policy
Deletion & Correction
In many cases, individuals will have the right to request that you delete that you delete or correct their information.
1702
If people ask, will you delete or correct their information?
Select all the apply.
1704
DATA TYPE DELETE IT CORRECT IT NEITHER
Device identifier
On-platform activity
Back
Next
402
404

FIG. 17


1800
Search...
Privacy Worksheet
All Launches
LAUNCH ID: 15
Add push notification support for new content and messages
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Intro & Data
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Categorizing Data
Basis
Choice
Access & portability
Deletion & Correction
Special Considerations
Assessments
Third Parties
Recommendations
Support
Help Center
Contact Us
Privacy Policy
402
404
Special Considerations
Regulations will sometimes require you to perform a Data Protection Impact Assessment even if you're not using sensitive data. These questions will help us decide if you need to or not.
1802
Will this launch involve making any automated decisions that could significantly affect individuals?
Choose yes or no.
Yes
No
Will this launch involve regularly Monitoring individuals?
Choose yes or no.
Yes
No
Will this launch involve using data on a large scale?
Choose yes or no.
Yes
No
1804
Will this launch involve combining data from different organizations or data that was originally collected for different purposes?
Choose yes or no.
Yes
No
Will this launch involve using data about individuals who require special consideration or care?
Choose yes or no.
Yes
No
Will this launch involve an innovate new technology or use of data that poses novel risks or will be difficult for individuals to understand?
Choose yes or no.
Yes
No
Back
Next

FIG. 18

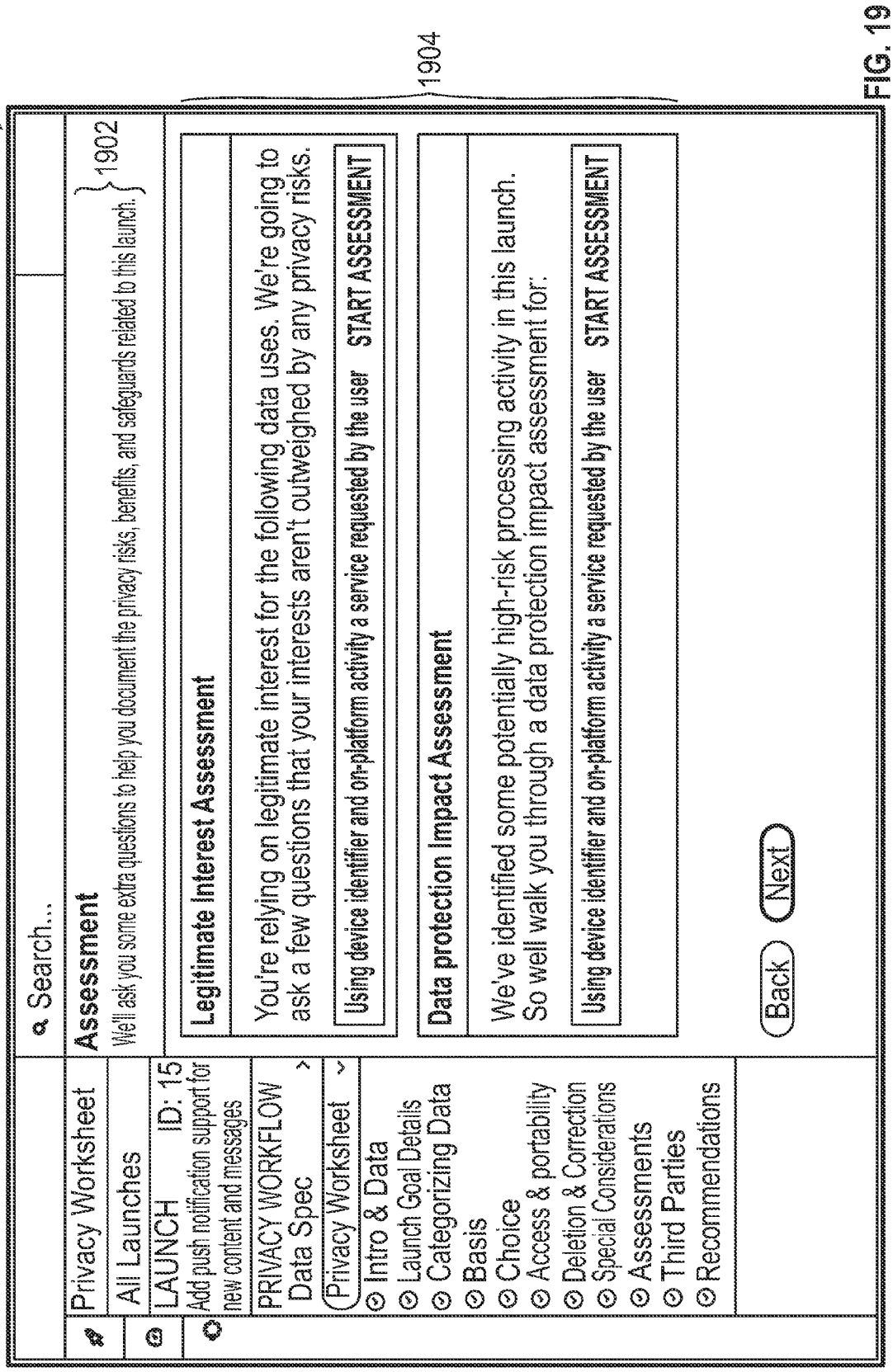

1900
Search...
Privacy Worksheet
All Launches
LAUNCH ID: 15
Add push notification support for new content and messages
PRIVACY WORKFLOW
Data Spec
Privacy Worksheet
Intro & Data
Launch Goal Details
Categorizing Data
Basis
Choice
Access & portability
Deletion & Correction
Special Considerations
Assessments
Third Parties
Recommendations
402
404
Assessment
We'll ask you some extra questions to help you document the privacy risks, benefits, and safeguards related to this launch.
1902
1904
Legitimate Interest Assessment
You're relying on legitimate interest for the following data uses. We're going to ask a few questions that your interests aren't outweighed by any privacy risks.
Using device identifier and on-platform activity a service requested by the user START ASSESSMENT
Data protection Impact Assessment
We've identified some potentially high-risk processing activity in this launch. So we'll walk you through a data protection impact assessment for:
Using device identifier and on-platform activity a service requested by the user START ASSESSMENT
Back
Next

FIG. 19

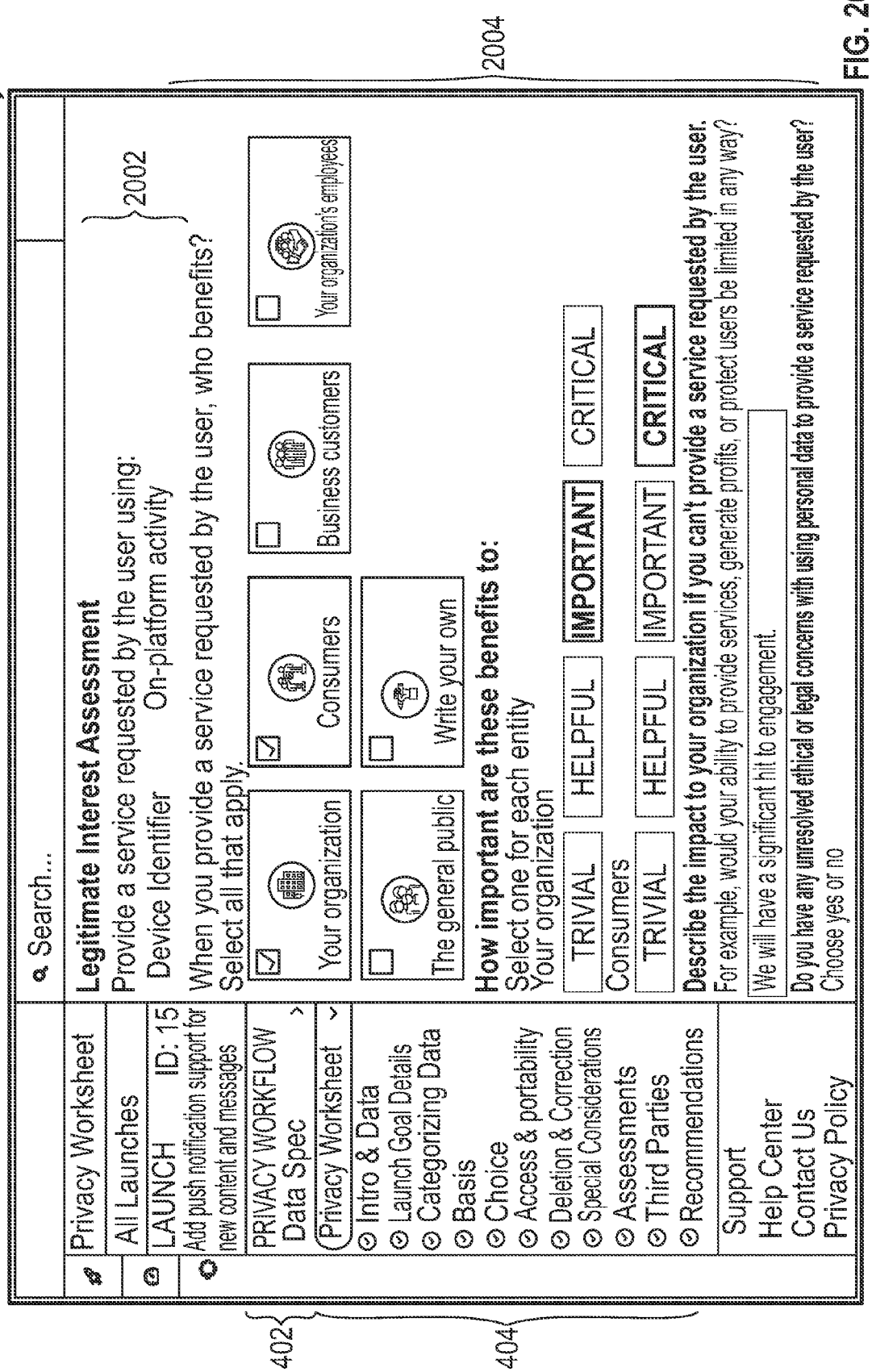

2000
Search...
Privacy Worksheet
All Launches
LAUNCH ID: 15
Add push notification support for new content and messages
PRIVACY WORKFLOW
Data Spec
Privacy Worksheet
Intro & Data
Launch Goal Details
Categorizing Data
Basis
Choice
Access & portability
Deletion & Correction
Special Considerations
Assessments
Third Parties
Recommendations
Support
Help Center
Contact Us
Privacy Policy
402
404
Legitimate Interest Assessment
Provide a service requested by the user using:
Device Identifier
On-platform activity
2002
When you provide a service requested by the user, who benefits?
Select all that apply.
Your organization
The general public
Consumers
Write your own
Business customers
Your organization's employees
2004
How important are these benefits to:
Select one for each entity
Your organization
TRIVIAL
HELPFUL
IMPORTANT
CRITICAL
Consumers
TRIVIAL
HELPFUL
IMPORTANT
CRITICAL
Describe the impact to your organization if you can't provide a service requested by the user.
For example, would your ability to provide services, generate profits, or protect users be limited in any way?
We will have a significant hit to engagement.
Do you have any unresolved ethical or legal concerns with using personal data to provide a service requested by the user?
Choose yes or no

FIG. 20A

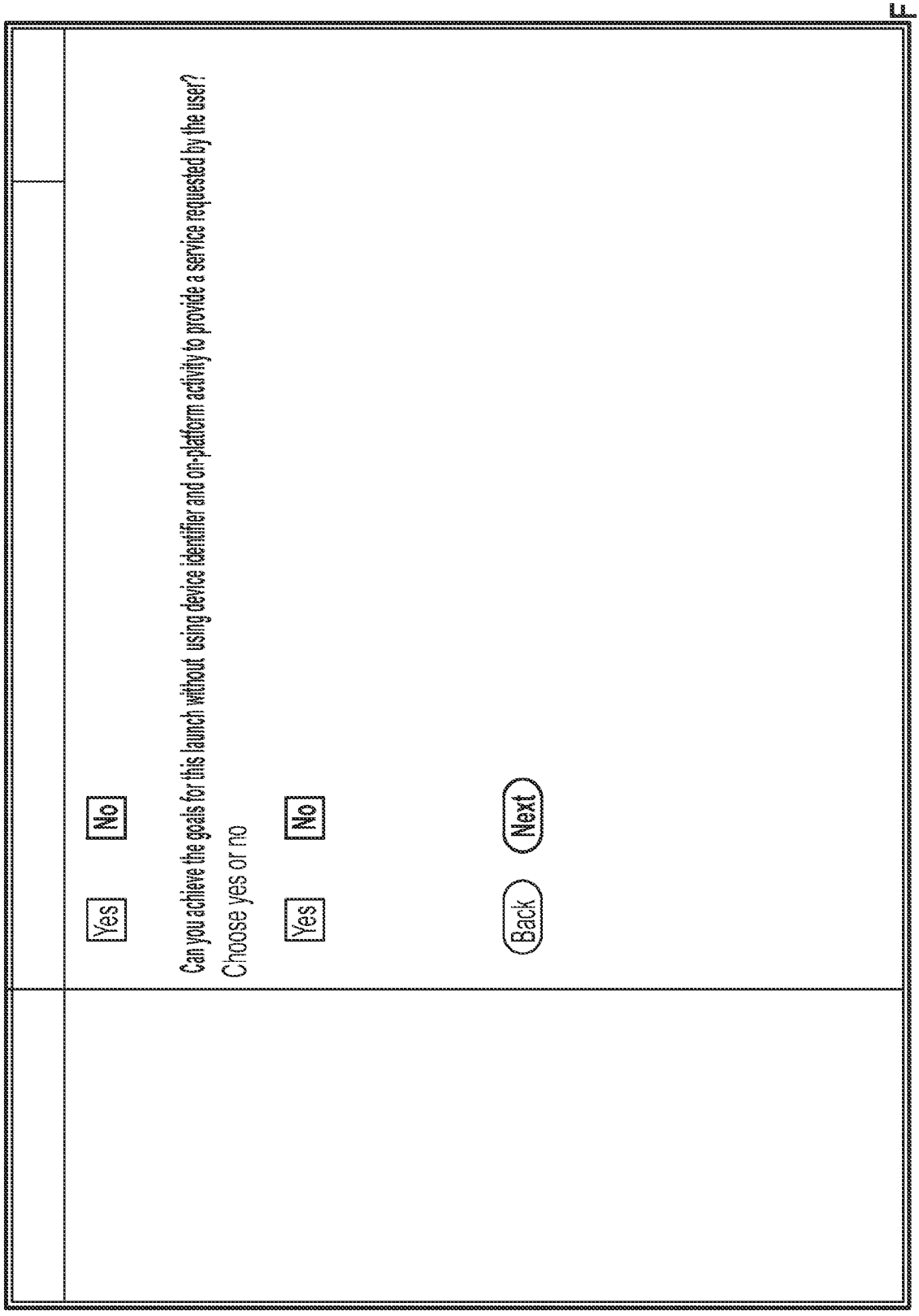

Yes
No
Can you achieve the goals for this launch without using device identifier and on-platform activity to provide a service requested by the user?
Choose yes or no
Yes
No
Back
Next

FIG. 20B

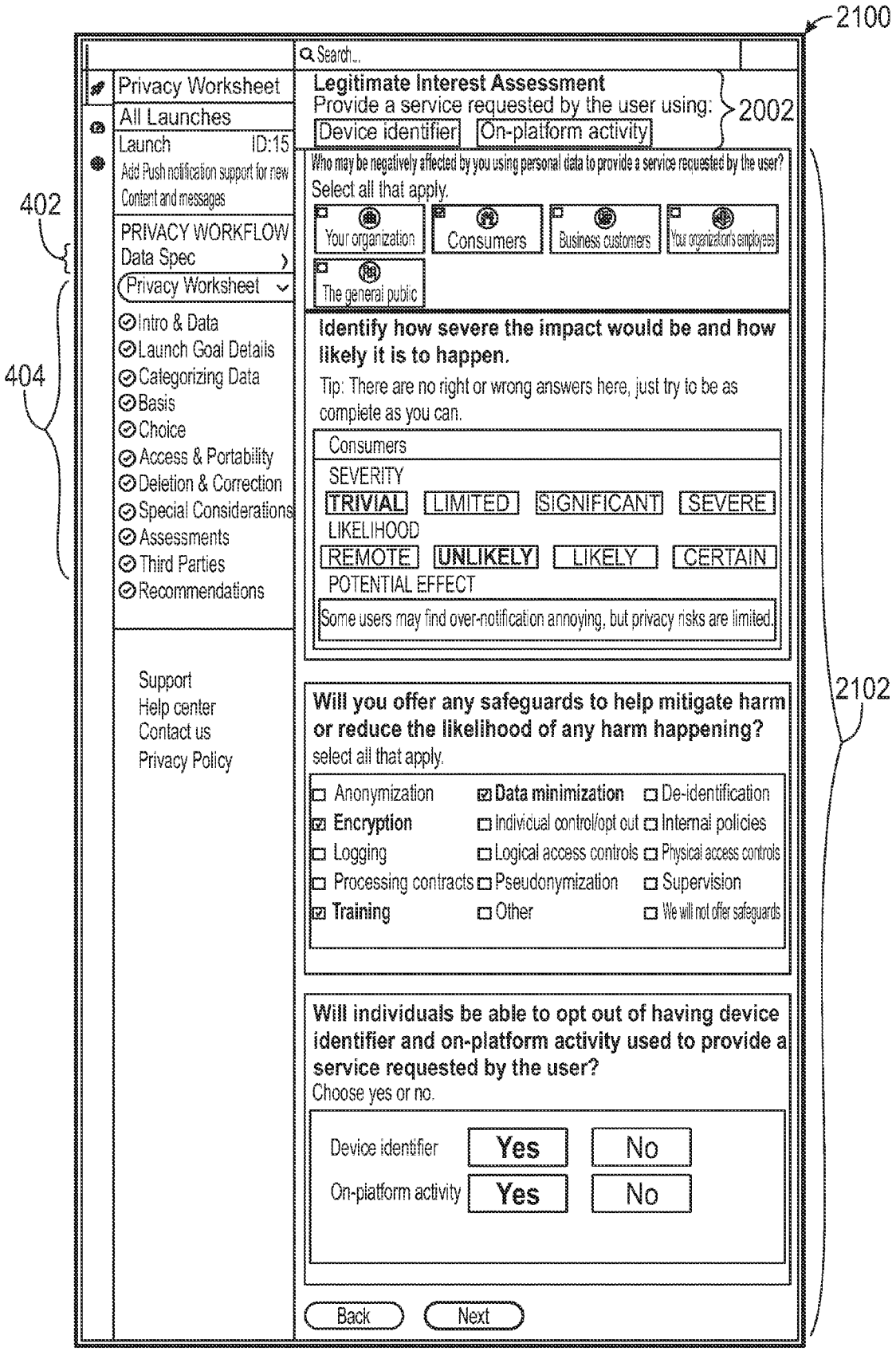

2100
Search...
Privacy Worksheet
All Launches
Launch ID:15
Add Push notification support for new Content and messages
PRIVACY WORKFLOW
Data Spec
Privacy Worksheet
Intro & Data
Launch Goal Details
Categorizing Data
Basis
Choice
Access & Portability
Deletion & Correction
Special Considerations
Assessments
Third Parties
Recommendations
Support
Help center
Contact us
Privacy Policy
402
404
Legitimate Interest Assessment
Provide a service requested by the user using:
Device identifier
On-platform activity
2002
Who may be negatively affected by you using personal data to provide a service requested by the user?
Select all that apply.
Your organization
Consumers
Business customers
Your organization's employees
The general public
Identify how severe the impact would be and how likely it is to happen.
Tip: There are no right or wrong answers here, just try to be as complete as you can.
Consumers
SEVERITY
TRIVIAL
LIMITED
SIGNIFICANT
SEVERE
LIKELIHOOD
REMOTE
UNLIKELY
LIKELY
CERTAIN
POTENTIAL EFFECT
Some users may find over-notification annoying, but privacy risks are limited.
Will you offer any safeguards to help mitigate harm or reduce the likelihood of any harm happening?
select all that apply.
Anonymization
Data minimization
De-identification
Encryption
Individual control/opt out
Internal policies
Logging
Logical access controls
Physical access controls
Processing contracts
Pseudonymization
Supervision
Training
Other
We will not offer safeguards
Will individuals be able to opt out of having device identifier and on-platform activity used to provide a service requested by the user?
Choose yes or no.
Device identifier
Yes
No
On-platform activity
Yes
No
Back
Next
2102

FIG. 21

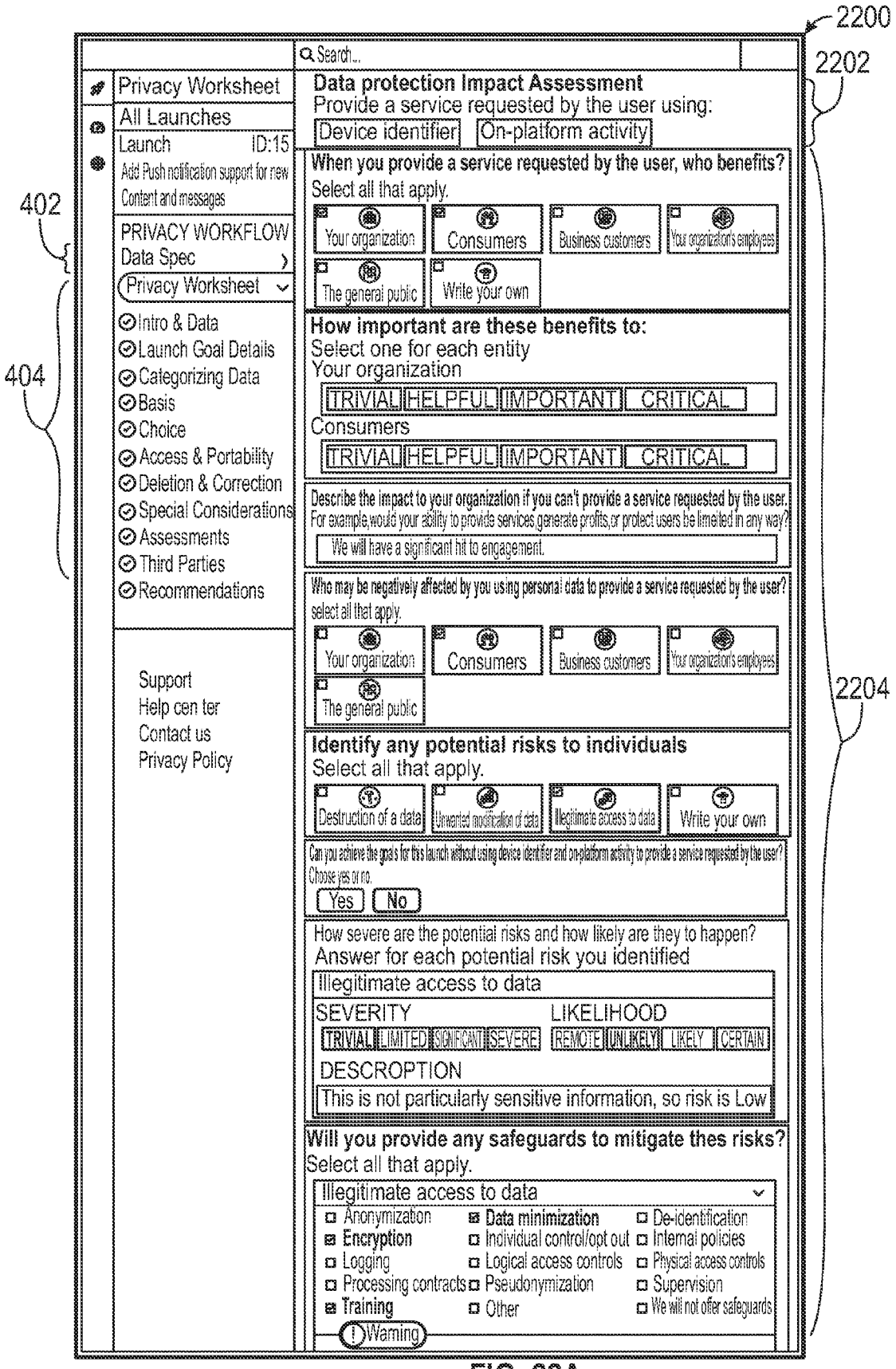

2200
2202
2204
402
404
Search...
Privacy Worksheet
All Launches
Launch ID:15
Add Push notification support for new Content and messages
PRIVACY WORKFLOW
Data Spec
Privacy Worksheet
Intro & Data
Launch Goal Details
Categorizing Data
Basis
Choice
Access & Portability
Deletion & Correction
Special Considerations
Assessments
Third Parties
Recommendations
Support
Help cen ter
Contact us
Privacy Policy
Data protection Impact Assessment
Provide a service requested by the user using:
Device identifier
On-platform activity
When you provide a service requested by the user, who benefits?
Select all that apply.
Your organization
Consumers
Business customers
Your organization's employees
The general public
Write your own
How important are these benefits to:
Select one for each entity
Your organization
TRIVIAL HELPFUL IMPORTANT CRITICAL
Consumers
TRIVIAL HELPFUL IMPORTANT CRITICAL
Describe the impact to your organization if you can't provide a service requested by the user. For example,would your ability to provide services,generate profits,or protect users be limeited in any way?
We will have a significant hit to engagement.
Who may be negatively affected by you using personal data to provide a service requested by the user?
select all that apply.
Your organization
Consumers
Business customers
Your organization's employees
The general public
Identify any potential risks to individuals
Select all that apply.
Destruction of a data
Unwanted modification of data
Illegitimate access to data
Write your own
Can you achieve the goals for this launch without using device identifier and on-platform activity to provide a service requested by the user?
Choose yes or no.
Yes
No
How severe are the potential risks and how likely are they to happen?
Answer for each potential risk you identified
Illegitimate access to data
SEVERITY
TRIVIAL LIMITED SIGNIFICANT SEVERE
LIKELIHOOD
REMOTE UNLIKELY LIKELY CERTAIN
DESCROPTION
This is not particularly sensitive information, so risk is Low
Will you provide any safeguards to mitigate thes risks?
Select all that apply.
Illegitimate access to data
Anonymization
Data minimization
De-identification
Encryption
Individual control/opt out
Internal policies
Logging
Logical access controls
Physical access controls
Processing contracts
Pseudonymization
Supervision
Training
Other
We will not offer safeguards
Warning

FIG. 22A

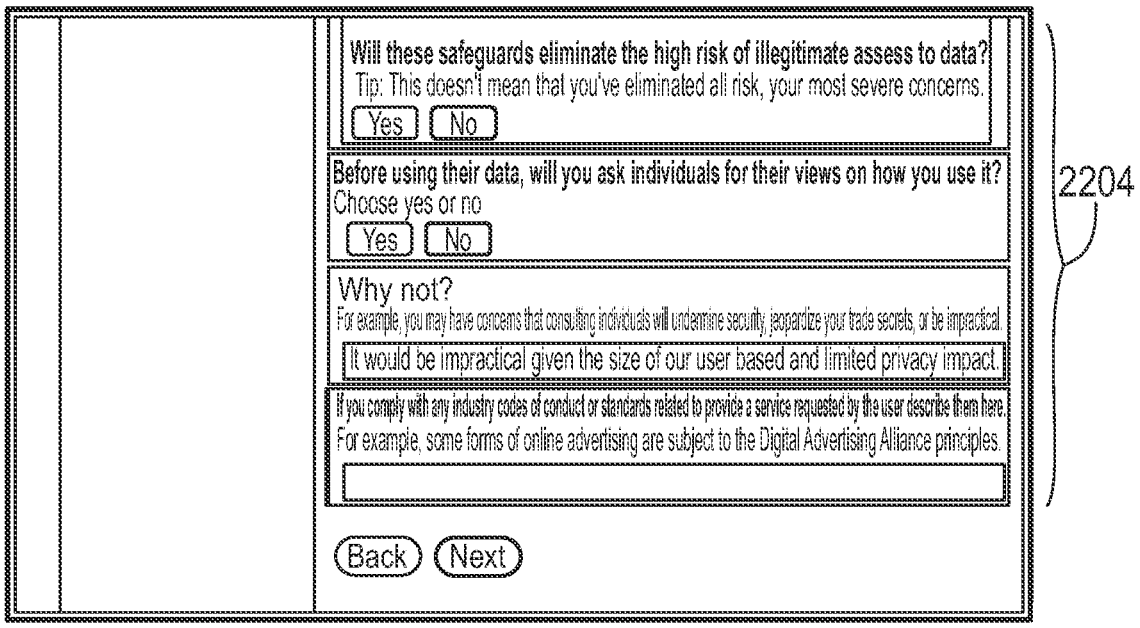

Will these safeguards eliminate the high risk of illegitimate assess to data?
Tip: This doesn't mean that you've eliminated all risk, your most severe concerns.
Yes
No
Before using their data, will you ask individuals for their views on how you use it?
Choose yes or no
Yes
No
Why not?
For example, you may have concerns that consulting individuals will undermine security, jeopardize your trade secrets, or be impractical.
It would be impractical given the size of our user based and limited privacy impact.
If you comply with any industry codes of conduct or standards related to provide a service requested by the user describe them here.
For example, some forms of online advertising are subject to the Digital Advertising Alliance principles.
Back
Next
2204

FIG. 22B

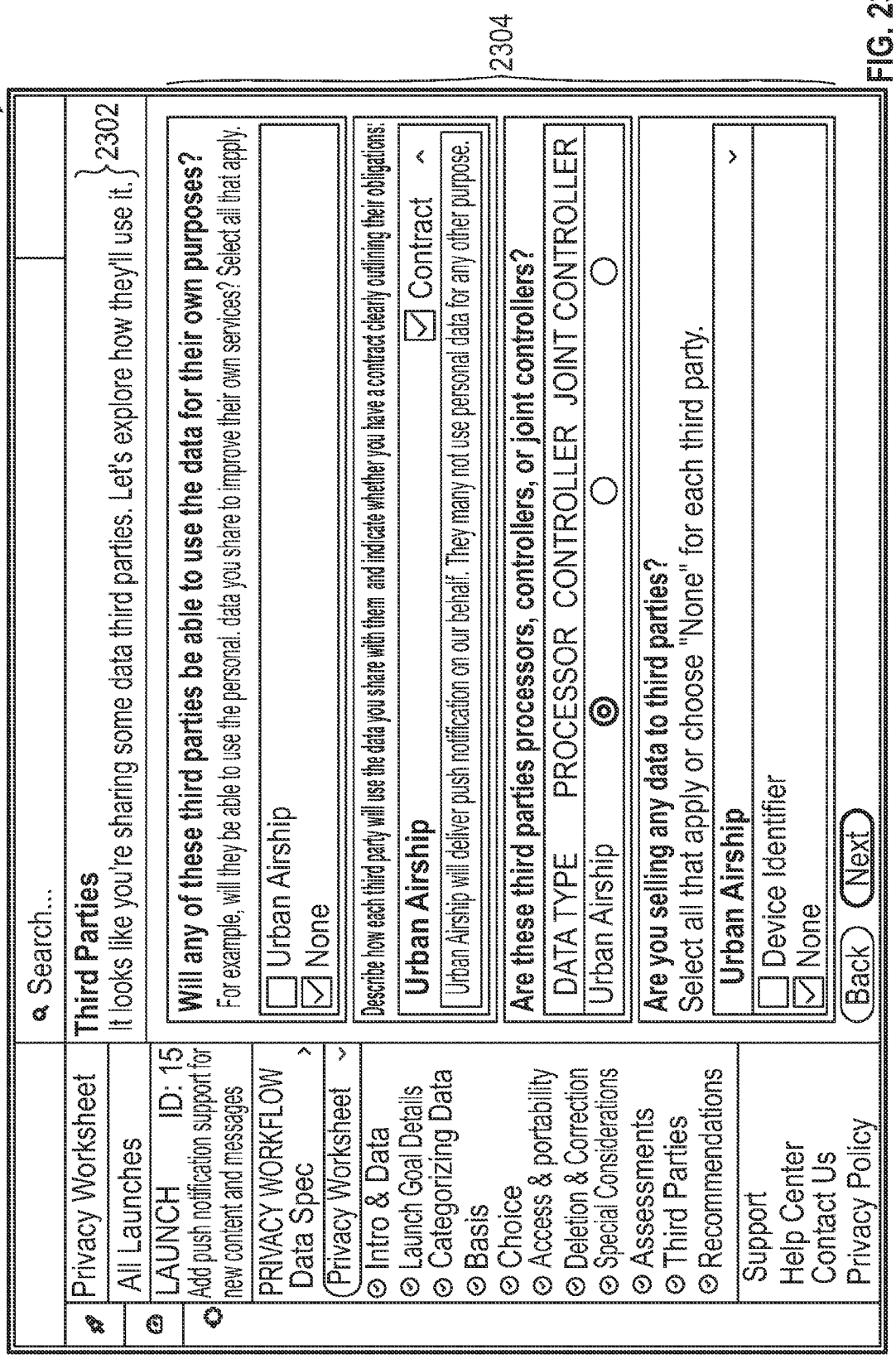

2300
Search...
Privacy Worksheet
All Launches
LAUNCH ID: 15
Add push notification support for new content and messages
PRIVACY WORKFLOW
Data Spec
Privacy Worksheet
Intro & Data
Launch Goal Details
Categorizing Data
Basis
Choice
Access & portability
Deletion & Correction
Special Considerations
Assessments
Third Parties
Recommendations
Support
Help Center
Contact Us
Privacy Policy
402
404
Third Parties
It looks like you're sharing some data third parties. Let's explore how they'll use it.
2302
Will any of these third parties be able to use the data for their own purposes?
For example, will they be able to use the personal data you share to improve their own services? Select all that apply.
Urban Airship
None
Describe how each third party will use the data you share with them and indicate whether you have a contract clearly outlining their obligations:
Urban Airship
Urban Airship will deliver push notification on our behalf. They many not use personal data for any other purpose.
Contract
Are these third parties processors, controllers, or joint controllers?
DATA TYPE PROCESSOR CONTROLLER JOINT CONTROLLER
Urban Airship
Are you selling any data to third parties?
Select all that apply or choose "None" for each third party.
Urban Airship
Device Identifier
None
Back
Next
2304

FIG. 23

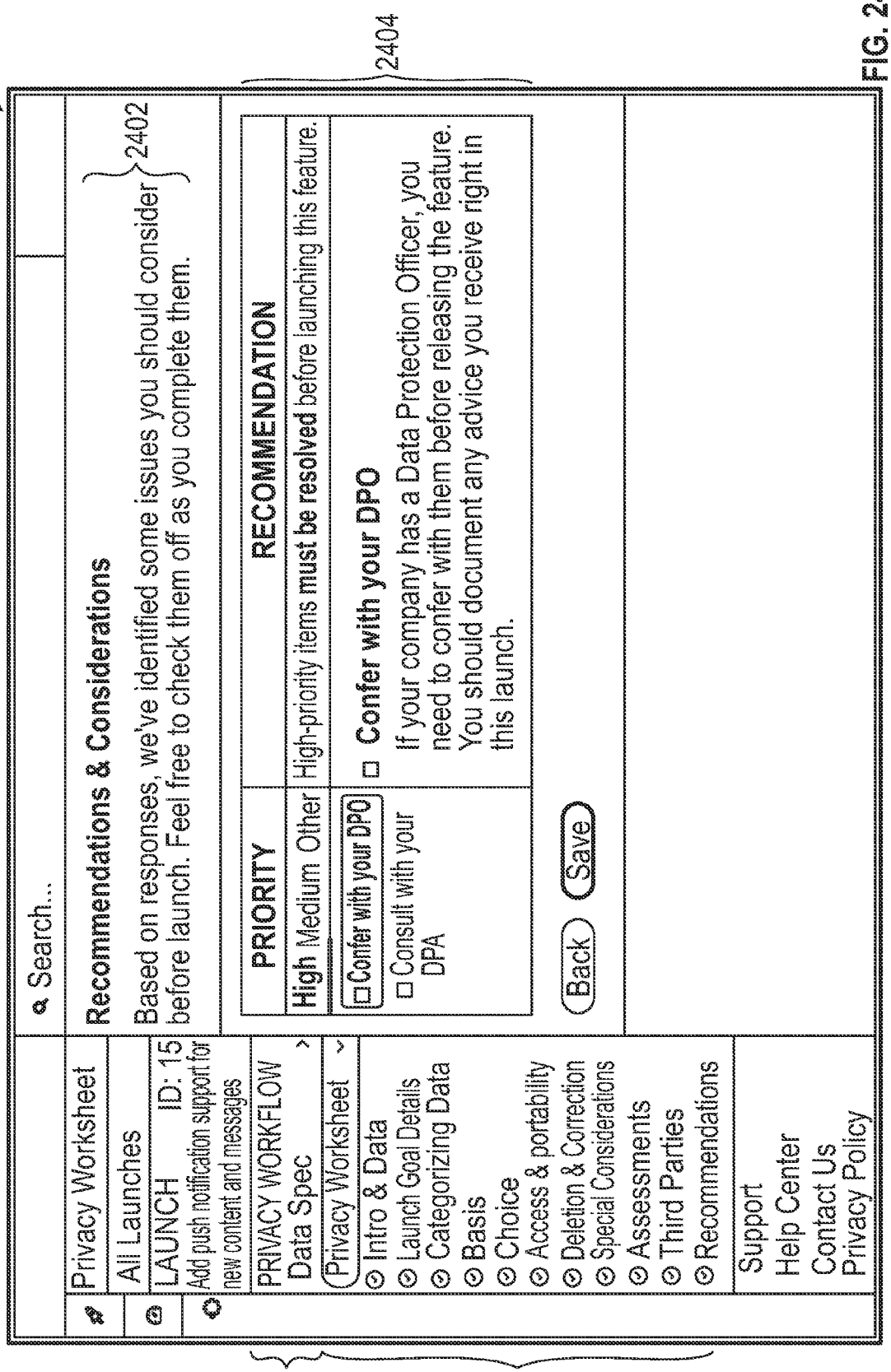
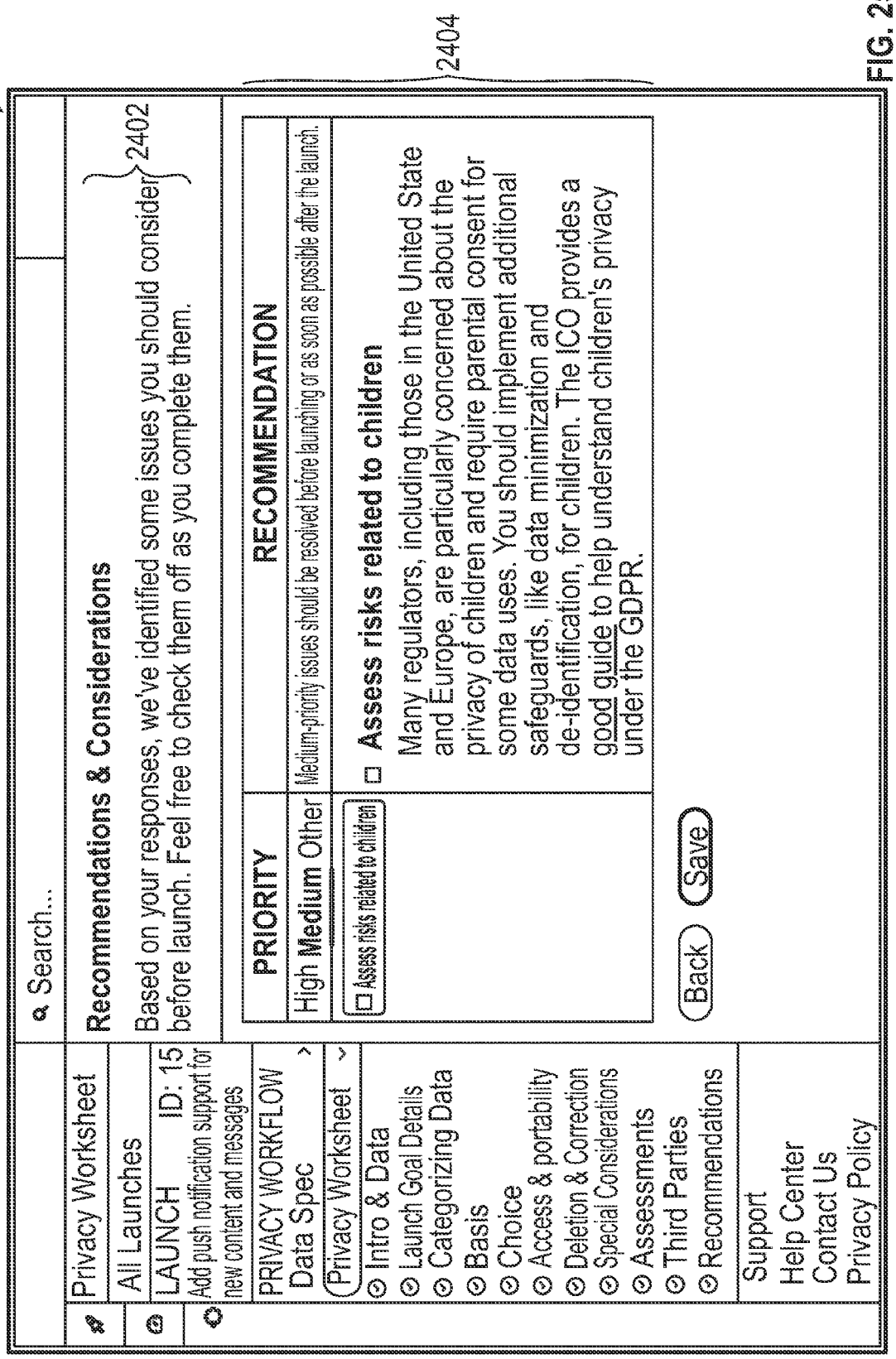

2400
Search...
Privacy Worksheet
All Launches
LAUNCH ID: 15
Add push notification support for new content and messages
PRIVACY WORKFLOW
Data Spec
Privacy Worksheet
Intro & Data
Launch Goal Details
Categorizing Data
Basis
Choice
Access & portability
Deletion & Correction
Special Considerations
Assessments
Third Parties
Recommendations
Support
Help Center
Contact Us
Privacy Policy
Recommendations & Considerations
Based on responses, we've identified some issues you should consider before launch. Feel free to check them off as you complete them.
2402
PRIORITY
High Medium Other
Confer with your DPO
Consult with your DPA
RECOMMENDATION
High-priority items must be resolved before launching this feature.
Confer with your DPO
If your company has a Data Protection Officer, you need to confer with them before releasing the feature. You should document any advice you receive right in this launch.
Back
Save
2404
402
404

FIG. 24


2500
Search...
Privacy Worksheet
All Launches
LAUNCH ID: 15
Add push notification support for new content and messages
PRIVACY WORKFLOW
Data Spec
Privacy Worksheet
Intro & Data
Launch Goal Details
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Basis
Choice
Access & portability
Deletion & Correction
Special Considerations
Assessments
Third Parties
Recommendations
Support
Help Center
Contact Us
Privacy Policy
Recommendations & Considerations
Based on your responses, we've identified some issues you should consider before launch. Feel free to check them off as you complete them.
2402
PRIORITY
RECOMMENDATION
High Medium Other
Medium-priority issues should be resolved before launching or as soon as possible after the launch.
Assess risks related to children
Assess risks related to children
Many regulators, including those in the United State and Europe, are particularly concerned about the privacy of children and require parental consent for some data uses. You should implement additional safeguards, like data minimization and de-identification, for children. The ICO provides a good guide to help understand children's privacy under the GDPR.
2404
Back
Save
402
404

FIG. 25

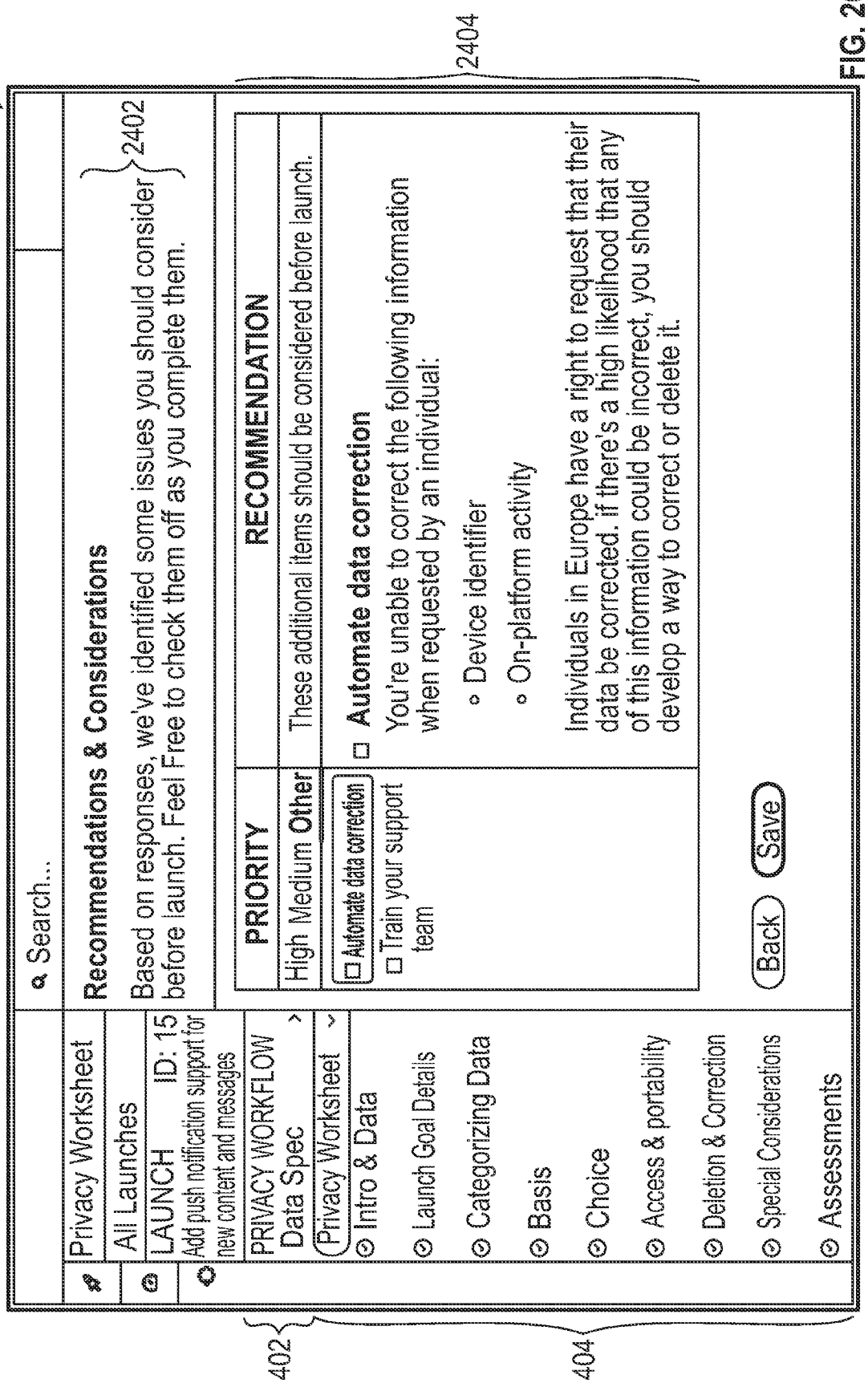
2600
Search...
Privacy Worksheet
All Launches
LAUNCH ID: 15
Add push notification support for new content and messages
PRIVACY WORKFLOW
Data Spec
Privacy Worksheet
Intro & Data
Launch Goal Details
Categorizing Data
Basis
Choice
Access & portability
Deletion & Correction
Special Considerations
Assessments
Recommendations & Considerations
Based on responses, we've identified some issues you should consider before launch. Feel Free to check them off as you complete them.
2402
PRIORITY
RECOMMENDATION
High Medium Other
These additional items should be considered before launch.
Automate data correction
Train your support team
Automate data correction
You're unable to correct the following information when requested by an individual:
Device identifier
On-platform activity
Individuals in Europe have a right to request that their data be corrected. if there's a high likelihood that any of this information could be incorrect, you should develop a way to correct or delete it.
2404
Back
Save
402
404

FIG. 26

2700
2702
Legitimate Interest Assessment
This Legitimate Interest Assessment was performed by <insert name of person that completed the Privacy Worksheet> on <insert date that the Privacy Worksheet was completed>. It contemplates using the following data to <data use>.
DATA TYPE
ENTITY
Advertising identifier
Business Customers
Facial Scan
Consumers
MAC address
Consumers
IP address
Employees
Purpose & benefits of processing
This processing is designed to build a larger customer base by providing compelling content that will make them return to our product organically.
<Organization name> could not achieve its business goals without this processing activity.
<Organization name> believes the importance of this processing is <insert LIAQ2 answer for your Organization>, if <Organization name> couldn't process data in this way, it would be impacted as follows:
My ability to provide services, generate profits, or protect users would be limited.
This processing activity will also provide:
HELPFUL benefits to Business Customers
CRITICAL benefits to The general public
Processing Risks
The following data processed and carries an elevated risk:
• Advertising identifier
• Facial scan
2704
Processing Risks Cont.
To address the above risks, <Organization name> has implemented the following safeguards:
• Encryption
• Anonymization
• Logical access controls
• Logging
Individuals will be able to opt out of this processing.
<Organization name> identifies the following unresolved ethical or legal concerns with this processing activity:
There has not been a true solution to avoid these risks yet. Needs revision.
Reasonable expectations
The data bring processed is collected as follows:
Facial scan is being used to target advertising audiences
Advertising identifier is being used to target advertising audiences
Prior to processing data, <Organization name>'s privacy policy notified individuals of this processing activity

FIG. 27A

2702
<Organization name> identified the following potential risks related to this data processing:
SEVERE
UNLIKELY
Your employees
They will potentially lose their identies to dangerous sources on the internet.
2704
Determination
<Privacy review> determined that <Organisation name> may rely on legitimate interest for this processing on <date privacy review was completed>

FIG. 27B

2800
2802
Data Protection Impact Assessment
This DPIA was performed to evaluate data processing activities that have the potential to result in a high risk to individuals.
Specifically, this DPIA considers using the following information to <data use>:
• Advertising identifier
• Facial scan
Additional information about this processing activity can be found at <insert launch URL>
Description of processing
This launch will process data from the following:
Business customers
Consumers
This processing is designed to build a larger customer base by providing compelling content that will make them return to our product organically
Retention
Data is retained as follows:
Target advertising on your own services
DATA TYPE
RETAIN
THEN
Advertising identifier
30 days
Deleted
Third-Party Access
AdLearn Open Platform will have access to:
2804
Individual consultation
<Organization name> consults individuals before processing their data as follows:
Donec facilisis tortor ut augue. Lacinia, at viverra est semper. Sed sapien metus, scelerisque nec pharetra id, tempor a tortor. Pellentesque non dignissim neque.
Necessity & proportionality of processing
Necessity
<Organization name> could achieve its business goals without this processing activity.
Lawfulness of processing
To <data use>, <Organization name> relies on the following lawful if one data type is associated with the data use (basis) else (basis)
DATA TYPE
BASIS
Advertising identifier
Consent
Individual rights
Transparency
Prior to processing data, <Organization name>'s privacy policy notified individuals that the following information would be used to <data use>:
• Advertising identifier

FIG. 28A

2802
DATA TYPE
PURCHASED
Advertising identifier
<Third party> is a <insert answer to TPQ4> and may (if ITPQ1 (not) use this personal data for its own purposes <third party>'s access to personal data is if ITPQ3 (not) subject to a contract.
<Third party> uses this data as follows:
Donec facilisis tortor ut augue Lacinia, at viverra est semper. Sed sapien metus, scelerisque nec pharetra id, tempor a tortor. Pellentesque non dignissim neque.
2804
Rectification & erasure
Individuals will be able to:
DATA TYPE
DELETE
CORRECT
Advertising identifiers
Prior consultation
<Organization name> was unable to mitigate all high risks associated with.
Unwanted modification of data
<Organization name> did not consult its supervisory authority about these unmitigated risks.

FIG. 28B

2900
2902
Risk assessment & mitigation
Benefits
This processing is designed to:
This processing is designed to build a larger customer base by providing compelling content that will make them return to our product organically
<Organization name> believes the importance of this processing is <insert LIAQ2/DPIAQ2 answer for your Organization>. If <Organization name> couldn't process data in this way, it would be impacted as follows.
Donec facilisis tortor ut augue Lacinia, at viverra est semper. Sed sapien metus, scelerisque nec pharetra id, tempor a tortor. Pellentesque non dignissim neque.
This processing activity will if "your organization" is selected in LIAQ1/DPIAQ(also) provide:
HELPFUL
benefits to Business customers
CRITICAL
benefits to The general public
Risks
This processing could result in risks to:
This processing is designed to build a larger customer base by providing compelling content that will make them return to our product organically
SIGNIFICANT
UNLIKELY
Your employees
They will potentially lose their identities to dangerous sources on the internet.
The general public
Other companies will be able to recreate their identities and sell products to their virtual selves.
2904
These safeguards will if DPIAQ9 is "No" (not) eliminate all high risks of <risk>.
Individual consultation
<Organization name> consulted individuals before processing their personal information by
Donec facilisis tortor ut augue Lacinia, at viverra est semper. Sed sapien metus, scelerisque nec pharetra id, tempor a tortor. Pellentesque non dignissim neque.
<Organization name> complies with the following industry codes of conduct and standards
Donec facilisis tortor ut augue Lacinia, at viverra est semper. Sed sapien metus, scelerisque nec pharetra id, tempor a tortor. Pellentesque non dignissim neque.

FIG. 29A

SIGNIFICANT
LIKELY
2902
The general public
Other companies will be able to recreate their identities and sell products to their virtual selves.
<Organization name> will attempt to mitigate this risk using the following safeguards:
Encryption
Anonymization
Logical access controls
Logging
Outcome
2904
<Privacy reviewer> approved this processing activity on <date privacy approval was completed>. If the Center with your DPO recommendation is checked (<Organization name>'s data protection officer was consulted before processing personal information in the manner described in this assessment

FIG.29B

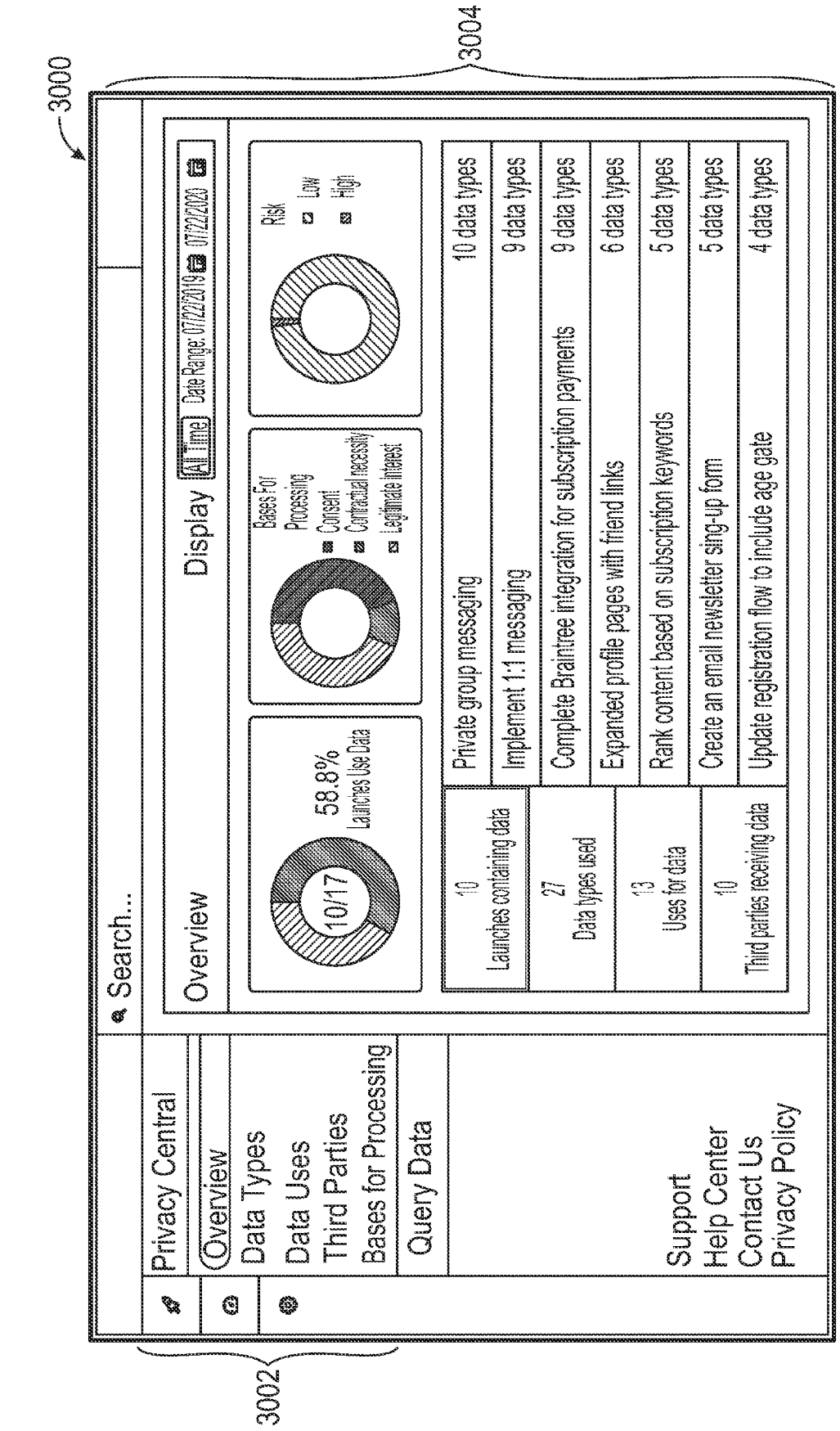
3000
3002
3004
Search...
Privacy Central
Overview
Data Types
Data Uses
Third Parties
Bases for Processing
Query Data
Support
Help Center
Contact Us
Privacy Policy
Overview
Display
All Time
Date Range: 07/22/2019 07/22/2020
10/17
58.8%
Launches Use Data
Bases For Processing
Consent
Contractual necessity
Legitimate interest
Risk
Low
High
10 Launches containing data
27 Data types used
13 Uses for data
10 Third parties receiving data
Private group messaging 10 data types
Implement 1:1 messaging 9 data types
Complete Braintree integration for subscription payments 9 data types
Expanded profile pages with friend links 6 data types
Rank content based on subscription keywords 5 data types
Create an email newsletter sing-up form 5 data types
Update registration flow to include age gate 4 data types

FIG. 30

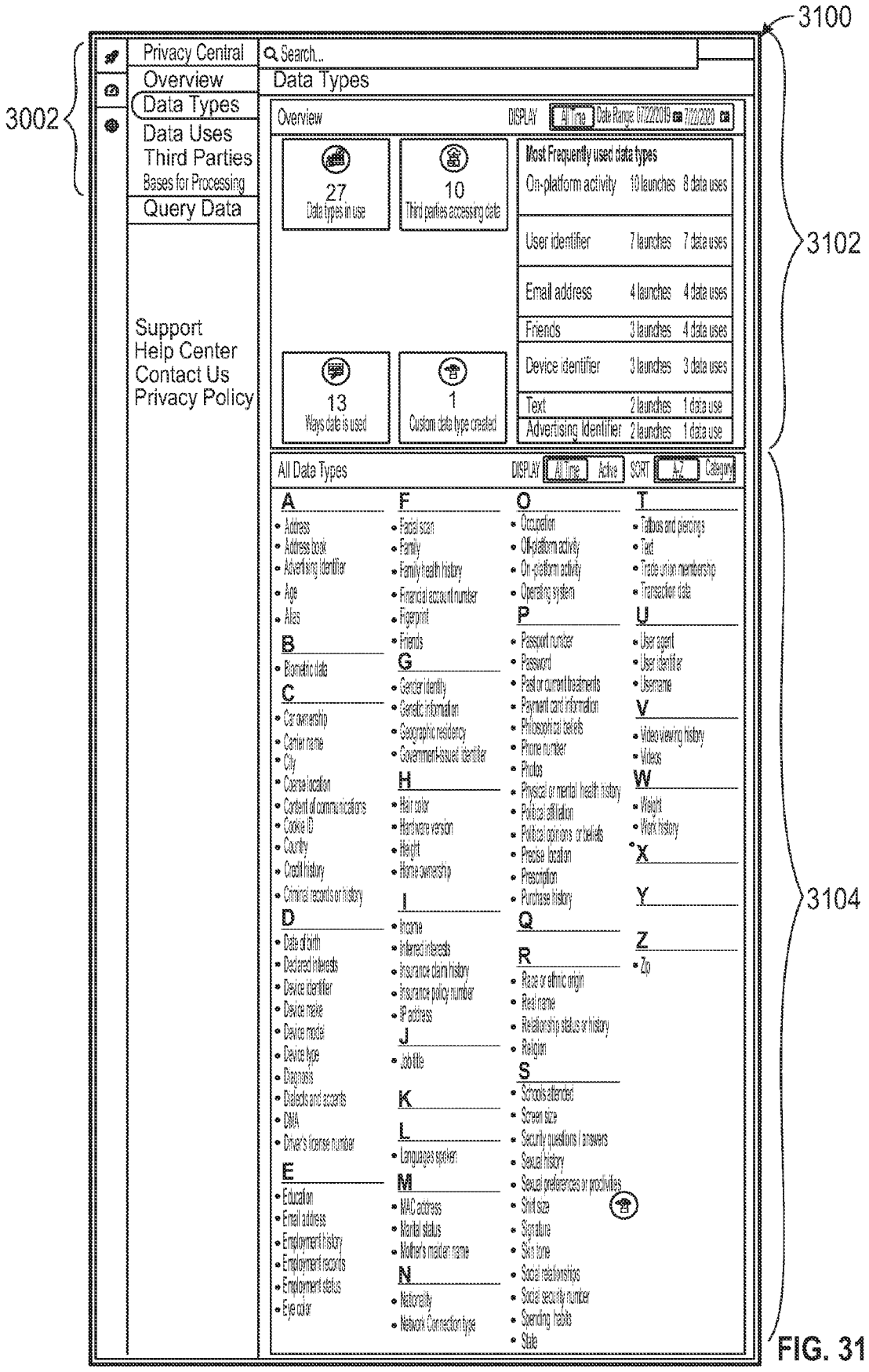
3100
3002
3102
3104
Privacy Central
Search...
Overview
Data Types
Data Uses
Third Parties
Bases for Processing
Query Data
Support
Help Center
Contact Us
Privacy Policy
Overview
DISPLAY
All Time
Date Range 6/22/2019 7/22/2020
27
Data types in use
10
Third parties accessing data
13
Ways data is used
1
Custom data type created
Most Frequently used data types
On-platform activity 10 launches 8 data uses
User identifier 7 launches 7 data uses
Email address 4 launches 4 data uses
Friends 3 launches 4 data uses
Device identifier 3 launches 3 data uses
Text 2 launches 1 data use
Advertising Identifier 2 launches 1 data use
All Data Types
DISPLAY
All Time
Active
SORT
A-Z
Category
A
Address
Address book
Advertising identifier
Age
Alias
B
Biometric data
C
Car ownership
Carrier name
City
Coarse location
Content of communications
Cookie ID
Country
Credit history
Criminal records or history
D
Date of birth
Declared interests
Device identifier
Device make
Device model
Device type
Diagnosis
Dialects and accents
DMA
Driver's license number
E
Education
Email address
Employment history
Employment records
Employment status
Eye color
F
Facial scan
Family
Family health history
Financial account number
Fingerprint
Friends
G
Gender identity
Genetic information
Geographic residency
Government-issued identifier
H
Hair color
Hardware version
Height
Home ownership
I
Income
Inferred interests
Insurance claim history
Insurance policy number
IP address
J
Job title
K
L
Languages spoken
M
MAC address
Marital status
Mother's maiden name
N
Nationality
Network Connection type
O
Occupation
Off-platform activity
On-platform activity
Operating system
P
Passport number
Password
Past or current treatments
Payment card information
Philosophical beliefs
Phone number
Photos
Physical or mental health history
Political affiliation
Political opinions or beliefs
Precise location
Prescription
Purchase history
Q
R
Race or ethnic origin
Real name
Relationship status or history
Religion
S
Schools attended
Screen size
Security questions / answers
Sexual history
Sexual preferences or proclivities
Shirt size
Signature
Skin tone
Social relationships
Social security number
Spending habits
State
T
Tattoos and piercings
Text
Trade union membership
Transaction data
U
User agent
User identifier
Username
V
Video viewing history
Videos
W
Weight
Work history
X
Y
Z
Zip

FIG. 31

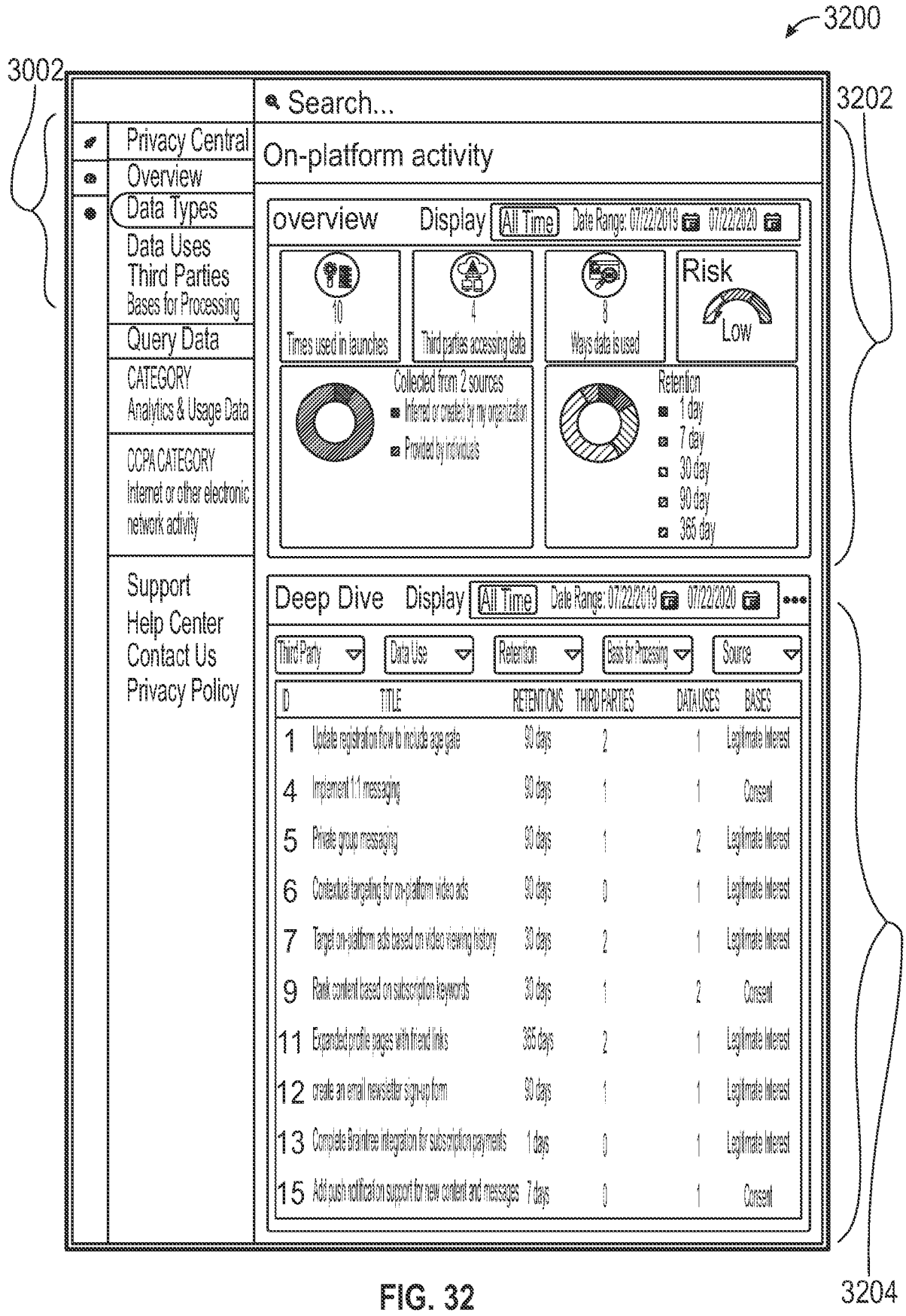
3200
3002
3202
3204
Search...
Privacy Central
Overview
Data Types
Data Uses
Third Parties
Bases for Processing
Query Data
CATEGORY
Analytics & Usage Data
CCPA CATEGORY
Internet or other electronic network activity
Support
Help Center
Contact Us
Privacy Policy
On-platform activity
overview
Display
All Time
Date Range: 07/22/2019 07/22/2020
10
Times used in launches
4
Third parties accessing data
8
Ways data is used
Risk
Low
Collected from: 2 sources
Inferred or created by my organization
Provided by individuals
Retention
1 day
7 day
30 day
90 day
365 day
Deep Dive
Display
All Time
Date Range: 07/22/2019 07/22/2020
Third Party
Data Use
Retention
Basis for Processing
Source
ID TITLE RETENTIONS THIRD PARTIES DATA USES BASES
1 Update registration flow to include age gate 90 days 2 1 Legitimate Interest
4 Implement 1:1 messaging 90 days 1 1 Consent
5 Private group messaging 90 days 1 2 Legitimate Interest
6 Contextual targeting for on-platform video ads 90 days 0 1 Legitimate Interest
7 Target on-platform ads based on video viewing history 30 days 2 1 Legitimate Interest
9 Rank content based on subscription keywords 30 days 1 2 Consent
11 Expanded profile pages with friend links 365 days 2 1 Legitimate Interest
12 create an email newsletter sign-up form 90 days 1 1 Legitimate Interest
13 Complete Braintree integration for subscription payments 1 days 0 1 Legitimate Interest
15 Add push notification support for new content and messages 7 days 0 1 Consent

FIG. 32

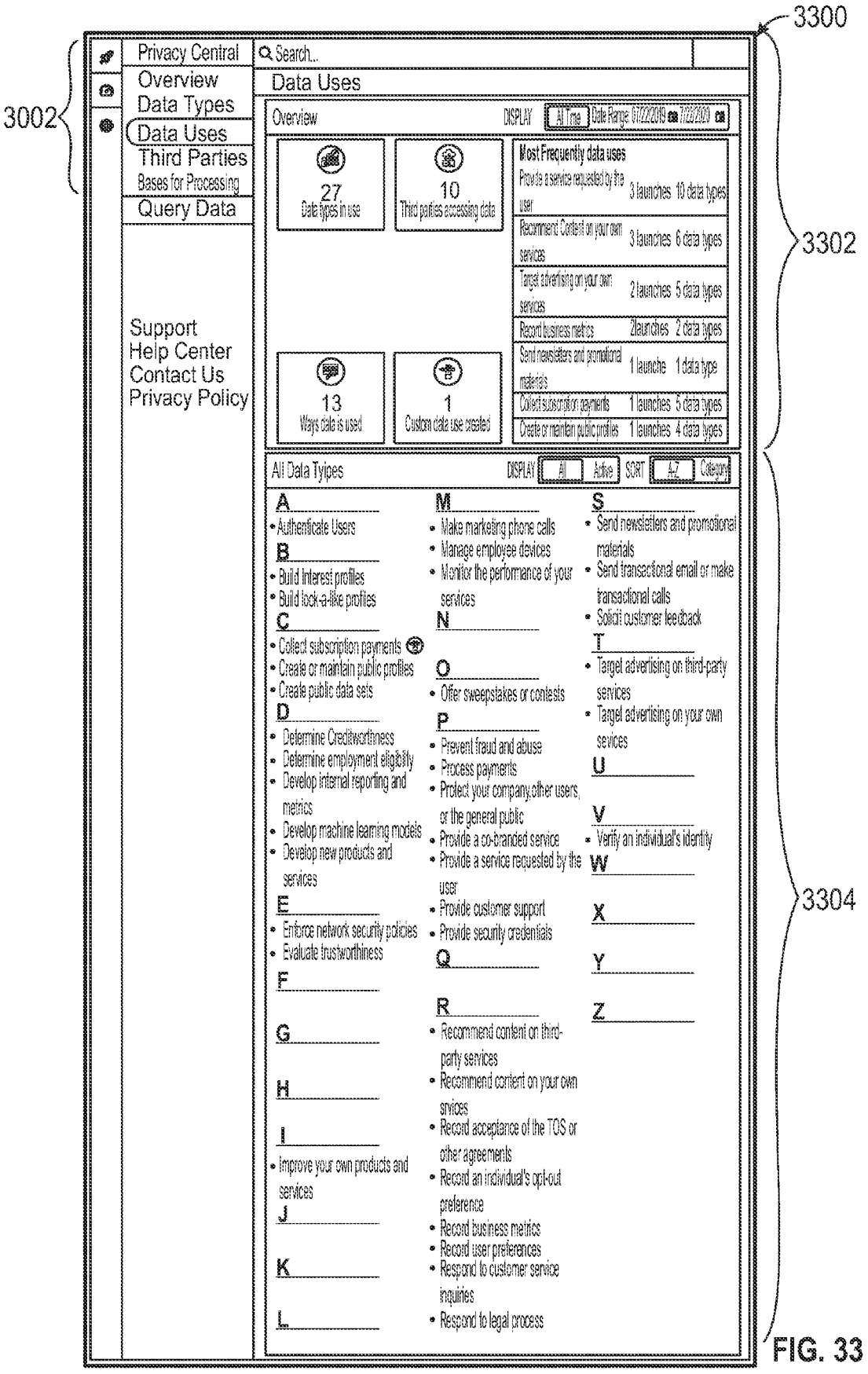
3300
3002
3302
3304
Privacy Central
Search...
Overview
Data Types
Data Uses
Third Parties
Bases for Processing
Query Data
Support
Help Center
Contact Us
Privacy Policy
Data Uses
Overview
DISPLAY
All Time
Date Range 1/1/2019 1/1/2020
27
Data types in use
10
Third parties accessing data
13
Ways data is used
1
Custom data use created
Most Frequently data uses
Provide a service requested by the user 3 launches 10 data types
Recommend Content on your own services 3 launches 6 data types
Target advertising on your own services 2 launches 5 data types
Record business metrics 2launches 2 data types
Send newsletters and promotional materials 1 launche 1 data type
Collect subscription payments 1 launches 5 data types
Create or maintain public profiles 1 launches 4 data types
All Data Tyipes
DISPLAY
All
Active
SORT
A-Z
Category
A
• Authenticate Users
B
• Build interest profiles
• Build look-a-like profiles
C
• Collect subscription payments
• Create or maintain public profiles
• Create public data sets
D
• Determine Creditworthiness
• Determine employment eligibility
• Develop internal reporting and metrics
• Develop machine learning models
• Develop new products and services
E
• Enforce network security policies
• Evaluate trustworthiness
F
G
H
I
• Improve your own products and services
J
K
L
M
• Make marketing phone calls
• Manage employee devices
• Monitor the performance of your services
N
O
• Offer sweepstakes or contests
P
• Prevent fraud and abuse
• Process payments
• Protect your company,other users, or the general public
• Provide a co-branded service
• Provide a service requested by the user
• Provide customer support
• Provide security credentials
Q
R
• Recommend content on third-party services
• Recommend content on your own srvices
• Record acceptance of the TOS or other agreements
• Record an individual's opt-out preference
• Record business metrics
• Record user preferences
• Respond to customer service inquiries
• Respond to legal process
S
• Send newsletters and promotional materials
• Send transactional email or make transactional calls
• Solicit customer feedback
T
• Target advertising on third-party services
• Target advertising on your own sevices
U
V
• Verify an individual's identity
W
X
Y
Z

FIG. 33

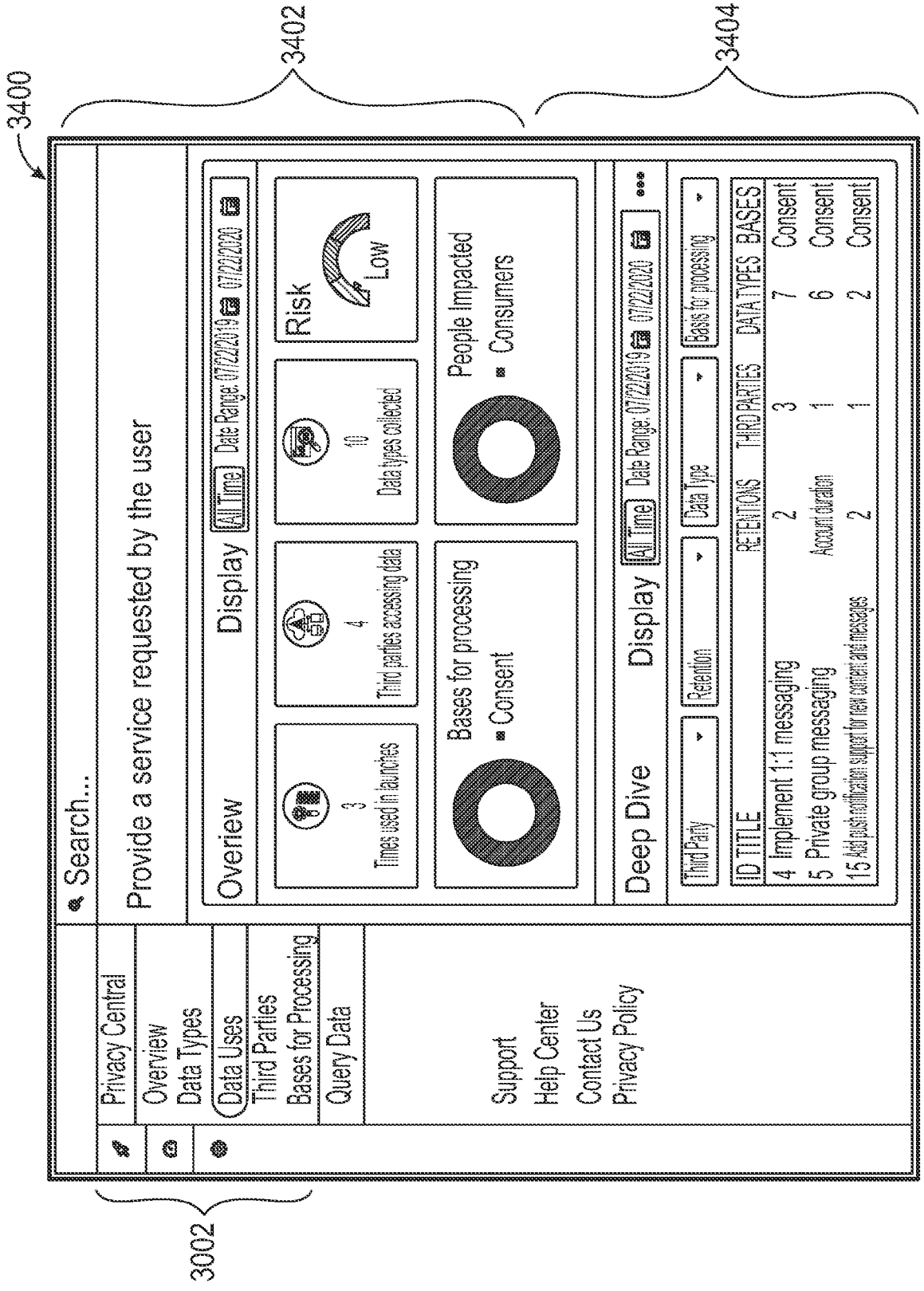
3400
3402
3404
3002
Search...
Privacy Central
Overview
Data Types
Data Uses
Third Parties
Bases for Processing
Query Data
Support
Help Center
Contact Us
Privacy Policy
Provide a service requested by the user
Overview
Display
All Time
Date Range: 07/22/2019 07/22/2020
3
Times used in launches
4
Third parties accessing data
10
Data types collected
Risk
Low
Bases for processing
Consent
People Impacted
Consumers
Deep Dive
Display
All Time
Date Range: 07/22/2019 07/22/2020
Third Party
Retention
Data Type
Basis for processing
ID TITLE RETENTIONS THIRD PARTIES DATA TYPES BASES
4 Implement 1:1 messaging 2 3 7 Consent
5 Private group messaging Account duration 1 6 Consent
15 Add push notification support for new content and messages 2 1 2 Consent

FIG. 34

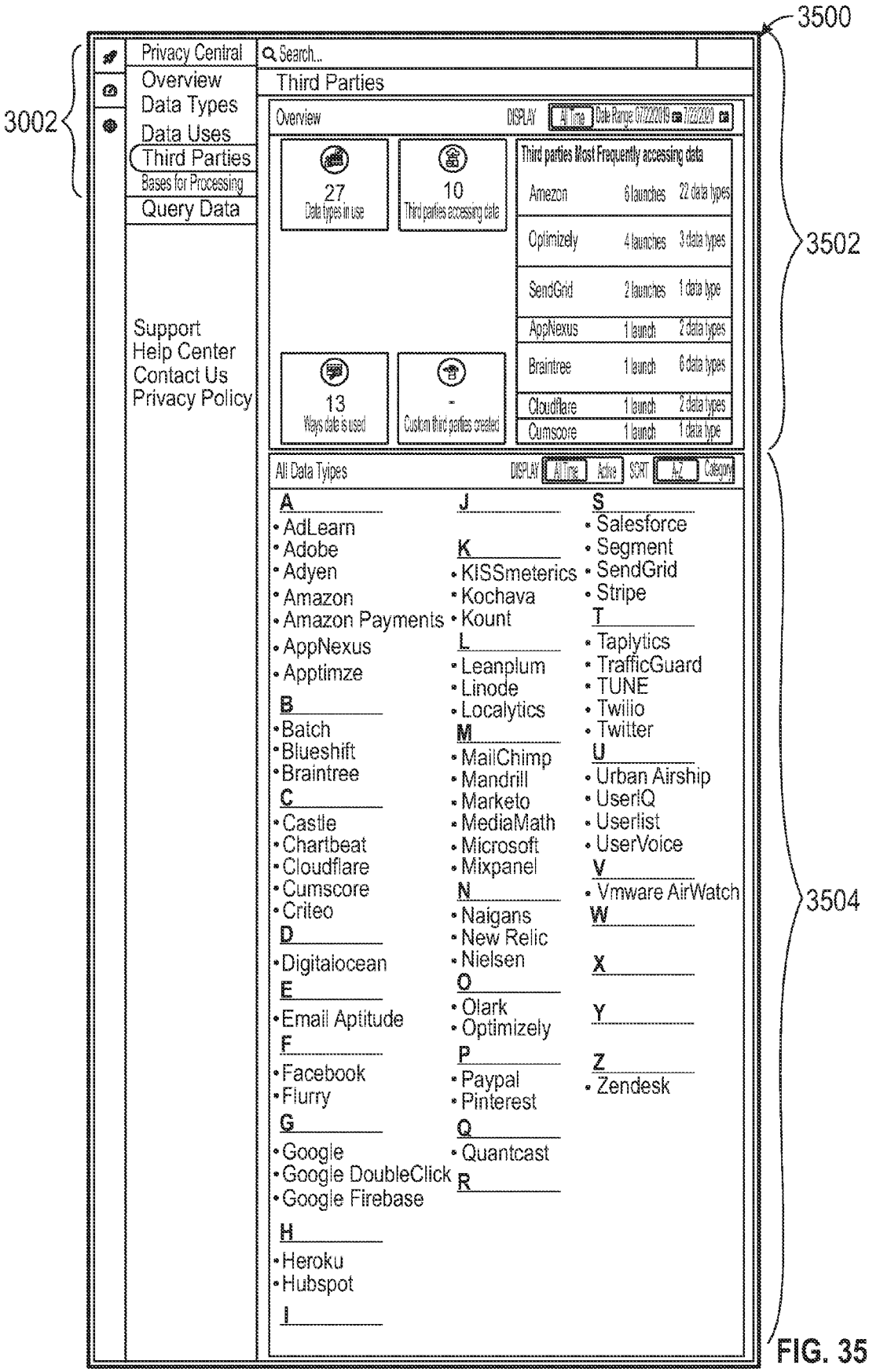
3500
3002
3502
3504
Privacy Central
Search...
Overview
Data Types
Data Uses
Third Parties
Bases for Processing
Query Data
Support
Help Center
Contact Us
Privacy Policy
Third Parties
Overview
DISPLAY
All Time
Date Range 07/22/2019 7/22/2020
27
Data types in use
10
Third parties accessing data
13
Ways data is used
-
Custom third parties created
Third parties Most Frequently accessing data
Amazon 6 launches 22 data types
Optimizely 4 launches 3 data types
SendGrid 2 launches 1 data type
AppNexus 1 launch 2 data types
Braintree 1 launch 6 data types
Cloudflare 1 launch 2 data types
Cumscore 1 launch 1 data type
All Data Types
DISPLAY
All Time
Active
SORT
A-Z
Category
A
• AdLearn
• Adobe
• Adyen
• Amazon
• Amazon Payments
• AppNexus
• Apptimze
B
• Batch
• Blueshift
• Braintree
C
• Castle
• Chartbeat
• Cloudflare
• Cumscore
• Criteo
D
• Digitalocean
E
• Email Aptitude
F
• Facebook
• Flurry
G
• Google
• Google DoubleClick
• Google Firebase
H
• Heroku
• Hubspot
I
J
K
• KISSmeterics
• Kochava
• Kount
L
• Leanplum
• Linode
• Localytics
M
• MailChimp
• Mandrill
• Marketo
• MediaMath
• Microsoft
• Mixpanel
N
• Naigans
• New Relic
• Nielsen
O
• Olark
• Optimizely
P
• Paypal
• Pinterest
Q
• Quantcast
R
S
• Salesforce
• Segment
• SendGrid
• Stripe
T
• Taplytics
• TrafficGuard
• TUNE
• Twilio
• Twitter
U
• Urban Airship
• UserIQ
• Userlist
• UserVoice
V
• Vmware AirWatch
W
X
Y
Z
• Zendesk

FIG. 35

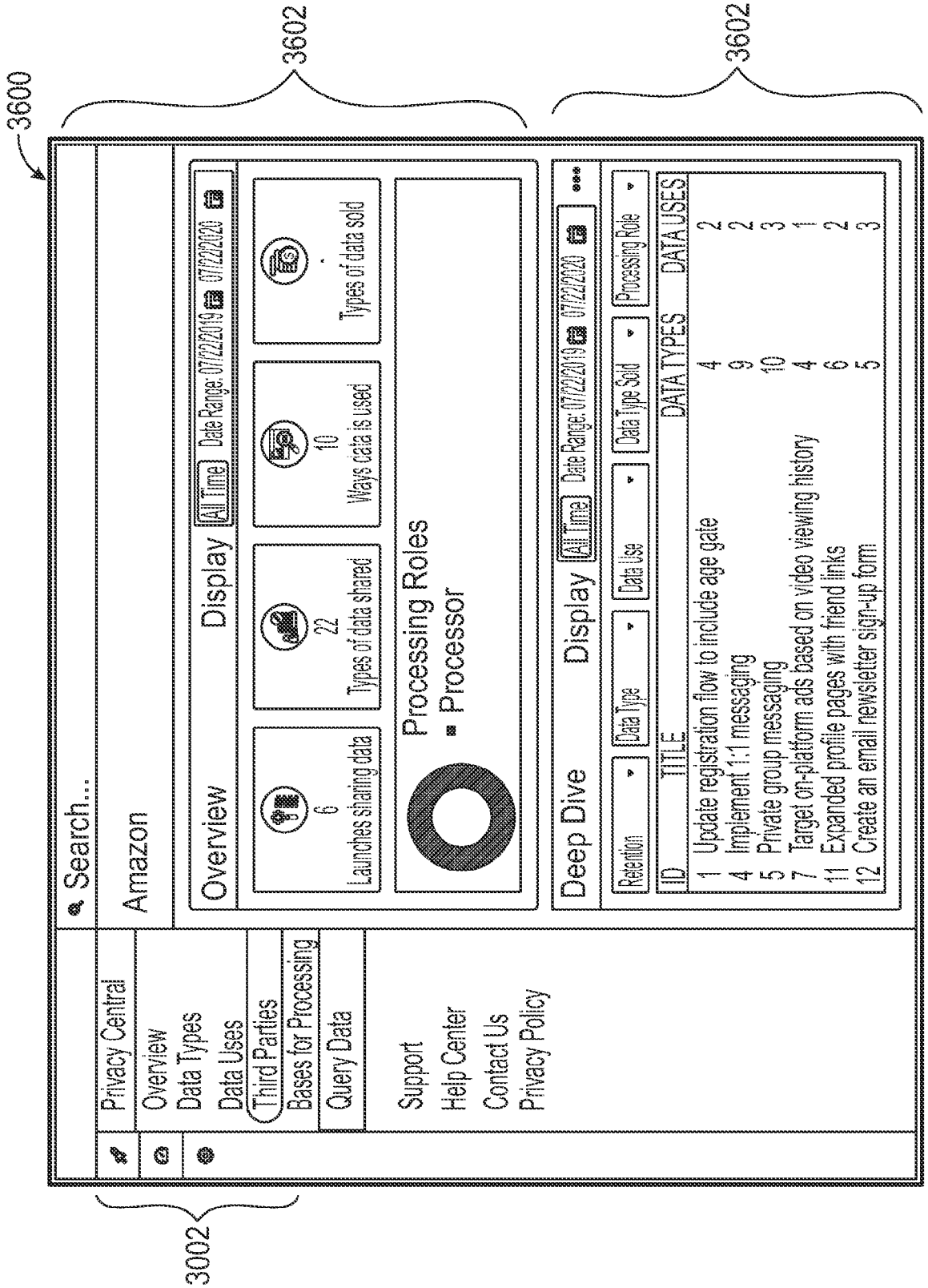
3600
3602
3602
3002
Search...
Privacy Central
Overview
Data Types
Data Uses
Third Parties
Bases for Processing
Query Data
Support
Help Center
Contact Us
Privacy Policy
Amazon
Overview
Display
All Time
Date Range: 07/22/2019 07/22/2020
6
Launches sharing data
22
Types of data shared
10
Ways data is used
Types of data sold
Processing Roles
Processor
Deep Dive
Display
All Time
Date Range: 07/22/2019 07/22/2020
Retention
Data Type
Data Use
Data Type Sold
Processing Role
ID
TITLE
DATA TYPES
DATA USES
1 Update registration flow to include age gate 4 2
4 Implement 1:1 messaging 9 2
5 Private group messaging 10 3
7 Target on-platform ads based on video viewing history 4 1
11 Expanded profile pages with friend links 6 2
12 Create an email newsletter sign-up form 5 3

FIG. 36

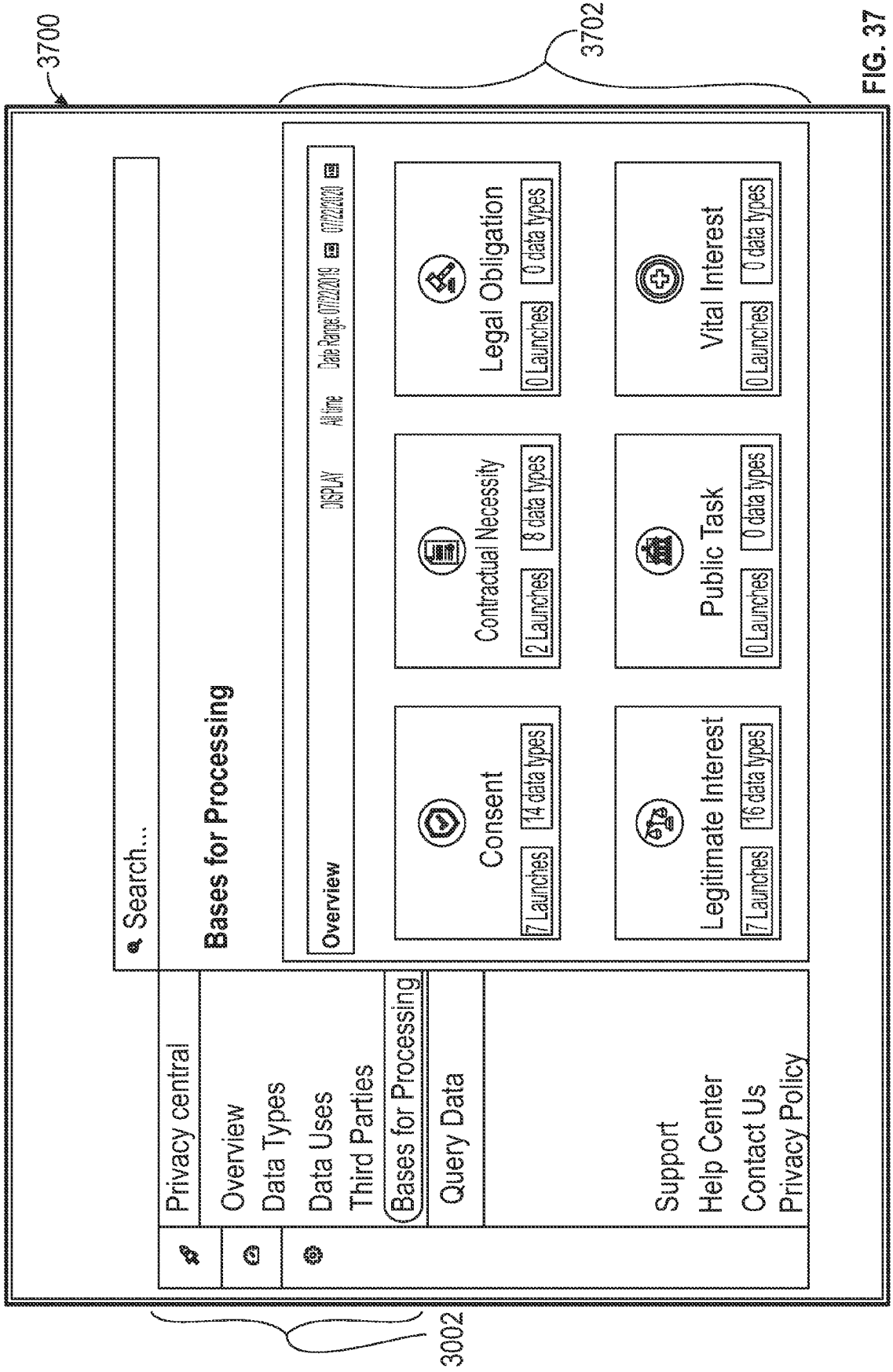
3700
3702
3002
Search...
Privacy central
Overview
Data Types
Data Uses
Third Parties
Bases for Processing
Query Data
Support
Help Center
Contact Us
Privacy Policy
Bases for Processing
Overview
DISPLAY
All time
Data Range: 07/22/2019 07/22/2021
Consent
7 Launches
14 data types
Contractual Necessity
2 Launches
8 data types
Legal Obligation
0 Launches
0 data types
Legitimate Interest
7 Launches
16 data types
Public Task
0 Launches
0 data types
Vital Interest
0 Launches
0 data types

FIG. 37

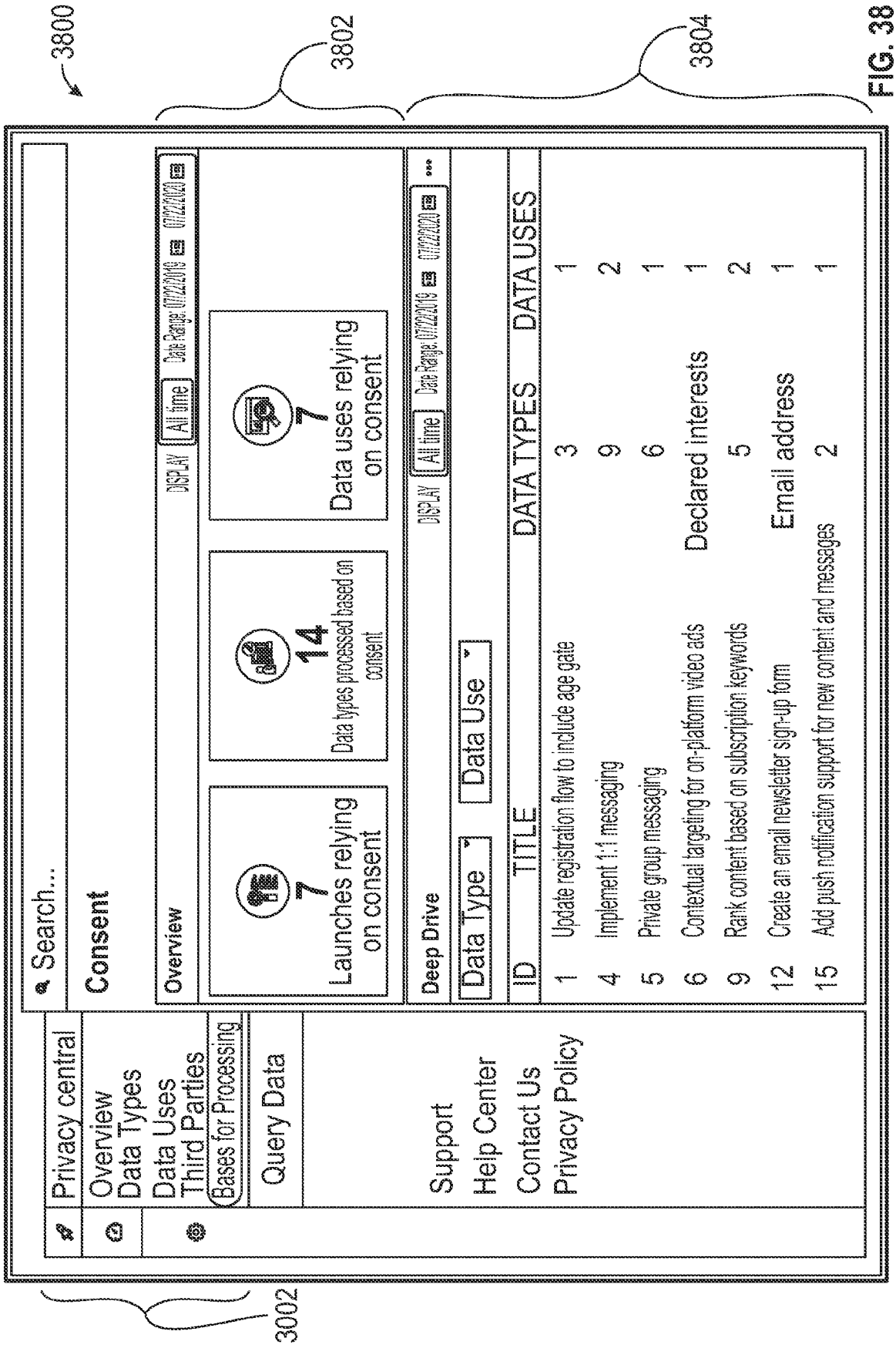
3800
3002
Privacy central
Overview
Data Types
Data Uses
Third Parties
Bases for Processing
Query Data
Support
Help Center
Contact Us
Privacy Policy
Search...
Consent
Overview
DISPLAY
All time
Date Range 07/22/2019 07/22/2020
7
Launches relying on consent
14
Data types processed based on consent
7
Data uses relying on consent
3802
Deep Drive
DISPLAY
All time
Date Range 07/22/2019 07/22/2020
Data Type
Data Use
ID
TITLE
DATA TYPES
DATA USES
1 Update registration flow to include age gate 3 1
4 Implement 1:1 messaging 9 2
5 Private group messaging 6 1
6 Contextual targeting for on-platform video ads Declared interests 1
9 Rank content based on subscription keywords 5 2
12 Create an email newsletter sign-up form Email address 1
15 Add push notification support for new content and messages 2 1
3804

FIG. 38

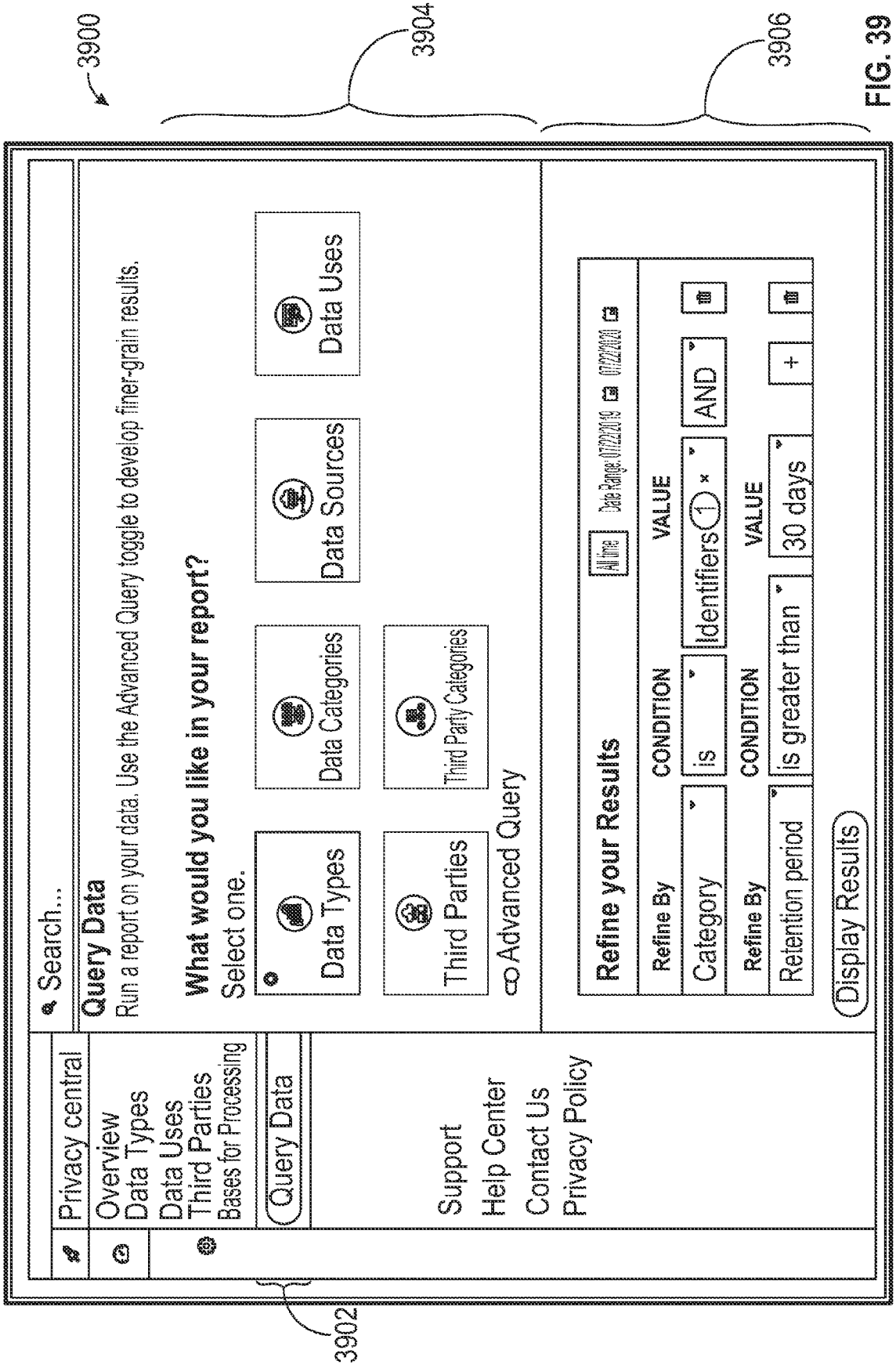
3900
3904
3906
3902
Search...
Privacy central
Overview
Data Types
Data Uses
Third Parties
Bases for Processing
Query Data
Support
Help Center
Contact Us
Privacy Policy
Query Data
Run a report on your data. Use the Advanced Query toggle to develop finer-grain results.
What would you like in your report?
Select one.
Data Types
Data Categories
Data Sources
Data Uses
Third Parties
Third Party Categories
Advanced Query
Refine your Results
All time
Date Range: 07/22/2019 07/22/2020
Refine By
CONDITION
VALUE
Category
is
Identifiers
AND
Refine By
CONDITION
VALUE
Retention period
is greater than
30 days
+
Display Results

FIG. 39

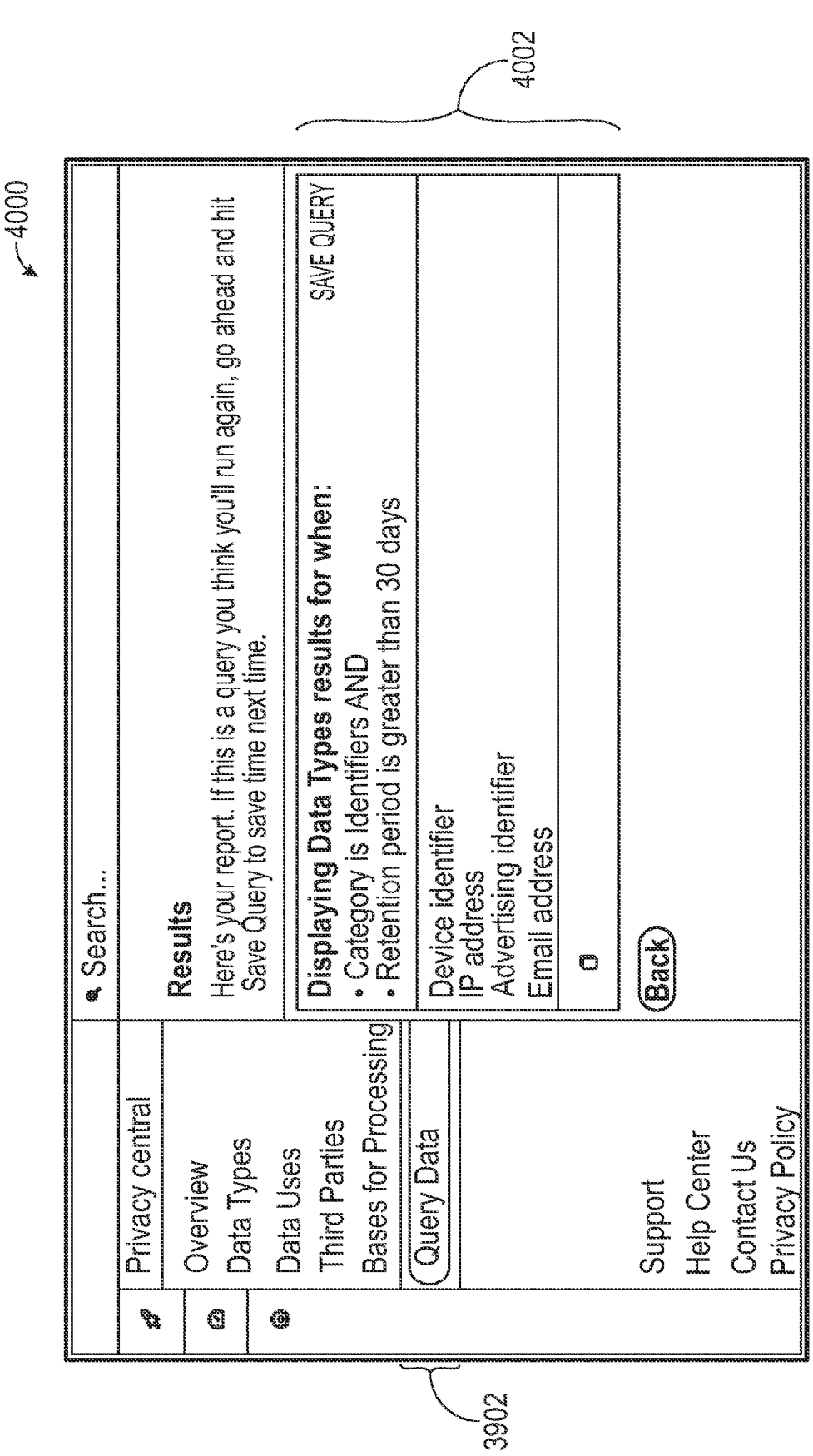
4000
Search...
Privacy central
Overview
Data Types
Data Uses
Third Parties
Bases for Processing
Query Data
Support
Help Center
Contact Us
Privacy Policy
Results
Here's your report. If this is a query you think you'll run again, go ahead and hit Save Query to save time next time.
Displaying Data Types results for when:
SAVE QUERY
• Category is Identifiers AND
• Retention period is greater than 30 days
Device identifier
IP address
Advertising identifier
Email address
Back
3902
4002

FIG. 40

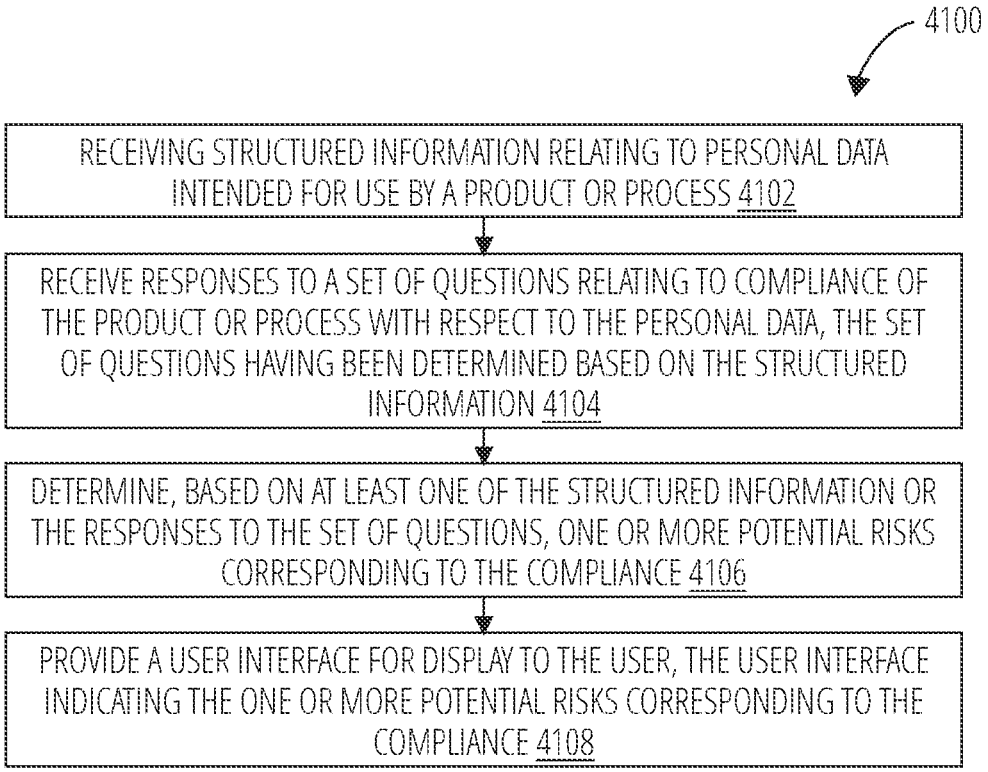
4100
RECEIVING STRUCTURED INFORMATION RELATING TO PERSONAL DATA INTENDED FOR USE BY A PRODUCT OR PROCESS 4102
RECEIVE RESPONSES TO A SET OF QUESTIONS RELATING TO COMPLIANCE OF THE PRODUCT OR PROCESS WITH RESPECT TO THE PERSONAL DATA, THE SET OF QUESTIONS HAVING BEEN DETERMINED BASED ON THE STRUCTURED INFORMATION 4104
DETERMINE, BASED ON AT LEAST ONE OF THE STRUCTURED INFORMATION OR THE RESPONSES TO THE SET OF QUESTIONS, ONE OR MORE POTENTIAL RISKS CORRESPONDING TO THE COMPLIANCE 4106
PROVIDE A USER INTERFACE FOR DISPLAY TO THE USER, THE USER INTERFACE INDICATING THE ONE OR MORE POTENTIAL RISKS CORRESPONDING TO THE COMPLIANCE 4108

FIG. 41

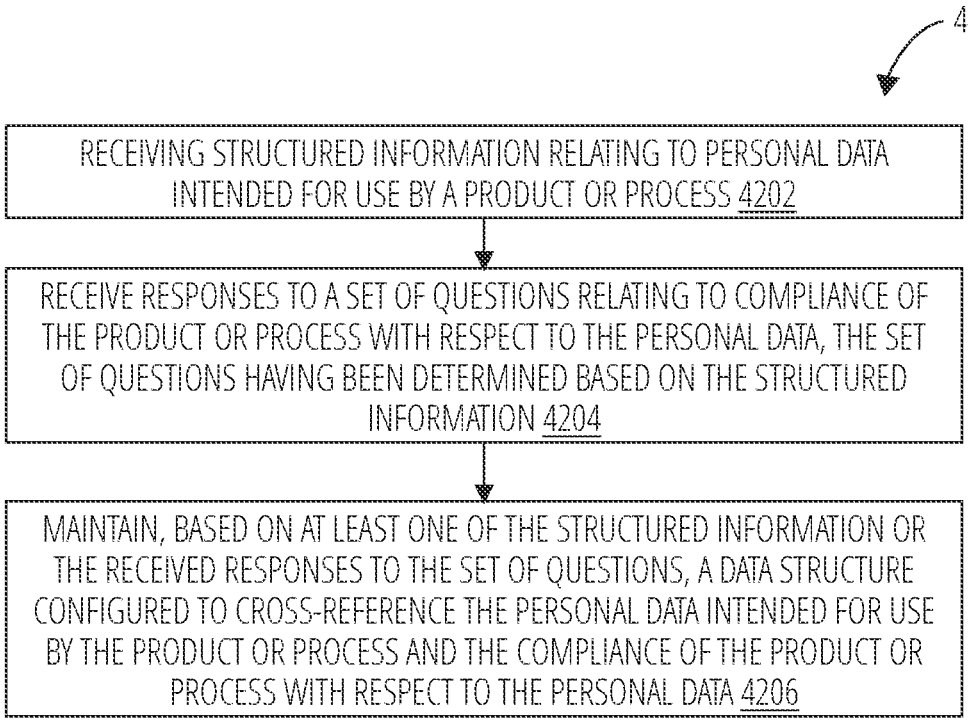
4200
RECEIVING STRUCTURED INFORMATION RELATING TO PERSONAL DATA INTENDED FOR USE BY A PRODUCT OR PROCESS 4202
RECEIVE RESPONSES TO A SET OF QUESTIONS RELATING TO COMPLIANCE OF THE PRODUCT OR PROCESS WITH RESPECT TO THE PERSONAL DATA, THE SET OF QUESTIONS HAVING BEEN DETERMINED BASED ON THE STRUCTURED INFORMATION 4204
MAINTAIN, BASED ON AT LEAST ONE OF THE STRUCTURED INFORMATION OR THE RECEIVED RESPONSES TO THE SET OF QUESTIONS, A DATA STRUCTURE CONFIGURED TO CROSS-REFERENCE THE PERSONAL DATA INTENDED FOR USE BY THE PRODUCT OR PROCESS AND THE COMPLIANCE OF THE PRODUCT OR PROCESS WITH RESPECT TO THE PERSONAL DATA 4206

FIG. 42

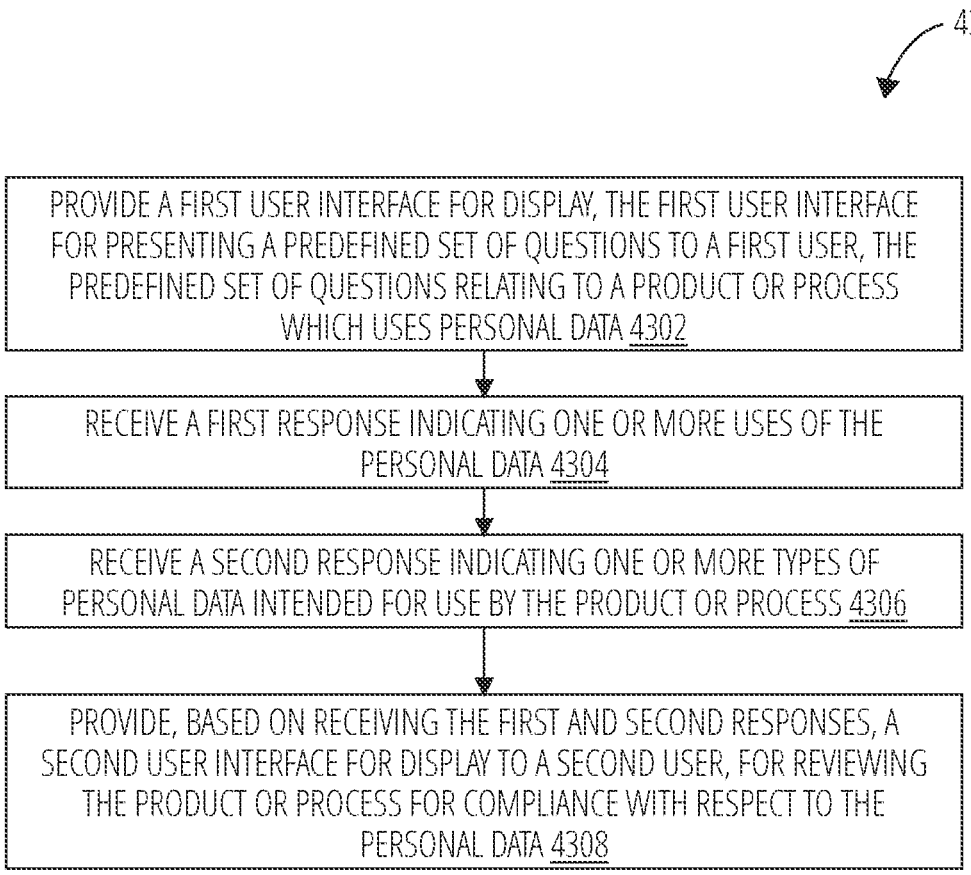
4300
PROVIDE A FIRST USER INTERFACE FOR DISPLAY, THE FIRST USER INTERFACE FOR PRESENTING A PREDEFINED SET OF QUESTIONS TO A FIRST USER, THE PREDEFINED SET OF QUESTIONS RELATING TO A PRODUCT OR PROCESS WHICH USES PERSONAL DATA 4302
RECEIVE A FIRST RESPONSE INDICATING ONE OR MORE USES OF THE PERSONAL DATA 4304
RECEIVE A SECOND RESPONSE INDICATING ONE OR MORE TYPES OF PERSONAL DATA INTENDED FOR USE BY THE PRODUCT OR PROCESS 4306
PROVIDE, BASED ON RECEIVING THE FIRST AND SECOND RESPONSES, A SECOND USER INTERFACE FOR DISPLAY TO A SECOND USER, FOR REVIEWING THE PRODUCT OR PROCESS FOR COMPLIANCE WITH RESPECT TO THE PERSONAL DATA 4308

FIG. 43

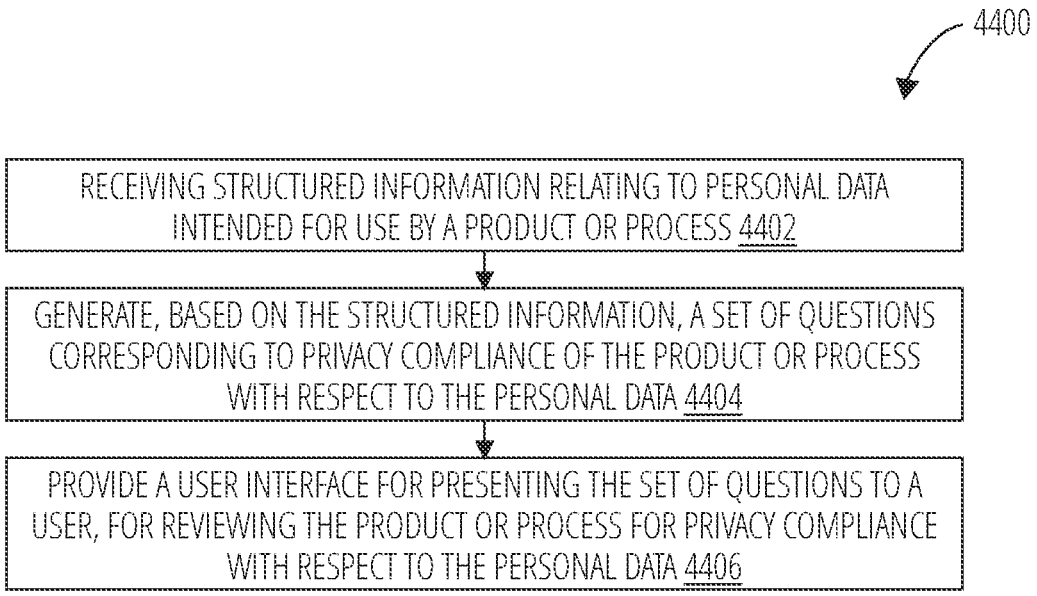
4400
RECEIVING STRUCTURED INFORMATION RELATING TO PERSONAL DATA INTENDED FOR USE BY A PRODUCT OR PROCESS 4402
GENERATE, BASED ON THE STRUCTURED INFORMATION, A SET OF QUESTIONS CORRESPONDING TO PRIVACY COMPLIANCE OF THE PRODUCT OR PROCESS WITH RESPECT TO THE PERSONAL DATA 4404
PROVIDE A USER INTERFACE FOR PRESENTING THE SET OF QUESTIONS TO A USER, FOR REVIEWING THE PRODUCT OR PROCESS FOR PRIVACY COMPLIANCE WITH RESPECT TO THE PERSONAL DATA 4406

FIG. 44

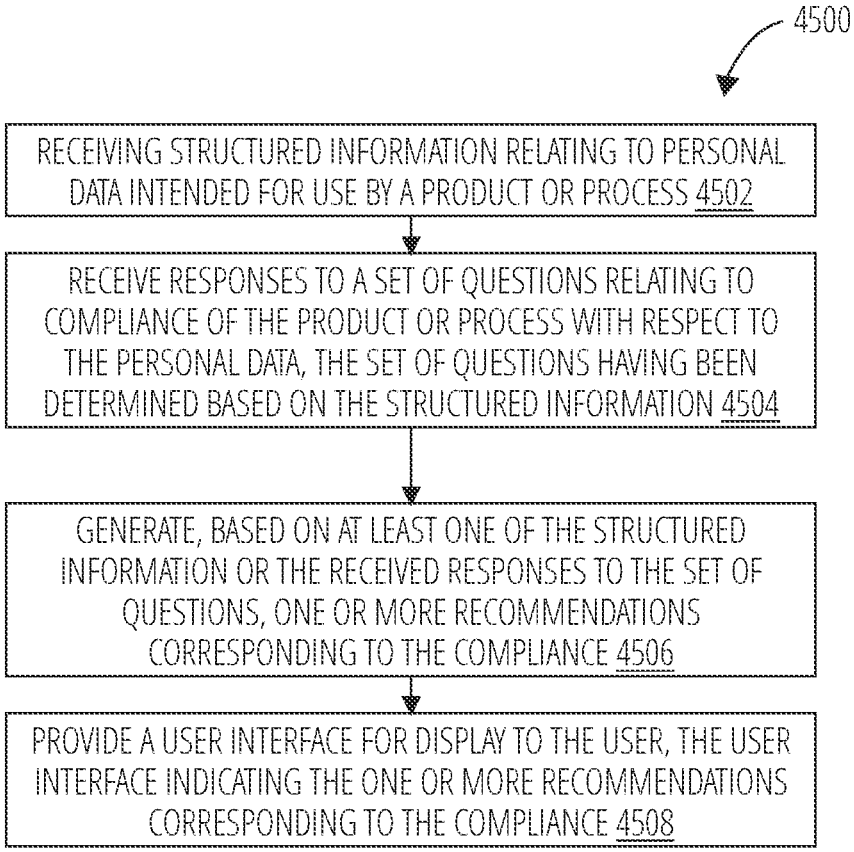
4500
RECEIVING STRUCTURED INFORMATION RELATING TO PERSONAL DATA INTENDED FOR USE BY A PRODUCT OR PROCESS 4502
RECEIVE RESPONSES TO A SET OF QUESTIONS RELATING TO COMPLIANCE OF THE PRODUCT OR PROCESS WITH RESPECT TO THE PERSONAL DATA, THE SET OF QUESTIONS HAVING BEEN DETERMINED BASED ON THE STRUCTURED INFORMATION 4504
GENERATE, BASED ON AT LEAST ONE OF THE STRUCTURED INFORMATION OR THE RECEIVED RESPONSES TO THE SET OF QUESTIONS, ONE OR MORE RECOMMENDATIONS CORRESPONDING TO THE COMPLIANCE 4506
PROVIDE A USER INTERFACE FOR DISPLAY TO THE USER, THE USER INTERFACE INDICATING THE ONE OR MORE RECOMMENDATIONS CORRESPONDING TO THE COMPLIANCE 4508

FIG. 45

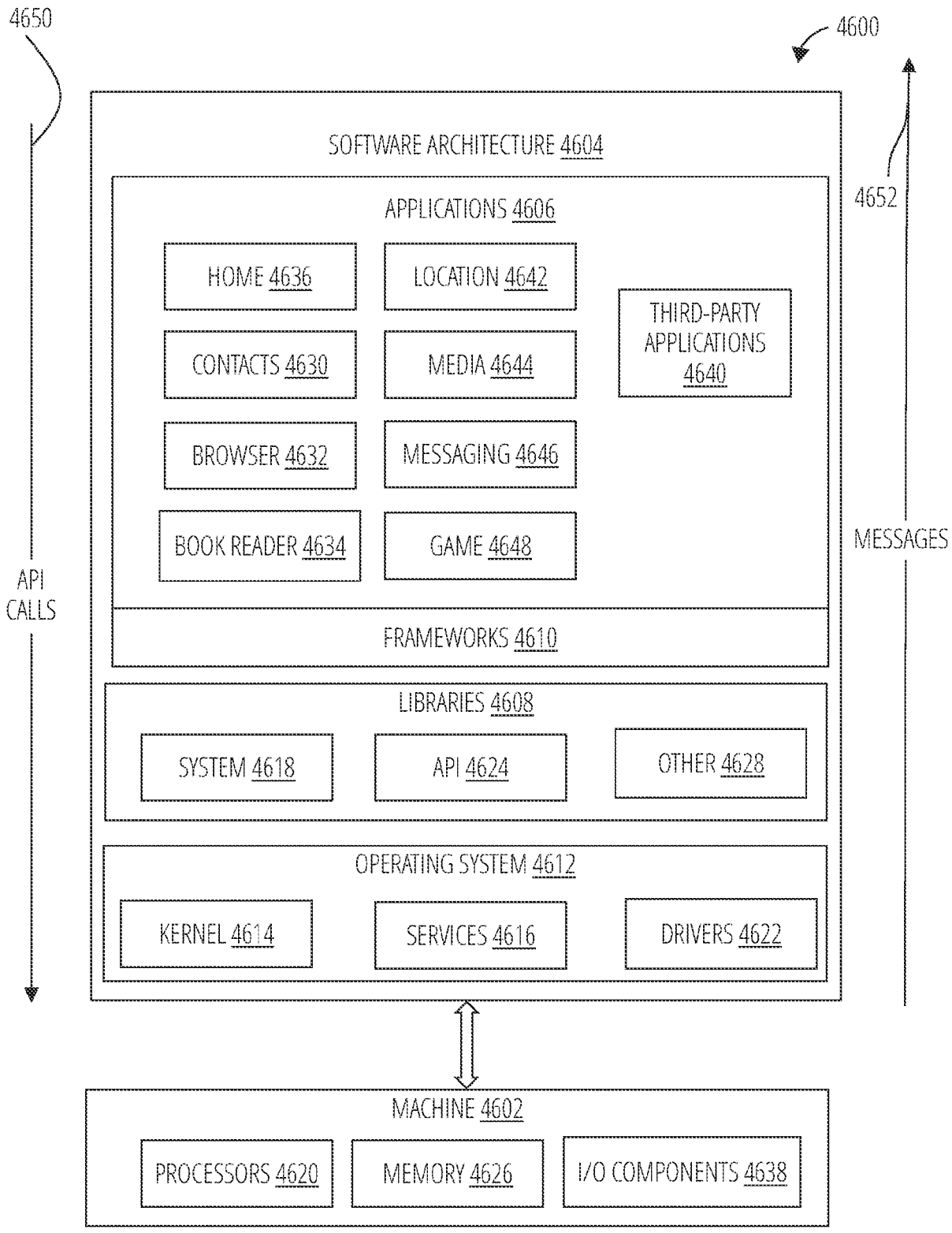
4650
4600
SOFTWARE ARCHITECTURE 4604
APPLICATIONS 4606
HOME 4636
LOCATION 4642
CONTACTS 4630
MEDIA 4644
BROWSER 4632
MESSAGING 4646
BOOK READER 4634
GAME 4648
THIRD-PARTY APPLICATIONS 4640
FRAMEWORKS 4610
LIBRARIES 4608
SYSTEM 4618
API 4624
OTHER 4628
OPERATING SYSTEM 4612
KERNEL 4614
SERVICES 4616
DRIVERS 4622
MACHINE 4602
PROCESSORS 4620
MEMORY 4626
I/O COMPONENTS 4638
API CALLS
4652
MESSAGES

FIG. 46

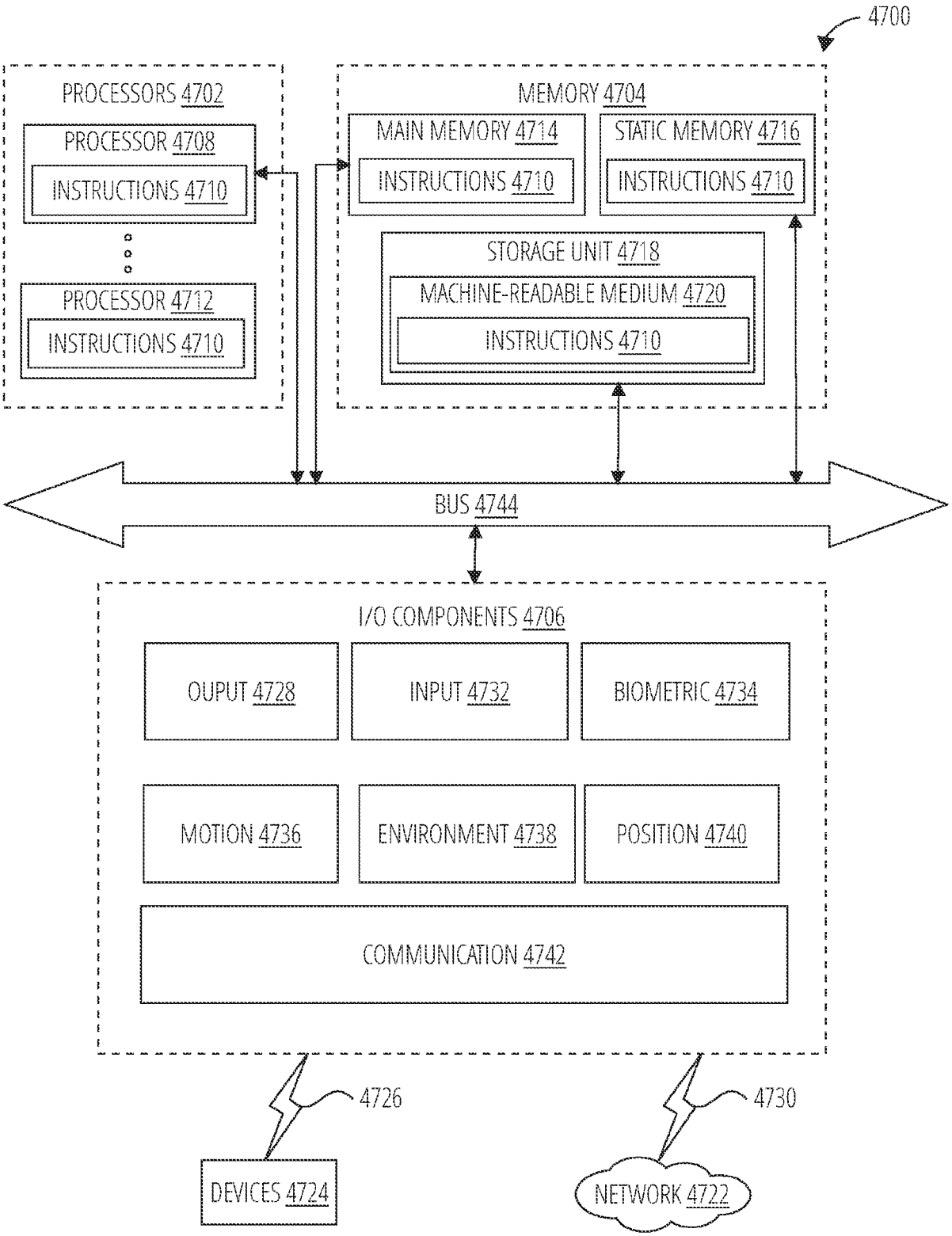
4700
PROCESSORS 4702
PROCESSOR 4708
INSTRUCTIONS 4710
PROCESSOR 4712
INSTRUCTIONS 4710
MEMORY 4704
MAIN MEMORY 4714
INSTRUCTIONS 4710
STATIC MEMORY 4716
INSTRUCTIONS 4710
STORAGE UNIT 4718
MACHINE-READABLE MEDIUM 4720
INSTRUCTIONS 4710
BUS 4744
I/O COMPONENTS 4706
OUPUT 4728
INPUT 4732
BIOMETRIC 4734
MOTION 4736
ENVIRONMENT 4738
POSITION 4740
COMMUNICATION 4742
4726
4730
DEVICES 4724
NETWORK 4722

FIG. 47

COMPLIANCE WITH USE OF PERSONAL DATA

[0001] This application claims the benefit of priority to U.S. Provisional Pat. Application Serial No. 63/059,769, filed Jul. 31, 2020, which is incorporated herein by refence in its entirety.

TECHNICAL FIELD

[0002] The present disclosure relates generally to usage of personal data, including a system for assisting with complying with standards and regulations with respect to usage of personal data.

BACKGROUND

[0003] An organization may implement a product and/or process with features that use personal data. Standards and/or regulations may affect the manner in which the organization chooses to use personal data.

BRIEF DESCRIPTION OF THE SEVERAL VIEWS OF THE DRAWINGS

[0004] To easily identify the discussion of any particular element or act, the most significant digit or digits in a reference number refer to the figure number in which that element is first introduced.

[0005] FIG. **1** is a diagrammatic representation of a networked environment in which the present disclosure may be deployed, in accordance with some example embodiments.

[0006] FIG. **2** illustrates a compliance system in accordance with some example embodiments.

[0007] FIG. **3** is a diagrammatic representation of data structures as maintained in a database, in accordance with some example embodiments.

[0008] FIG. **4** illustrates a data specification user interface (UI) with user-selectable elements for specifying basic features of a product/process, in accordance with some example embodiments.

[0009] FIG. **5** illustrates a data specification UI with user-selectable elements for specifying additional basic features of a product/process, in accordance with some example embodiments.

[0010] FIG. **6** illustrates a data specification UI with user-selectable elements for specifying intended uses of personal data by a product/process, in accordance with some example embodiments.

[0011] FIG. **7** illustrates a data specification UI with user-selectable elements for specifying types of personal data intended for use by a product/process, in accordance with some example embodiments.

[0012] FIG. **8** illustrates a data specification UI with user-selectable elements for specifying consent procedures for personal data intended for use by a product/process, in accordance with some example embodiments.

[0013] FIG. **9** illustrates a data specification UI with user-selectable elements for identifying third parties that receive personal data intended for use by a product/process, in accordance with some example embodiments.

[0014] FIG. **10** illustrates a data specification UI for reviewing responses regarding personal data intended for use by a product/process, in accordance with some example embodiments.

[0015] FIG. **11** illustrates a privacy review UI for providing an overview of how a product/process collects, uses, shares and/or retains data, in accordance with some example embodiments.

[0016] FIG. **12** illustrates a privacy review UI with user-selectable elements for specifying launch goals with respect to compliance, in accordance with some example embodiments.

[0017] FIG. **13** illustrates a privacy review UI with user-selectable elements for categorizing personal data with respect to compliance, in accordance with some example embodiments.

[0018] FIG. **14** illustrates a privacy review UI with user-selectable elements for specifying one or more bases for processing personal data with respect to compliance, in accordance with some example embodiments.

[0019] FIG. **15** illustrates a privacy review UI with user-selectable elements for specifying user choice regarding use of personal data with respect to compliance, in accordance with some example embodiments.

[0020] FIG. **16** illustrates a privacy review UI with user-selectable elements for specifying access and portability of personal data with respect to compliance, in accordance with some example embodiments.

[0021] FIG. **17** illustrates a privacy review UI with user-selectable elements for specifying modification (deletion and correction) of personal data with respect to compliance, in accordance with some example embodiments.

[0022] FIG. **18** illustrates a privacy review UI with user-selectable elements for specifying special considerations of personal data with respect to compliance, in accordance with some example embodiments.

[0023] FIG. **19** illustrates a privacy review UI for initiating one or more assessments regarding use of personal data with respect to compliance, in accordance with some example embodiments.

[0024] FIGS. **20**A-**20**B illustrate a privacy review UI for performing a legitimate interest assessment regarding use of personal data with respect to compliance, in accordance with some example embodiments.

[0025] FIG. **21** illustrates a privacy review UI for further performing a legitimate interest assessment regarding use of personal data with respect to compliance, in accordance with some example embodiments.

[0026] FIGS. **22**A-**22**B illustrate a privacy review UI for performing a data protection impact assessment regarding use of personal data with respect to compliance, in accordance with some example embodiments.

[0027] FIG. **23** illustrates a privacy review UI with user-selectable elements for specifying third party interactions regarding personal data with respect to compliance, in accordance with some example embodiments.

[0028] FIG. **24** illustrates a privacy review UI for providing recommendations and/or considerations regarding use of personal data with respect to compliance, in accordance with some example embodiments.

[0029] FIG. **25** illustrates another privacy review UI for providing recommendations and/or considerations regarding use of personal data with respect to compliance, in accordance with some example embodiments.

[0030] FIG. **26** illustrates another privacy review UI for providing recommendations and/or considerations regard-

ing use of personal data with respect to compliance, in accordance with some example embodiments.

[0031] FIGS. **27**A-**27**B illustrate a report of a legitimate interest assessment for a product/process, in accordance with some example embodiments.

[0032] FIGS. **28**A-**28**B illustrate part of a report on a data protection impact assessment for a product/process, in accordance with some example embodiments.

[0033] FIGS. **29**A-**29**B illustrate an additional part of a report on a data protection impact assessment for a product/process, in accordance with some example embodiments.

[0034] FIG. **30** illustrates a dashboard UI for providing an overview of personal data usage and/or compliance, in accordance with some example embodiments.

[0035] FIG. **31** illustrates a dashboard UI for providing an overview of types of personal data intended for use by a product/process, in accordance with some example embodiments.

[0036] FIG. **32** illustrates a dashboard UI for providing information on specific type(s) of personal data intended for use by a product/process, in accordance with some example embodiments.

[0037] FIG. **33** illustrates a dashboard UI for providing an overview of intended uses for personal data by a product/process, in accordance with some example embodiments.

[0038] FIG. **34** illustrates a dashboard UI for providing information on specific intended uses for personal data by a product/process, in accordance with some example embodiments.

[0039] FIG. **35** illustrates a dashboard UI for providing an overview of third party processing of personal data intended for use by a product/process, in accordance with some example embodiments.

[0040] FIG. **36** illustrates a dashboard UI for providing information on specific third parties, in accordance with some example embodiments.

[0041] FIG. **37** illustrates a dashboard UI for providing an overview of one or more bases for processing personal data intended for use by a product/process, in accordance with some example embodiments.

[0042] FIG. **38** illustrates a dashboard UI for providing information on a specific basis for processing, in accordance with some example embodiments.

[0043] FIG. **39** illustrates a dashboard UI for performing a query with respect to personal data, in accordance with some example embodiments.

[0044] FIG. **40** illustrates a dashboard UI for providing a results page for a query, in accordance with some example embodiments.

[0045] FIG. **41** is a flowchart illustrating a process for indicating potential risks regarding compliance of personal data intended for use by a product/process, in accordance with some example embodiments.

[0046] FIG. **42** is a flowchart illustrating a process for maintaining a data structure to cross-reference personal data intended for use by a product/process with compliance parameters, in accordance with some example embodiments.

[0047] FIG. **43** is a flowchart illustrating a process for obtaining responses indicating personal data intended for use by a product/process, in accordance with some example embodiments.

[0048] FIG. **44** is a flowchart illustrating a process for generating questions corresponding to privacy compliance of a product/process, in accordance with some example embodiments.

[0049] FIG. **45** is a flowchart illustrating a process for indicating recommendations and/or considerations regarding compliance of personal data intended for use by a product/process, in accordance with some example embodiments.

[0050] FIG. **46** is block diagram showing a software architecture within which the present disclosure may be implemented, in accordance with some example embodiments.

[0051] FIG. **47** is a diagrammatic representation of a machine, in the form of a computer system within which a set of instructions may be executed for causing the machine to perform any one or more of the methodologies discussed, in accordance with some example embodiments.

DETAILED DESCRIPTION

[0052] An organization may implement a product and/or process with features that use personal data. Regulations and/or company policies may affect the manner in which the organization uses personal data with respect to the product/process.

[0053] The disclosed embodiments relate to a system to assist in compliance with standards and/or regulations for using personal data with respect to a product/process (e.g., or feature(s) thereof). The system is configured to save and maintain structured information based on user input provided by different types of end users.

[0054] For example, a first type of end user may be a project manager, engineer and/or any other employee or contractor responsible for or otherwise having knowledge of the personal data used by the product/process, or particular feature(s) thereof. The system generates a questionnaire for the first type of end user, based on predefined taxonomies relating to personal data types, uses and/or third parties. The questionnaire includes multiple questions prompting the end user for the intended uses of personal data, the intended types of personal data to be used, retention procedures, consent procedures and/or indications of third party interactions. The system captures and stores the responses. The responses may correspond to user-submitted responses and/or responses based on data accessed from a data store (e.g., by scanning a customer system database). The responses are stored as structured information within one or more data structures.

[0055] A second type of end user may be someone having responsibility for compliance (e.g., a lawyer, compliance officer and/or other employee) with respect to personal data for a product/process, or particular feature(s) thereof. The system generates a second questionnaire for the second type of end user, with preset questions that are based at least in part on the responses (eg., structured information), for example, as submitted by the first type of user and/or accessed from a data store. Latter parts of the second questionnaire may be based on responses (e.g., user-submitted or accessed from a data store) to earlier parts of the second questionnaire. The second questionnaire includes multiple compliance-based questions with respect to the personal data usage. For example, compliance-based questions prompt the send type of user for data categories, user modification procedures, one or more bases for processing, third

party interactions considerations, user choice, and/or user access. The system captures and stores the responses (e.g., user-submitted and/or accessed from a data store) within one or more data structures.

[0056] While the embodiments described herein refer to first and second types of users, the subject system is not limited to two users. For example, the first and second types of users may correspond to a single person (e.g., where the single person assumes the role(s) of the first and second types of users), or may correspond to two or more persons (e.g., where the two or more person(s) assume/share the role(s) of the first and second types of users).

[0057] The system is configured to maintain a data mapping structure which cross-references the multiple responses from the first type of user with those from the second type of user. For example, the data mapping structure is usable to provide recommendations and/or considerations, generate assessment reports (e.g., for documenting compliance), and/or identify potential risks while providing risk-utility indicators for such risks. In one or more embodiments, the data mapping structure is configured to cross-reference the multiple answers (e.g., from the first and second types of users and/or data stores) over multiple periods of time, so as to create user interfaces (e.g., dashboard interfaces) for tracking compliance issues over time. By virtue of the system as described herein, it is possible to facilitate compliance with respect to the personal data usage by the product/process or particular feature(s) thereof.

[0058] FIG. **1** is a block diagram showing an example compliance system **100** for facilitating compliance of a product/process with respect to personal data. The compliance system **100** includes one or more instances of a client device **106** each of which hosts a number of applications including a compliance client **108**.

[0059] The compliance client **108** is communicatively coupled to a compliance server system **104** via a network **102** (e.g., the Internet). The data exchanged between the compliance client **108** and the compliance server system **104** includes functions (e.g, commands to invoke functions) as well as payload data (e.g., responses in the form of text, identifiers, and the like).

[0060] The compliance server system **104** provides server-side functionality via the network **102** to the compliance client **108**. While certain functions of the compliance system **100** are described herein as being performed by either the compliance client **108** or by the compliance server system **104**, the location of certain functionality either within the compliance client **108** or the compliance server system **104** is a design choice. For example, it may be technically preferable to initially deploy certain technology and functionality within the compliance server system **104**, but to later migrate this technology and functionality to the compliance client **108** where a client device **106** has a sufficient processing capacity.

[0061] The compliance server system **104** supports various services and operations that are provided to the compliance client **108**. Such operations include transmitting data to, receiving data from, and processing data generated by the compliance client **108**. This data may include, indications of responses such as user selections (e.g., of a selected element within a user interface), data accessed from a data store (e.g, by scanning a customer system database), text input by a user and/or selected links/attachments, as examples. Data exchanges within the compliance system **100** are invoked and controlled through functions available via user interfaces (UIs) of the compliance client **108**.

[0062] In addition, an Application Program Interface (API) server **112** is coupled to, and provides a programmatic interface to, application servers **110**. The application servers **110** are communicatively coupled to a database server **116**, which facilitates access to a database **118** that stores data processed by the application servers **110**. Similarly, a web server **120** is coupled to the application servers **110**, and provides web-based interfaces to the application servers **110**. To this end, the web server **120** processes incoming network requests over the Hypertext Transfer Protocol (HTTP) and several other related protocols.

[0063] The Application Program Interface (API) server **112** receives and transmits message data (e.g, commands and message payloads) between the client device **106** and the application servers **110**. Specifically, the Application Program Interface (API) server **112** provides a set of interfaces (e.g., routines and protocols) that can be called or queried by the compliance client **108** in order to invoke functionality of the application servers **110**. The Application Program Interface (API) server **112** exposes various functions supported by the application servers **110**, including account registration, login functionality, user submission of information relating to personal data intended for use by a product/process, user submission of information relating to compliance of the product/process with respect to the personal data, and/or the generation and retrieval of compliance recommendations and/or considerations, risks and compliance reports.

[0064] The application servers **110** hosts a one or more applications and subsystems, including a compliance server **114**. The compliance server **114** implements a number of compliance processing technologies and functions, particularly related to the aggregation and other processing of content (e.g., structured information of personal data types/uses, compliance information) received from the compliance client **108**. As will be described in further detail, the content from the compliance client **108** may be aggregated and cross-referenced to generate data mappings related to compliance of a product/process with respect to personal data usage. These data mappings are then made available, by the compliance server **114**, to the compliance client **108**. Other processor and memory intensive processing of data may also be performed server-side by the compliance server **114**, in view of the hardware requirements for such processing.

[0065] FIG. **2** is block diagram illustrating further details regarding the compliance system **100**, according to example embodiments. The compliance system **100** embodies a number of subsystems, which are supported on the client-side by the compliance client **108** and on the server-side by the application servers **110**. These subsystems include, for example, a data specification system **202**, a privacy review system **204** and a data mapping system **206**.

[0066] The data specification system **202** is responsible for collecting, storing and maintaining information related to personal data intended for use by a product/process (e.g., or feature(s) thereof). As described herein, the information collected and maintained by the data specification system **202** includes one or more of general/basic features of the product/process, intended uses of the personal data, types of personal data, third party interactions regarding the per-

sonal data, retention procedures for the personal data, and/or consent procedures for the personal data.

[0067] For example, the information may be based on responses (e.g., user-submitted and/or accessed from a data store) to predefined questions provided by the data specification system **202** to the user. The predefined questions may be provided to the user based at least in part on one or more taxonomies **208-212** implemented by the data specification system **202**. Each of the taxonomies **208-212** may correspond to a respective aspect of personal data usage by the product/process (or feature thereof). As shown in the example of FIG. **2**, the taxonomies include a personal data uses taxonomy **208**, a personal data types taxonomy **210** and a third parties taxonomy **212**.

[0068] The personal data uses taxonomy **208** is configured to define categories (e.g., and subcategories) relating to intended uses of personal data. As discussed further below with respect to FIG. **6**, for each category, the personal data uses taxonomy **208** may include an identifier (e.g., to identify the specific data use), a description of the use, common data associated with the use, and/or risk data (e.g., one or more risk scores and/or one or more risk flags related to opt-outs, disclosures, heightened review requirements, and the like) associated with the use. The personal data uses taxonomy **208** is usable by the data specification system **202** to generate user interfaces (e.g., including categories, questions, candidate responses and/or other information) prompting a user for input regarding the intended uses of personal data.

[0069] The personal data types taxonomy **210** is configured to define categories (e.g., and subcategories) relating to types of personal data intended for use. As discussed further below with respect to FIG. **7**, for each category, the privacy review UI **1900** may include an identifier (e.g., to identify the specific data type), a description of the data type, a suggested retention (e.g., time period and/or action to perform after the time period), and/or a risk data associated with the data type. The personal data types taxonomy **210** is usable by the data specification system **202** to generate user interfaces (e.g., including categories, questions, candidate responses and/or other information) prompting a user for input regarding the intended data types.

[0070] The third parties taxonomy **212** is configured to define categories (e.g., and subcategories) relating to third party interactions. As discussed further below with respect to FIG. **9** and FIG. **23**, for each category, the personal data uses taxonomy **208** may include a category name (e.g., for categorizing the third party), and/or a third party name (e.g., for identifying the specific third party service/company). The third parties taxonomy **212** is usable by the data specification system **202** to generate user interfaces (e.g., including categories, questions, candidate responses and/or other information) prompting a user for input regarding third party interactions (e.g., third party sharing, sales, licensing, and the like).

[0071] The privacy review system **204** is responsible for collecting, storing and maintaining information related to compliance of the product/process (e.g., or feature(s) thereof) with respect to the personal data. For example, the information may be based on responses (e.g., user-submitted and/or accessed from a data store) to predefined questions provided by the privacy review system **204** to the user. In one or more embodiments, the information collected and maintained by the privacy review system **204** includes one or more of categorizations of personal data with respect to compliance, at least one basis for processing personal data, user choice regarding use of personal data, access and portability of personal data, user modifications with respect to personal data, assessments (e.g., reports) regarding use of personal data, third party interactions regarding personal data, recommendations and/or considerations regarding use of personal data.

[0072] The data mapping system **206** is responsible for cross-referencing the information collected, stored and maintained by the data specification system **202** and/or by the privacy review system **204**. For example, the data mapping system **206** is configured to provide mappings between the information related to personal data intended for use by a product/process (e.g., as defined by the data specification system **202**) and the information related to privacy compliance of the product/or process (e.g., as defined by the privacy review system **204**). For example, this information is accessible via various tables stored in the database **118**, as discussed below with respect to FIG. **3**.

[0073] FIG. **3** is a schematic diagram illustrating data structures **300** which may be stored in the database **118** of the compliance server system **104**, according to certain example embodiments. While the content of the database **118** is shown to comprise a number of tables, it will be appreciated that the data could be stored in other types of data structures (eg., as an object-oriented database). The data may be stored in a structured format (e.g., as structured information). The database **118** includes a set of first set of tables **302-312** corresponding to the data specification system **202**, and a second set of tables **314-330** corresponding to the privacy review system **204**.

[0074] With respect to the data specification system **202**, the tables **302-312** are configured to store values (e.g., user-submitted and/or accessed from a data store) corresponding to personal data intended for use by the product/process. As shown in the example of FIG. **3**, these tables include: a general features table **302** storing values relating to basic and/or general features of a product/process, a personal data uses table **304** storing values relating to uses of personal data by the product/process; a personal data types table **306** storing values relating to types of personal data used by the product/process; a personal data retention table **308** storing values related to retention procedure(s) for personal data; a consent table **310** storing values related to consent procedure(s) for personal data; and a third parties table **312** storing values related to third parties with access to the personal data.

[0075] Regarding the privacy review system **204**, the tables **314-330** are configured to store values (e.g., user-submitted and/or accessed from a data store) corresponding to privacy compliance of the product or process with respect to the personal data. As shown in the example of FIG. **3**, these tables include: a data categorization table **314** storing values related to categorizing personal data with respect to compliance; a user modification table **316** storing values related to modifying (e.g., deleting and/or correcting) personal data with respect to compliance; a basis for processing table **318** storing values related to at least one basis for processing personal data with respect to compliance; an assessments table **320** storing values related to one or more assessments regarding use of personal data with respect to compliance; a special considerations table **322** storing values related to special considerations with respect to compliance; a third party sharing table **324** storing values related to third party

interactions regarding personal data with respect to compliance; a user choice table **326** storing values related to user choice/consent regarding use of personal data with respect to compliance; a recommendations table **328** storing values related to recommendations and/or considerations regarding use of personal data with respect to compliance; and a user access table **330** storing values related to access and portability of personal data with respect to compliance.

[0076] FIG. **4** illustrates a data specification (user interface) UI **400** with user-selectable elements for specifying basic feature(s) of a product/process, in accordance with some example embodiments. In one or more embodiments, the data specification UI **400** includes user-selectable data specification categories **402**, as well as user-selectable privacy review categories **404**.

[0077] As shown in the example of FIG. **4**, and subsequently in FIGS. **5-40**, the example feature of the product/process relates to adding push notification support for new content and messages However, the compliance system **100** is not limited to this example feature. It should be noted that the compliance system 100c can be used with respect to another individual feature provided by a product/process, and/or a collection of features provided by the product/process.

[0078] In one or more embodiments, each of the data specification categories **402** and the privacy review categories **404** may include multiple categories, each of which is user selectable to provide a respective questionnaire and/or interface requesting input from a user. The data specification categories **402** may include questions for presenting to a first type of user, and the privacy review categories **404** may include different questions for presenting to a second type of user. The first type of user may be a project manager, engineer and/or other employee or contractor responsible or otherwise having knowledge of the personal data intended for use with respect to a feature (e.g., of a product/process). On the other hand, the second type of user may be someone having responsibility for compliance (e.g., a lawyer, compliance officer and/or other employee) with respect to personal data.

[0079] As shown in the example of FIG. **4**, the data specification categories **402** include the following categories, each of which is user-selectable to provide a corresponding user interface for user input of values (e.g., responses to questions) to store with respect to the tables **302-312** of FIG. **3**: basics (e.g., for storing values with respect to the general features table **302**), data uses (eg., for storing values with respect to the personal data uses table **304**, the personal data types table **306** and/or the personal data retention table **308**), third parties (e.g., for storing values with respect to the third parties table **312**); consent (e.g., for storing values with respect to the consent table **310**); questionnaires and review (e.g., where custom, user-generated questions can be integrated into the workflow). It is noted that FIG. **4** illustrates an example embodiment of categories included in the data specification categories **402**, and that additional, fewer and/or different categories may be used in alternate embodiments.

[0080] As depicted and discussed below with respect to FIG. **11**, the privacy review categories **404** may also include several categories, each of which is user-selectable to provide a corresponding user interface for user selection of values to store with respect to the tables **314-330**. In the example of FIG. **4**, the categories are displayed in a collapsed state. This collapsed state may be expanded in response to user selection of an interface element (e.g., the chevron interface element ">") depicted alongside the privacy review categories **404**.

[0081] The data specification UI **400** corresponds to when a user has selected the "basics" category within the data specification categories **402**. In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of a general features header **406** and general features question(s) **408** In one or more embodiments, the general features header **406** provides a brief description regarding basic information for product/process feature(s).

[0082] With respect to the general features question(s) **408**, the compliance client **108** may display a questionnaire (or other type of interface) prompting the user for input regarding a purpose/reason for developing the feature(s) of the product/process. The compliance client **108** may receive user input, and save corresponding values (e.g., in the form of structured information) within the general features table **302**. In the example of FIG. **4**, the user can select one of more of the following options as the purpose/reason for developing the feature(s): gaining users, generating revenue, improving existing products, enhancing safety and security, sending marketing information, managing internal operations, researching new products, or a customized reason/purpose (e.g., "write your own").

[0083] User selection of a particular option may cause the compliance client **108** to prompt the user with additional questions/interfaces for additional information regarding the selected option. For example, user selection of the option "gain users" may cause the compliance client **108** to prompt the user (e.g., via question and/or text input box) for additional comments and/or user-provided links regarding the reason for the feature. Moreover, this additional question, or a variant thereof, may be presented in response to any other selected options(s) (e.g., instead of or in addition to the "gain users" option).

[0084] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **4** correspond to an example embodiment A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0085] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0086] FIG. **5** illustrates a data specification UI **500** with user-selectable elements for specifying additional basic features of a product/process, in accordance with some example embodiments. In addition to the questions related to the reason(s)/purpose(s) for developing the feature per FIG. **4**, the data specification UI **500** of FIG. **5** includes additional general features question(s) **502**. For example, the additional general features question(s) **502** may be presented, together with the general features header **406**, following user completion of the questions presented in FIG. **4**.

[0087] As shown in FIG. **5**, the additional general features question(s) **502** prompt the end user to select one or more

types of individuals, from a set of candidate types of individuals, whose data will be used for a particular feature (e.g., adding push notification support for new content and messages). The compliance client **108** may receive user input, and save corresponding values (e.g., in the form of structured information) within the general features table **302**. In this example, the set of candidate types of individuals include consumers (e.g., with respect to the feature), business customers, employees, and/or another type of individual that can be specified by the end user (e.g., "write your own")

[0088] While not shown in FIG. **5**, user selection of a particular option may cause the compliance client **108** to display additional interface element(s) corresponding to additional question(s). It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **5** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0089] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0090] FIG. **6** illustrates a data specification UI **600** with user-selectable elements for specifying intended uses of personal data by a product/process (e.g., or feature(s) thereof), in accordance with some example embodiments. In one or more embodiments, the data specification UI **600** corresponds to when a user selects the "data uses" category within the data specification categories **402** In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of a personal data uses header **602** and personal data uses question(s) **604**. The personal data uses header **602** provides a brief description regarding the intended uses of personal data by the product/process.

[0091] With respect to the personal data uses question(s) **604**, the compliance client **108** may display a questionnaire (or other type of interface) prompting the user for input regarding how the feature (e.g., adding push notification support for new content and messages) intends to use personal data. The compliance client **108** may receive user input, and save corresponding values (e.g., in the form of structured information) within the personal data uses table **304**. The user can navigate between one or more categories, with each category including user-selectable options.

[0092] In one or more embodiments, the personal data uses question(s) **604** are based at least in part on the personal data uses taxonomy **208**. As described above with respect to FIG. **2**, the personal data uses taxonomy **208**: defines categories (e.g., and subcategories) relating to intended uses of personal data; includes an identifier (e.g., to identify the specific data use), a description, common data, and/or a risk data associated with each use; and is usable by the data specification system **202** to generate user interfaces (e.g., including categories, questions, candidate responses and/or other information) prompting a user for input regarding the intended uses.

[0093] In one or more embodiments, the personal data uses question(s) **604** are based in part on template question language which includes placeholders for the above taxonomy information. Thus, the personal data uses question(s) **604** may correspond to a workflow that is automatically derived from the personal data uses taxonomy **208**. Moreover, questions (e.g., branching questions) and/or other interface elements may be dynamically presented based on real-time input provided by the user.

[0094] In the example of FIG. **6**, the personal data uses question(s) **604** include an "account and registration" category, which if selected by the user, presents corresponding options (not shown) for user selection. For example, the user may select one or more corresponding options including: register or maintain an account, create or maintain a public profile, record acceptance of the terms of service (TOS) or other agreements, and/or record user preferences.

[0095] The personal data uses question(s) **604** further include a "communication" category, which if selected by the user, presents corresponding options (not shown) for user selection. For example, the user may select one or more corresponding options including: respond to customer service inquiries, send transactional email or make transactional calls, provide customer support, and/or solicit customer feedback.

[0096] The personal data uses question(s) **604** further include an "employment" category, which if selected by the user, presents corresponding options (not shown) for user selection. For example, the user may select one or more corresponding options including: determine employment eligibility, enforce network security policies, manage employee devices, and provide security credentials.

[0097] The personal data uses question(s) **604** further include an "evaluation and scoring" category, which if selected by the user, presents corresponding options (not shown) for user selection. For example, the user may select one or more corresponding options including: determine creditworthiness and evaluate trustworthiness.

[0098] The personal data uses question(s) **604** further include a "marketing" category, which if selected by the user, presents corresponding options (not shown) for user selection. For example, the user may select one or more corresponding options including: send email newsletters and promotional materials, offer sweepstakes or contests, make marketing phone calls or send marketing texts, and/or mail newsletters and promotional materials

[0099] The personal data uses question(s) **604** further include a "privacy and legal compliance" category, which if selected by the user, presents corresponding options (not shown) for user selection. For example, the user may select one or more corresponding options including: respond to legal process, and/or protect your company, other users, or the general public.

[0100] The personal data uses question(s) **604** further include a "provide services" category, which if selected by the user, presents corresponding options for user selection. As shown in the example of FIG. **6**, the user may select one or more corresponding options including: collect subscription payments, process payments, provide a service requested by the user, provide a co-branded service, develop internal reporting and metrics, improve your own products and services, record business metrics, and/or monitor the performance of your services.

[0101] The personal data uses question(s) **604** further include a "research and development" category, which if selected by the user, presents corresponding options (not shown) for user selection. For example, the user may select one or more corresponding options including: develop new products and services, develop machine learning models, and/or create public data sets.

[0102] The personal data uses question(s) **604** further include a "security, fraud and abuse" category, which if selected by the user, presents corresponding options (not shown) for user selection. For example, the user may select one or more corresponding options including: authenticate users, and/or detect or prevent fraud and abuse.

[0103] The personal data uses question(s) **604** further include a "targeting and personalization" category, which if selected by the user, presents corresponding options (not shown) for user selection. For example, the user may select one or more corresponding options including: target advertising on your own services, target advertising on third-party services, recommend content on your own services, recommend content on third-party services, build interest profiles, and/or build look-a-like profiles.

[0104] In one or more implementations, the compliance system **100** may provide for users to define their own categories (e.g., custom categories). In addition, the user may add custom data types and data uses to any category.

[0105] As noted above, the personal data uses taxonomy **208** of the data specification system **202** may assign a risk score (e.g., level) for one or more of the intended uses selected by the end user. As discussed below, it is possible for the compliance client **108** (in conjunction with the compliance server system **104**) to flag and/or otherwise indicate potential risks with respect to intended uses of the personal data by the product/process (e.g., or feature(s) thereof).

[0106] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **6** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments

[0107] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0108] FIG. **7** illustrates a data specification UI **700** with user-selectable elements for specifying types of personal data intended for use by a product/process, in accordance with some example embodiments. In addition to the intended uses of personal data per FIG. **6**, the data specification UI **700** of FIG. **7** includes a personal data types header **702**, personal data types question(s) **704** and personal data retention question(s) **706**. For example, the personal data types header **702** may be presented, together with the personal data types question(s) **704** and personal data retention question(s) **706**, following user completion of the questions presented in FIG. **6**. The personal data types header **702** provides a brief description regarding the types of personal data intended for use by the product/process.

[0109] With respect to the personal data types question(s) **704**, the compliance client **108** may display a questionnaire (or other type of interface) prompting the user for input on the types of personal data intended for use with respect to the feature (e.g., adding push notification support for new content and messages). The compliance client **108** may receive user input, and save corresponding values (e.g., in the form of structured information) within the personal data types table **306**. The user can navigate between one or more categories, with each category including user-selectable options.

[0110] In one or more embodiments, the personal data types question(s) **704** are based at least in part on the personal data types taxonomy **210**. As described above with respect to FIG. **2**, the personal data types taxonomy **210**: defines categories (e.g., and subcategories) relating to types of personal data intended for use; includes an identifier (e.g., to identify the specific data type), a description, a suggested retention (e.g., time period and/or action to perform after the time period), and/or a risk data for each data type; and is usable by the data specification system **202** to generate user interfaces (e.g., including categories, questions, candidate responses and/or other information) prompting a user for input regarding the intended data types.

[0111] In one or more embodiments, the personal data types question(s) **704** are based in part on template question language which includes placeholders for the above taxonomy information. Thus, the personal data types question(s) **704** may correspond to a workflow that is automatically derived from the personal data types taxonomy **210**. Moreover, questions (e.g., branching questions) and/or other interface elements may be dynamically presented based on real-time input provided by the user.

[0112] In the example of FIG. **7**, a first category for the personal data types question(s) **704** is depicted as "analytics and usage data," from which the user may select one or more options. For example, the options include: on-platform activity, off-platform activity, and/or video viewing history.

[0113] The personal data types question(s) **704** further includes a "demographics and characteristics" category, which if selected by the user, presents corresponding options (not shown) for user selection. For example, the user may select one or more corresponding options (e.g., personal data types) including: age, date of birth, gender identity, height, weight, hair color, eye color, skin tone, tattoos and piercings, marital status, nationality, race or ethnic origin, geographic residency, languages spoken, dialects and accents, religion, education, biometric data, employment status, occupation, income, sexual preferences or proclivities, political affiliation, philosophical beliefs, trade union membership, and/or political opinions or beliefs.

[0114] The personal data types question(s) **704** further includes a "device information" category, which if selected by the user, presents corresponding options (not shown) for user selection. For example, the user may select one or more corresponding options (e.g., personal data types) including: IP address, cookie ID, device identifiers, and/or MAC address.

[0115] The personal data types question(s) **704** further includes a "health" category, which if selected by the user, presents corresponding options (not shown) for user selection. For example, the user may select one or more corresponding options including: diagnosis, prescription, health insurance id, insurance claim history, genetic information, physical or mental health history, family health history, past or current treatments, and/or sexual history.

[0116] The personal data types question(s) **704** further includes an "identifiers" category, which if selected by the user, presents corresponding options (not shown) for user selection. For example, the user may select one or more corresponding options (e.g, personal data types) including: real name, initials, username, advertising identifier, email address, address, government-issued ID, and/or phone number.

[0117] The personal data types question(s) **704** further includes a "location" category, which if selected by the user, presents corresponding options (not shown) for user selection. For example, the user may select one or more corresponding options (e.g., personal data types) including: precise location, coarse location, zip, designated market area (DMA), city, state, and/or country.

[0118] The personal data types question(s) **704** further includes a "payment and financial data" category, which if selected by the user, presents corresponding options (not shown) for user selection. For example, the user may select one or more corresponding options (e.g., personal data types) including: payment card information, pin, card verification value (CW), financial account number, transaction data, credit history, purchase history, spending habits, car ownership, and/or home ownership.

[0119] The personal data types question(s) **704** further includes a "personal and profile" category, which if selected by the user, presents corresponding options (not shown) for user selection. For example, the user may select one or more corresponding options including: job title, work history, schools attended, employment records, family, relationship status or history, friends, mother's maiden name, password, and/or profile picture.

[0120] The personal data types question(s) **704** further includes a "personalization" category, which if selected by the user, presents corresponding options (not shown) for user selection. For example, the user may select one or more corresponding options (e.g., personal data types) including: inferred interests, and/or declared interests.

[0121] The personal data types question(s) **704** further includes a "social" category, which if selected by the user, presents corresponding options (not shown) for user selection. For example, the user may select one or more corresponding options including: address book and/or social relationships.

[0122] The personal data types question(s) **704** further includes a "user-generated content" category, which if selected by the user, presents corresponding options (not shown) for user selection. For example, the user may select one or more corresponding options (e.g., personal data types) including: photos, videos, and/or text.

[0123] In one or more implementations, the compliance system **100** may provide for users to define their own categories (e.g., custom categories). In addition, the user may add custom data types and data uses to any category.

[0124] As noted above, the data specification UI **700** of FIG. **7** further includes personal data retention question(s) **706** prompting the user to specify retention procedures relating to the types of personal data. The compliance client **108** may receive user input, and save corresponding values (e.g., in the form of structured information) within the personal data retention table **308**. In one or more embodiments, suggested responses to one or more of the personal data retention question(s) **706** may be prepopulated (e.g., based on the suggested retention values in the personal data uses taxonomy **208** and/or personal data types taxonomy **210**) while still being editable by the end user.

[0125] In the example of FIG. **7**, the user has selected the "analytics and usage data" category within the personal data types question(s) **704**, and has further selected the corresponding "on-platform activity" option. In response to such selection, the compliance client **108** is configured to display the personal data retention question(s) **706**.

[0126] The personal data retention question(s) **706** include user-selectable interface elements for the user to specify, for each of the selected personal data types, a retention time period, an action to perform after expiration of the retention time period, and a source (e.g., the data source from which the personal data is provided). The example of FIG. **7** illustrates the personal data retention question(s) **706** with respect to the personal data types of "device identifier" and "physical on-platform activity." However, the compliance client **108** may present the personal data retention question(s) **706** with respect to any/all of the personal data types selected by the user.

[0127] In one or more embodiments, the retention time period may be set via user-selectable interface elements for setting time periods (e.g., where the user selects a number of hour(s), week(s), month(s), and/or year(s)). Alternatively or in addition, the retention time period may be set to expire via user selectable interface elements for setting one or more of: a specific day/time to expire, an option to expire when the user account expires, an option to retain the data for an indefinite amount of time, and/or other suitable options. In addition, the action to perform after expiration of the time period may have predefined options to select from. For example, the user may select to delete, de-identify, or aggregate the particular type of personal data upon expiration of the specified retention time period.

[0128] Moreover, the source may include the following options: provided by individuals, inferred or created by my organization, provided by a third party, and/or purchased from a third party.

[0129] As noted above, the personal data types taxonomy **210** of the data specification system **202** may assign a risk score (e.g., level) for one or more of the intended data types selected by the end user As discussed below, it is possible for the compliance client **108** (in conjunction with the compliance server system **104**) to flag and/or otherwise indicate potential risks with respect to the intended data types used by the product/process (e.g., or feature(s) thereof).

[0130] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **7** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0131] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0132] FIG. **8** illustrates a data specification UI **800** with user-selectable elements for specifying consent procedures for personal data intended for use by a product/process (e.g., or feature(s) thereof), in accordance with some example

embodiments. In one or more embodiments, the data specification UI **800** corresponds to when a user selects the "consent" category within the data specification categories **402**. In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of a consent header **802** and consent question(s) **804**. The consent header **802** provides a brief description regarding user consent procedures.

[0133] Regarding the consent question(s) **804**, the compliance client **108** may display a questionnaire (or other type of interface) prompting the user for input on the consent procedures for personal data with respect to the feature (e.g., adding push notification support for new content and messages). The compliance client **108** may receive user input, and save corresponding values (e.g., in the form of structured information) within the consent table **310**.

[0134] As shown in the example of FIG. **8**, the consent question(s) **804** may relate to whether the end user will be asked to consent for each data type (e.g., asking a user for their consent before collecting precise location, contacts, etc.). Additional questions (not shown) may relate to what information does the consent mechanism provide to the user (e.g., and prompting the user for screenshots, if any), how the consent mechanism works, and/or how a user may withdraw consent.

[0135] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **8** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0136] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0137] FIG. **9** illustrates a data specification UI **900** with user-selectable elements for identifying third parties that receive personal data intended for use by a product/process (e.g., or feature(s) thereof), in accordance with some example embodiments. In one or more embodiments, the data specification UI **900** corresponds to when a user selects the "third parties" category within the data specification categories **402**. In response to such selection, the compliance client **108** (eg., in conjunction with the compliance server system **104**) provides for display of a third parties header **902** and third parties question(s) **904**. The third parties header **902** provides a brief description regarding third party interactions regarding personal data.

[0138] With respect to the third parties question(s) **904**, the compliance client **108** may display a questionnaire (or other type of interface) prompting the user for input on third party interactions regarding personal data with respect to the feature (e.g., adding push notification support for new content and messages). The compliance client **108** may receive user input, and save corresponding values (e.g., in the form of structured information) within the third parties table **312**. The user can navigate between one or more categories, with each category including user-selectable options.

[0139] In one or more embodiments, the third parties question(s) **904** are based at least in part on the third parties taxonomy **212**. As described above with respect to FIG. **2**, the third parties taxonomy **212**: defines categories (e.g., and subcategories) for grouping third parties; includes a category name, and/or a third party name (e.g., for identifying the third party company/service) for each third party; and is usable by the data specification system **202** to generate user interfaces (e.g., including categories, questions, candidate responses and/or other information) prompting a user for input regarding third party interactions.

[0140] In one or more embodiments, the third parties question(s) **904** are based in part on template question language which includes placeholders for the above taxonomy information. Thus, the third parties question(s) **904** may correspond to a workflow that is automatically derived from the third parties taxonomy **212**. Moreover, questions (e.g., branching questions) and/or other interface elements may be dynamically presented based on real-time input provided by the user.

[0141] In the example of FIG. **9**, a first category is depicted as "A/B testing," from which the user may select one or more options corresponding to names of third party companies intended to receive the personal data. The user may further select what data types are shared with the selected third parties.

[0142] In addition, the third parties question(s) **904** include the categories of advertising and marketing, analytics and measurement, customer support and relations, data storage and hosts, email, notifications and SMS, payments, and security and fraud. Each of these categories may be user selectable to present corresponding options (not shown) corresponding to names of third party companies intended to receive the personal data.

[0143] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **9** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0144] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database)

[0145] FIG. **10** illustrates a data specification UI **1000** for reviewing responses regarding personal data intended for use by a product/process, in accordance with some example embodiments. In one or more embodiments, the data specification UI **1000** corresponds to when a user selects the "review" category within the data specification categories **402**. In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of a data spec review header **1002** and data spec review response(s) **1004**. The data spec review header **1002** provides a brief description regarding review of responses (eg., user-submitted and/or access from a data store) to questions presented with respect to the data specification categories **402**.

[0146] The example data spec review response(s) **1004** in FIG. **10** indicate the responses, per FIGS. **4-9**, for the launch goal (e.g., "gain users"), whose data will be used for the feature (e.g., "consumers") and data use and retention

(e.g., where the "data use and retention" section may also show data types, third party interaction and data sources). It is noted that the interface elements discussed above with respect to FIG. **10** correspond to an example embodiment. A different arrangement of interface elements may be used in alternate embodiments.

[0147] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0148] FIG. **11** illustrates a privacy review UI **1100** for providing an overview of how a product/process (e.g., or feature(s) thereof) collects, uses, shared and/or retains data, in accordance with some example embodiments. In one or more embodiments, the privacy review UI **1100** includes the user-selectable data specification categories **402** and the privacy review categories **404**.

[0149] In the example of FIG. **11**, the feature of the product/process relates to adding push notification support for new content and messages However, the compliance system **100** is not limited to such a feature, and can be used with respect to another individual feature provided by a product/process and/or a collection of features provided by a product/process.

[0150] In the example of FIG. **11**, the data specification categories **402** may be displayed in a collapsed state (e.g., which is expandable via user selection of the corresponding chevron element ">"). In addition, the privacy review categories **404** are displayed in an expanded state.

[0151] As noted above, the data specification categories **402** may include questions for presenting to a first type of user (e.g., project manager, engineer and/or other employee or contractor having knowledge of the personal data intended for use with respect to a feature), and the privacy review categories **404** may include different questions for presenting to a second type of user (e.g., someone having responsibility for compliance with respect to personal data). Thus, questions presented in association with the privacy review categories **404** may prompt the user (e.g., the second type of user) for input regarding various compliance requirements and/or considerations.

[0152] In one or more embodiments, the privacy review categories **404** include the following categories, each of which is user-selectable to provide a corresponding user interface for user selection of values to store with respect to the tables **314-330** of FIG. **3**: introduction and data (e.g., providing an overview of responses to the questions presented with respect to the data specification categories **402**); launch goal details; categorizing data (e.g., for storing values with respect to the data categorization table **314**); basis (e.g., for storing values with respect to the basis for processing table **318**); choice (e.g., for storing values with respect to the user choice table **326**); access and portability (e.g., for storing values with respect to the user access table **330**); deletion and correction (e.g., for storing values with respect to the user modification table **316**); special considerations (e.g., for storing values with respect to the special considerations table **322**); privacy impact assessments (e.g., for storing values with respect to the assessments table **320** such as LIA, DPIA or other assessments that may not correspond to any particular law); third parties (e.g., for storing values with respect to the third party sharing table **324**); and/or recommendations/considerations (e.g., for storing values with respect to the recommendations table **328**). It is noted that FIG. **11** illustrates an example embodiment of categories included in the privacy review categories **404**, and that additional, fewer and/or different categories may be used in alternate embodiments.

[0153] The privacy review UI **1100** corresponds to when a user has selected the "introduction and data" category within the privacy review categories **404**. In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of a data spec summary header **1102** and data spec summary response(s) **1104**. In one or more embodiments, the data spec summary header **1102** provides a brief description corresponding to an overview of responses to the questions presented with respect to the data specification categories **402**

[0154] As shown in the example of FIG. **11**, the data spec summary response(s) **1104** indicates the responses (e.g., per FIGS. **4-10**) for the following: launch goal (e.g., "gain users"), whose data will be used for the feature (e.g., "consumers") and data use and retention.

[0155] It is noted that the interface elements discussed above with respect to FIG. **11** correspond to an example embodiment. A different arrangement of interface elements may be used in alternate embodiments.

[0156] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database)

[0157] FIG. **12** illustrates a privacy review UI **1200** with user-selectable elements for specifying launch goals with respect to compliance, in accordance with some example embodiments. In one or more embodiments, the privacy review UI **1200** corresponds to when a user selects the "launch goal details" category within the privacy review categories **404**. In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of a launch goals header **1202** and launch goals question(s) **1204**. The launch goals header **1202** provides a brief description regarding launch goals.

[0158] With respect to the launch goals question(s) **1204**, the compliance client **108** may display a questionnaire (or other type of interface) prompting the user for input regarding launch goals with respect to the feature (e.g., adding push notification support for new content and messages). The compliance client **108** may receive user input, and save corresponding values (e.g., in the form of structured information) within the general features table **302**

[0159] In the example of FIG. **12**, the launch goal question(s) **1204** prompt the user regarding why the feature is being developed. For example, the user may be provided with an input box for the user to input text describing the launch goal.

[0160] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **12** correspond to an example embodiment A different arrangement of categories, questions, candidate responses, options and/or other interface

elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0161] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0162] FIG. **13** illustrates a privacy review UI **1300** with user-selectable elements for categorizing personal data with respect to compliance, in accordance with some example embodiments. In one or more embodiments, the privacy review UI **1300** corresponds to when a user selects the "categorizing data" category within the privacy review categories **404**. In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of a data categorization header **1302** and data categorization question(s) **1304**. The data categorization header **1302** provides a brief description regarding categorizing personal data.

[0163] With respect to the data categorization question(s) **1304**, the compliance client **108** may display a questionnaire (or other type of interface) prompting the user for input to categorize the personal data with respect to compliance. The data categorization question(s) **1304** may be prepopulated and editable by the end user. The compliance client **108** may receive user input, and save corresponding values (e.g., in the form of structured information) within the data categorization table **314**.

[0164] In one or more embodiments, it is possible for the data categorization question(s) **1304** are based at least in part on the personal data types taxonomy **210** As described above with respect to FIG. **2**, the personal data types taxonomy **210** may define one or more categories for the types of personal data. Alternatively or in addition, the data categorization question(s) **1304** are based at least in part on user selection from a set of enumerated data categories (e.g., enumerated in the CCPA).

[0165] As noted above with respect to FIG. **7**, the personal data types taxonomy **210** may define a first set of categories for sorting the different types of personal data. The first set of categories may include the following: analytics and usage data, demographics and characteristics, device information, health, identifiers, payment and financial data, personalization, social and/or user-generated content.

[0166] In one or more embodiments, the personal data types taxonomy **210** may further define a second set of categories with respect to compliance (e.g., categories corresponding to known compliance requirements). For example, the second set of categories may relate to compliance requirements associated with the California Consumer Privacy Act (CCPA). The second set of categories may include the following: biometric information, commercial information, education information, geolocation data, identifiers, inferred profile information, internet or other electronic network activity, physical characteristics or description, and/or professional or employment-related information.

[0167] Thus, while not comprehensively depicted in the figures, the categories, questions, candidate responses, options and/or other interface elements with respect to privacy review UI **1300** may be derived so as to match or otherwise correspond with the first set of categories and/or the second set of categories.

[0168] In one or more embodiments, the data categorization question(s) **1304** prompt the user for a respective category associated with one or more of the personal data types intended for use with respect to the feature (e.g., adding push notification support for new content and messages). In the example of FIG. **13**, the user is prompted for a category with respect to the "device identifier" and "on-platform activity" data type. In one or more embodiments, the compliance client **108** is configured to suggest or prepopulate a category (e.g., "identifiers") based on the personal data types taxonomy **210** and/or the responses to questions from the data specification categories **402**.

[0169] While not shown in the example of FIG. **13**, the data categorization question(s) **1304** may further prompt the user for a respective category associated with one or more of the third parties that process personal data with respect to the feature. The compliance client **108** is configured to suggest a category based on personal data types taxonomy **210** and/or the responses to questions from the data specification categories **402**.

[0170] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **13** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0171] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0172] FIG. **14** illustrates a privacy review UI **1400** with user-selectable elements for specifying at least one basis for processing personal data with respect to compliance, in accordance with some example embodiments. In one or more embodiments, the privacy review UI **1400** corresponds to when a user selects the "basis" category within the privacy review categories **404**. In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of a basis for processing header **1402** and basis for processing question(s) **1404**. The basis for processing header **1402** provides a brief description regarding the basis for processing personal data.

[0173] With respect to the basis for processing question(s) **1404**, the compliance client **108** may display a questionnaire (or other type of interface) prompting the user for input regarding the basis for processing personal data with respect to the feature (e.g., adding push notification support for new content and messages). The compliance client **108** may receive user input, and save corresponding values (e.g., in the form of structured information) within the basis for processing table **318**.

[0174] The basis for processing question(s) **1404** prompt the user for a respective basis for processing associated with one or more of the intended uses of personal data (e.g., depicted as "provide a service requested by the user" in FIG. **14**). For example, the different options for the basis of processing may relate to compliance requirements associated with the General Data Protection Regulation (GDPR).

[0175] As shown in the example of FIG. **14**, the different options for the basis for processing may include the following: consent; contractual necessity; legal obligation; legitimate interest; public task; and/or vital interest FIG. **14** further depicts user input boxes for submitting comments and/or links related to one or more of the selected bases of processing.

[0176] For example, user input boxes and/or other interface elements for the "legitimate interest" basis may indicate one or more of the following: take responsibility for justifying the processing; identify the purpose/legal business interest for processing; no reasonable way to achieve interest without processing.

[0177] In another example, user input boxes and/or other interface elements for the "consent" basis may indicate one or more of the following: ongoing ability to provide/revoke consent; avoid a position of power where the individual has no choice (e.g., as an employer, goes to whether consent is freely given); avoid a precondition to service (freely given); affirmative act; clear and prominent; name controller, purpose for processing, and types of processing activity; withdraw consent at any time and provide notice (e.g., may not be a precondition of service); must be an affirmative act; must be clear, prominent, and separate from the TOS; include the name of the data controller(s) and the processing purposes and activities; be easily withdrawn at any time.

[0178] In another example, user input boxes and/or other interface elements for the "contractual necessity" basis may indicate one or more of the following: check if a contract is in place; processing data to carry out the contract or pre-contract request; processing is reasonably necessary to perform.

[0179] In another example, user input boxes and/or other interface elements for the "legal obligation" basis may indicate one or more of the following: comply with the law; point to legal obligation; no discretion; processing is reasonably necessary to comply.

[0180] In another example, user input boxes and/or other interface elements for the "vital interest" basis may indicate one or more of the following: to protect life; processing is reasonably necessary; other basis is not obviously available (e.g., consent).

[0181] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **14** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0182] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0183] FIG. **15** illustrates a privacy review UI **1500** with user-selectable elements for specifying user choice regarding use of personal data with respect to compliance, in accordance with some example embodiments. In one or more embodiments, the privacy review UI **1500** corresponds to when a user selects the "choice" category within the privacy review categories **404**. In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of a user choice header **1502** and user choice question(s) **1504**. The user choice header **1502** provides a brief description regarding user choice.

[0184] With respect to the user choice question(s) **1504**, the compliance client **108** may display a questionnaire (or other type of interface) prompting the user for input regarding user choice for personal data with respect to the feature (e.g., adding push notification support for new content and messages). The compliance client **108** may receive user input, and save corresponding values (e.g., in the form of structured information) within the user choice table **326**.

[0185] In the example of FIG. **15**, the user choice question(s) **1504** prompt the user regarding revoking consent (e.g., listing out the different uses with yes/no options). Other questions (not shown) may relate to: whether individuals may opt out of this data collection or use (e.g., listing out the different types of data and processing activities with yes/no options); whether user consent is required for collecting or using the personal data (e.g., with an option allowing the user to upload a screenshot of the consent mechanism); how each third party will use personal data; and/or whether individuals can opt out of having their information processed by a third party (e.g., listing out each third party and the data they are processing with yes/no options for opt out and an input box to describe the relationship).

[0186] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **15** correspond to an example embodiment A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0187] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0188] FIG. **16** illustrates a privacy review UI **1600** with user-selectable elements for specifying access and portability of personal data with respect to compliance, in accordance with some example embodiments. In one or more embodiments, the privacy review UI **1600** corresponds to when a user selects the "access and portability" category within the privacy review categories **404**. In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of a user access header **1602** and user access question(s) **1604**. The user access header **1602** provides a brief description regarding user access and portability.

[0189] With respect to the user access question(s) **1604**, the compliance client **108** may display a questionnaire (or other type of interface) prompting the user for input regarding user access and portability with respect to the feature (e.g., adding push notification support for new content and messages). The compliance client **108** may receive user input, and save corresponding values (e.g., in the form of structured information) within the user access table **330**.

[0190] In the example of FIG. **16**, the user access question(s) **1604** prompt the user as to whether individuals may be provided with access to their personal data (e.g., a copy of the data), for example, for each type of personal data, and

the extent to which individuals provide such data. In one or more embodiments, the user access question(s) **1604** may permit a user to export the personal data (e.g., to a different service).

[0191] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **16** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0192] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0193] FIG. **17** illustrates a privacy review UI **1700** with user-selectable elements for specifying modification (deletion and correction) of personal data with respect to compliance, in accordance with some example embodiments. In one or more embodiments, the privacy review UI **1700** corresponds to when a user selects the "deletion and correction" category within the privacy review categories **404**. In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of a user modification header **1702** and user modification question(s) **1704**. The user modification header **1702** provides a brief description regarding deletion and correction of personal data.

[0194] With respect to the user modification question(s) **1704**, the compliance client **108** may display a questionnaire (or other type of interface) prompting the user for input regarding deletion and correction with respect to the feature (e.g., adding push notification support for new content and messages) The compliance client **108** may receive user input, and save corresponding values (e.g., in the form of structured information) within the user modification table **316**.

[0195] In the example of FIG. **17**, the user modification question(s) **1704** prompt the user whether the personal data may be deleted and/or corrected. The deletion and/or correction of personal data may be requested for each type of personal data.

[0196] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **17** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g, including real-time, inline help and recommendations) may be used in alternate embodiments.

[0197] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0198] FIG. **18** illustrates a privacy review UI **1800** with user-selectable elements for specifying special considerations of personal data with respect to compliance, in accordance with some example embodiments. In one or more embodiments, the privacy review UI **1800** corresponds to when a user selects the "special considerations" category within the privacy review categories **404**. In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of a special considerations header **1802** and special considerations question(s) **1804**. The special considerations header **1802** provides a brief description regarding special considerations of personal data.

[0199] With respect to the special considerations question(s) **1804**, the compliance client **108** may display a questionnaire (or other type of interface) prompting the user for input regarding special considerations with respect to the feature (e.g., adding push notification support for new content and messages). The compliance client **108** may receive user input, and save corresponding values (e.g., in the form of structured information) within the special considerations table **322**.

[0200] In the example of FIG. **18**, the special considerations question(s) **1804** prompt the user with respect to one or more of: automated decisions that could significantly affect individuals; regularly monitoring of individuals; data on a large scale; combining data from different organizations or data that was originally collected for different purposes; individuals who require special considerations or care; and/or innovative new technology or use of data that poses novel risks or will be difficult for individuals to understand.

[0201] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **18** correspond to an example embodiment A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0202] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0203] FIG. **19** illustrates a privacy review UI **1900** for initiating one or more assessments regarding use of personal data with respect to compliance, in accordance with some example embodiments. In one or more embodiments, the privacy review UI **1900** corresponds to when a user selects the "assessments" category within the privacy review categories **404**. In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of a user assessment header **1902** and user assessment types **1904**. The user assessment header **1902** provides a brief description regarding assessments.

[0204] With respect to the user assessment types **1904**, the compliance client **108** may display an interface with user-selectable options to perform one or more assessments with respect to the feature (e.g., adding push notification support for new content and messages). The compliance client **108** may receive user input, and save corresponding values (e.g., in the form of structured information) within the assessments table **319**

[0205] In the example of FIG. **19**, the user assessment types **1904** include interface elements (e.g., buttons) for initiating a legitimate interest assessment (LIA) and/or a data protection impact assessment (DPIA). The assessments

may be performed for one or more of the intended uses for the personal data (e.g., depicted as "using device identifier and on-platform activity to provide a service requested by the user" in FIG. **19**).

[0206] In one or more implementations, the compliance client **108** requires the LIA and/or DPIA based on the values of the structured data regarding usage of personal data, including the above-described special considerations. Moreover, the compliance client **108** may provide for fore generic privacy impact assessments which are user-selectable (e.g., not required but selectable to initiate) within the user assessment types **1904**.

[0207] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **19** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0208] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0209] FIGS. **20**A-**20**B illustrate a privacy review UI **2000** for performing a legitimate interest assessment (LIA) regarding use of personal data with respect to compliance, in accordance with some example embodiments. In one or more embodiments, the privacy review UI **2000** corresponds to when a user selects to perform the LIA via the privacy review UI **2000**. In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of a LIA header **2002** and LIA questions **2004**. The LIA header **2002** provides a brief description regarding performing an LIA assessment.

[0210] With respect to the LIA questions **2004**, the compliance client **108** may display a questionnaire (or other type of interface) prompting the user for input for the LIA assessment with respect to the feature (e.g., adding push notification support for new content and messages). The compliance client **108** may receive user input, and save corresponding values (eg., in the form of structured information) within the assessments table **320**.

[0211] In one or more embodiments, one or more questions with respect to the LIA questions **2004** may be prepopulated (e.g., while remaining user editable) based on prior-submitted responses to questions (e.g., from the data specification categories **402**, the privacy review categories **404** and/or the DPIA questions **2204** discussed below). In this manner, the compliance client **108** may facilitate user input of information with respect to the LIA questions **2004**.

[0212] The LIA questions **2004** may relate to potential risks for data processing activities flagged as high risk. In one or more embodiments, potential high risks may be determined by the responses regarding the data types/uses as compared against the high risk categories specified by the personal data uses taxonomy **208** and/or the personal data types taxonomy **200**.

[0213] In the example of FIGS. **20**A-**20**B, the LIA questions **2004** prompt the user for input regarding: beneficiaries of using the data (e.g., with user selectable options including the organization, consumers, business customers, employees, the general public, and/or others); how important the benefits are for each selected beneficiary (e.g., with importance levels of trivial, helpful, important and/or critical); the impact to the organization if particular uses (eg., providing a service requested by the user) are not provided; unresolved ethical or legal concerns with using type(s) of data relying on the legitimate interest; and/or whether it is possible to achieve goals for launching the feature without using type(s) of data relying on the legitimate interest.

[0214] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIGS. **20**A-**20**B correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0215] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0216] FIG. **21** illustrates a privacy review UI **2100** for further performing a legitimate interest assessment regarding use of personal data with respect to compliance, in accordance with some example embodiments. In one or more embodiments, the privacy review UI **2100** is presented when a user completes the first LIA questions **2104**. In response, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of the second LIA questions **2102**, which may be at least partially prepopulated similar to the LIA questions **2104** of FIG. **21**. The compliance client **108** may receive user input for the LIA questions **2102**, and save corresponding values (e.g., in the form of structured information) within the assessments table **320**.

[0217] Similar to the LIA questions **2104** of FIG. **21**, the LIA questions **2102** of FIG. **21** may relate to potential risks for data processing activities flagged as high risk. In the example of FIG. **21**, the LIA questions **2102** may prompt the end user as to who may be negatively affected (e.g., with user selectable options including the organization, consumers, business customers, employees, the general public, and/or others); how severe the impact will be and the associated likelihood (e.g., with severity levels including trivial, limited, significant and severe, and with likelihood levels including remote, unlikely, likely and certain); and/or whether any safeguards are offered (e.g., with user selectable options including encryption, anonymization, logical access controls, logging, data minimization, de-identification, processing contracts, physical access controls, internal policies, training, supervision, pseudonymization, individual control/opt out, other and/or no safeguards).

[0218] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **21** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0219] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-

specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0220] FIGS. **22**A-**22**B illustrate a privacy review UI **2200** for performing a data protection impact assessment (DPIA) regarding use of personal data with respect to compliance, in accordance with some example embodiments. In one or more embodiments, the privacy review UI **2200** corresponds to when a user selects to perform the DPIA via the privacy review UI **2000**. In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of a DPIA header **2202** and DPIA questions **2204** The DPIA header **2202** provides a brief description regarding performing a DPIA assessment.

[0221] With respect to the DPIA questions **2204**, the compliance client **108** may display a questionnaire (or other type of interface) prompting the user for input for the DPIA assessment with respect to the feature (e.g., adding push notification support for new content and messages). The compliance client **108** may receive user input, and save corresponding values (e.g., in the form of structured information) within the assessments table **320**.

[0222] In one or more embodiments, one or more questions with respect to the DPIA questions **2204** may be pre-populated (e.g., while remaining user editable) based on prior-submitted responses to questions (e.g., from the LIA questions **2004**, the data specification categories **402** and/or the privacy review categories **404**). In this manner, the compliance client **108** may facilitate user input of information with respect to the DPIA questions **2204**.

[0223] The DPIA questions **2204** may relate to potential risks for data processing activities flagged as high risk. In one or more embodiments, high risk data usage may be determined by the responses regarding the data types and uses in compared against the high risk categories specified by the personal data uses taxonomy **208** and/or the personal data types taxonomy **210**.

[0224] In the example of FIGS. **22**A-**22**B, the DPIA questions **2204** prompt the user for input regarding: beneficiaries of using the data (e.g., with user selectable options including the organization, consumers, business customers, employees, the general public, and/or others); how important the benefits are for each selected beneficiary (e.g., with importance levels of trivial, helpful, important and/or critical), impact to the organization, who may be negatively affected (e.g., with user selectable options including the organization, consumers, business customers, employees, the general public, and/or others); identifying potential risks to individuals (e.g., with user selectable options including illegitimate access to data, unwanted modification of data, destruction of data, or customized); whether it is possible to achieve goals for launching the feature without using type(s) of data; how severe the impact will be and the associated likelihood for each of illegitimate access to data and destruction of data (e.g., with severity levels including trivial, limited, significant and severe, and with likelihood levels including remote, unlikely, likely and certain); whether any safeguards are offered for each of illegitimate access to data and destruction of data (e.g., with user selectable options including encryption, anonymization, logical access controls, logging, data minimization, de-identification, processing contracts, physical access controls, internal policies, training, supervision, pseudonymization, individual control/opt out, other and/or no safeguards); whether the safeguards will eliminate high risks for the intended uses (e.g., for "illegitimate access to data" as shown in FIGS. **22**A-**22**B); whether individuals are asked for their views on how the data is used (and if not, then why not); and/or whether the organization complies with industry codes of conduct or standards related to the intended uses (eg., for "creating a health profile").

[0225] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIGS. **22**A-**22**B correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0226] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0227] FIG. **23** illustrates a privacy review UI **2300** with user-selectable elements for specifying third party interactions regarding personal data with respect to compliance, in accordance with some example embodiments. In one or more embodiments, the privacy review UI **2300** corresponds to when a user selects the "third parties" category within the privacy review categories **404**. In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of a third party sharing header **2302** and third party sharing questions **2304**. The third party sharing header **2302** provides a brief description regarding third party interactions.

[0228] With respect to the third party sharing questions **2304**, the compliance client **108** may display a questionnaire (or other type of interface) prompting the user for input regarding third party interactions with respect to the feature (e.g., adding push notification support for new content and messages) The compliance client **108** may receive user input, and save corresponding values (e.g., in the form of structured information) within the third party sharing table **324**.

[0229] In the example of FIG. **23**, the third party sharing questions **2304** prompt the user for input regarding: selecting any third parties that will be able to use the personal data for their own purposes (e.g., with a user selectable list of the third parties identified by the questions from the data specification categories **402**); how the third parties will use the data (e.g., including illegitimate access to data, and/or whether there is a contract with the third party); whether the third parties are processors, controllers or joint controllers (e.g., with a user selectable list of the third parties identified by the questions corresponding to the data specification categories **402**); and/or whether data is being sold to third parties. In one or more embodiments (not shown), the third party sharing questions **2304** may prompt the user to select categories for each of the third parties (e.g., with suggested categories based on third parties taxonomy **212**).

[0230] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed

above with respect to FIG. **23** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0231] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g, by scanning a customer system database).

[0232] FIG. **24** illustrates a privacy review UI **2400** for providing recommendations and/or considerations regarding use of personal data with respect to compliance, in accordance with some example embodiments. In one or more embodiments, the privacy review UI **2400** corresponds to when a user selects the "recommendations" category within the privacy review categories **404**. In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of a recommendations header **2402** and recommendations interface **2404**.

[0233] The privacy review UI **2400** may be used by the above-mentioned second type of user (e.g., someone having responsibility for compliance with respect to personal data). The recommendations header **2402** provides a brief description regarding the recommendations and/or considerations, for example, such as identifying potential issues to be considered prior to launching a feature. In one or more embodiments, the potential issues are presented in the form of a checklist, where some of the checks are used as a basis for information in the reports discussed above with respect to FIGS. **27-29**.

[0234] With respect to the recommendations interface **2404**, the compliance client **108** may display a questionnaire (or other type of interface) prompting the user for input regarding recommendations with respect to the feature (e.g., adding push notification support for new content and messages) The compliance client **108** may receive user input, and save corresponding values (e.g., in the form of structured information) within the recommendations table **328**.

[0235] In the example of FIG. **24**, the recommendations interface **2404** depicts "high" priority, "medium" priority and "other" priority categories. Each of these categories is user selectable for presenting corresponding recommendations/considerations, options and/or other interface elements corresponding to the selected category.

[0236] In a case where the user selects the "high" priority category, the recommendations interface **2404** provides items/recommendations/considerations (e.g., including user-selectable checkboxes for the user to indicate completion) for the user to: update their privacy policy to let individuals know what types of personal data are collected and/or used; update the data specification for a launch with respect to any new data retention periods, and confirm with users of the first type (e.g., engineers) that the new retention periods will be implemented; restrict the third parties from using personal data for their own benefit or offer individuals the ability to opt out of having these third parties use their data for their own benefit; mitigate ethical or legal concerns regarding processing activities (e.g., or rely on a different legal basis such as consent); confirm with individuals of the first type (e.g., engineers) that the feature can be redesigned so as to avoid needlessly using this personal data for a launch; for basis of processing of legitimate interest with high risk level (e.g., considerable, severe, likely, nearly certain), update to a different basis for processing (e.g., consent); for basis of processing of consent, develop an easy-to-use mechanism that allows people to withdraw consent, provide easy-to-find information about how people can withdraw consent, or rely on a different legal basis for this data use; if a DPIA is performed, confer with the data protection officer (DPO) of organization; if a DPIA is not performed, consult with data protection authority (DPA) about uses of data before launching the feature. As shown in the example of FIG. **24**, the compliance client **108** indicates that the items/recommendations/considerations in the high priority category must be resolved before launching the feature.

[0237] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **24** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0238] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g, by scanning a customer system database).

[0239] FIG. **25** illustrates another privacy review UI **2500** for providing recommendations and/or considerations regarding use of personal data with respect to compliance, in accordance with some example embodiments. In one or more embodiments, the privacy review UI **2700** corresponds to when a user selects the "medium" priority category within the recommendations interface **2404**.

[0240] In a case where the user selects the "medium" priority category, the recommendations interface **2404** provides recommendations/considerations (e.g., including user-selectable checkboxes for the user to indicate completion) for the user to: account for the inability to provide a copy of personal data when applicable (e.g., and set up manual procedures when individuals have a legal access to this data, such as in Europe); for basis of processing of legitimate interest with high risk level, minimize potential risks by implementing safeguards; for basis of processing of legitimate interest with no high risk levels, provide for individuals to opt out of data types/uses, or to implement additional safeguards when using the data types/uses; implement additional safeguards (e.g., like data minimization and de-identification) for data related to children.

[0241] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **25** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0242] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may

be based on values accessed from a data store (e.g., by scanning a customer system database).

[0243] FIG. **26** illustrates another privacy review UI **2600** for providing recommendations and/or considerations regarding use of personal data with respect to compliance, in accordance with some example embodiments. In one or more embodiments, the privacy review UI **2700** corresponds to when a user selects the "other" priority category within the recommendations interface **2404**.

[0244] In a case where the user selects the "other" priority category, the recommendations interface **2404** provides recommendations/considerations (e.g., including user-selectable checkboxes for the user to indicate completion) for the user to: account for the inability to correct personal data when applicable (e.g., and set up manual procedures to correct and/or delete when individuals have a legal access to correct such data, such as in Europe); for basis of processing of contractual necessity with respect to children, update to a different basis of processing (e.g., legitimate interest); provide an opt-out mechanism for activities which other services/organizations provide an opt-out mechanism for, or document why an opt-out mechanism is not appropriate; provide for deleting personal data (e.g., which may not necessarily be deleted) in response to: individual's request to delete with withdrawn consent and no other basis for processing the data, individual objects to use of data and no other basis for processing the data, individual objects to data used for indirect marketing and no other basis for processing the data, if data is no longer need for the reason it was originally collected, and/or a child requests deletion of any information collected from the child; provide data in a structured, commonly used, and machine-readable format, like JSON or XML when applicable (e.g., for GDPR); when technically feasible, transfer the structured data directly to another business or organization at an individual's request (e.g., may not apply to legitimate interest); stop using personal data for direct marketing if individual objects (e.g., and ensure technical ability to do so when requested); if unable to identify a meaningful benefit to organization for high risk data, consider whether use of data in these ways is necessary or offer individuals the ability to opt out

[0245] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **26** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0246] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g, by scanning a customer system database).

[0247] FIGS. **27**A-**27**B illustrate a report **2700** of a legitimate interest assessment for a product/process (e.g, or feature(s) thereof), in accordance with some example embodiments. In one or more embodiments, the report **2700** is generated by the compliance client **108** in response to user input (e.g., of a user interface element, not shown) to generate an LIA report.

[0248] For example, the compliance client **108** may provide appropriate user interface(s) to print, save and/or export the report **2700**. These user interfaces may be available within dashboard interface(s) (e.g., discussed below) and/or a launch summary interface provided by the compliance client **108**.

[0249] In one or more embodiments, the report **2700** is based on aspects of the responses to the questions corresponding to the data specification categories **402** and the privacy review categories **404** For example, the report **2700** is generated by combining the responses into a single document. The single document can be reviewed by appropriate individuals of an organization (e.g., the second type of user such as someone having responsibility for compliance with respect to personal data). Alternatively or in addition, the report **2700** may be shared with government regulators.

[0250] In one or more embodiments, the compliance client **108** is configured to present the report **2700** in an editing mode (e.g., for making revisions before being output to printer or exported). The editing mode allows the user (e.g, the second type of user) to review, edit and/or annotate the report before being output. For example, the compliance client **108** may provide a user-selectable element (e.g., button, link) to open the report **2700** in editing mode, where user selection of the mode includes the full text of the report **2700** within an editable interface The editing interface may indicate that the report **2700** (e.g., assessment) is based on responses to the questions presented with respect to the data specification categories **402** and the privacy review categories **404**, including any recommendations and/or considerations that were marked as complete. The editing interface may further inform the end user to verify that the information is correct and to add any needed corrections and/or supplementary comments or materials (e.g., the results of any consultations with individuals or data protection authorities).

[0251] In one or more embodiments, the report **2700** provides information for each data use and/or data type combination relying on legitimate interest. As shown in the example of FIGS. **27**A-**27**B, the report **2700** includes LIA report sheet **2702** and LIA report sheet **2704** with information to: indicate that the LIA was performed by a privacy reviewer (e.g., indicated by name) on a specified date; list the data uses/types and data sources corresponding to the LIA; indicate the organization's purpose/reason (e.g., benefit) to process the personal data, as well as the impact of not performing such processing; indicate benefits to with respect to any other applicable organizations/entities, identify potential risks (e.g., high-risk or DPIA flag) for personal data; indicate risk level for each applicable entity within grid (e.g., grid pairs); indicate safeguards implemented to address the identified risks; indicate whether individuals are able to opt out of the processing; indicate whether any unresolved ethical or legal concerns with this processing activity were identified, indicate for the intended use for each data type; indicate whether the organization notified individual(s) of the processing activity prior to processing data; and/or identify a privacy reviewer (e.g., second type of user) and approval date for the processing activity.

[0252] As shown in the example of FIGS. **27**A-**27**B, the LIA report sheet **2702** may highlight and/or flag the potential benefits together with the potential risks associated with high risk data types and/or uses. In one or more embodiments, the potential benefits may be assigned different

importance levels (e.g., so as to be weighted). The different importance levels (e.g., weights) may include trivial, helpful, important and/or critical. In addition, the potential risks may be assigned different severity levels (e.g., so as to be weighted). The different severity levels (e.g., weights) may include trivial, limited, significant and severe, each of which may have a respective likelihood level selected from including remote, unlikely, likely and certain. In this manner, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for flagging risks, while depicting benefit-risk indicators for each flagged risk.

[0253] It is noted that the assessment headers, comments, recommendations and/or considerations, risk levels, and/or other report information discussed above with respect to FIGS. **27**A-**27**B correspond to an example embodiment. A different arrangement of assessment headers, comments, recommendations/considerations and/or other report information may be used in alternate embodiments.

[0254] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g, by scanning a customer system database).

[0255] FIGS. **28**A-**28**B illustrate part of a report **2800** on a data protection impact assessment (DPIA) for a product/process, in accordance with some example embodiments. In one or more embodiments, the report **2800** is generated by the compliance client **108** in response to user input (e.g., of a user interface element, not shown) to generate a DPIA report.

[0256] For example, the compliance client **108** may provide appropriate user interface(s) to print, save and/or export the report **2800** These user interfaces may be available within dashboard interface(s) (e.g., discussed below) and/or a launch summary interface provided by the compliance client **108**.

[0257] In one or more embodiments, the report **2800** is based on aspects of the responses to the questions corresponding to the data specification categories **402** and the privacy review categories **404**. For example, the report **2800** is generated by combining the responses into a single document. The single document can be reviewed by appropriate individuals of an organization (e.g., the second type of user such as someone having responsibility for compliance with respect to personal data). Alternatively or in addition, the report **2300** may be shared with government regulators.

[0258] In one or more embodiments, the compliance client **108** is configured to present the report **2800** in an editing mode (e.g, for making revisions before being output to printer or exported). The editing mode allows the user (e.g, the second type of user) to review, edit and/or annotate the report before being output. For example, the compliance client **108** may provide a user-selectable element (e.g., button, link) to open the report **2800** in editing mode, where user selection of the mode includes the full text of the report **2800** within an editable interface. The editing interface may indicate that the report **2800** (e.g., assessment) is based on responses to the questions presented with respect to the data specification categories **402** and the privacy review categories **404**, including any recommendations and/or considerations that were marked as complete. The editing interface may further inform the end user to verify that the information is correct and to add any needed corrections and/or supplementary comments or materials (e.g., the results of any consultations with individuals or data protection authorities).

[0259] In one or more embodiments, the report **2800** provides information for each data use and/or data combination relying on DPIA that poses a high risk. As shown in the example of FIGS. **28**A-**28**B, the report **2800** includes DPIA report sheet **2802** and DPIA report sheet **2804** with information to: indicate that the DPIA was performed to evaluate data processing activities that have the potential to result in a high risk to individuals; list the data uses/types corresponding to the DPIA; provide a link with additional information about this processing activity; list the data sources; identity the purpose of the processing of the personal data; indicate the data retention procedures (e.g., by specifying, for each data type, the retention period and/or retention action after expiration); list the third parties with which the data is shared (e.g., by specifying, for each third party, the data type, how the data is used, whether the third party may use the data for its own purposes, and/or if the third party's access to the personal data is subject to a contract); indicate the necessity of processing with respect to whether the organization can achieve its business goals without this processing activity; indicate the lawfulness of processing with respect to the organization relying on each data type compared to its basis of processing; indicate data access (e.g., list information that can be provided when requested); list what types of data can be deleted and/or corrected; indicate when the organization did not consult its supervisory authority (e.g., due to the processing activity not resulting in any unmitigated high risks); indicated when the organization was unable to mitigate listed high risks; and/or indicate when the organization consulted, or did not consult, its supervisory authority about unmitigated risks.

[0260] It is noted that the assessment headers, comments, recommendations/considerations and/or other report information discussed above with respect to FIGS. **28**A-**28**B correspond to an example embodiment. A different arrangement of assessment headers, comments, recommendations/considerations and/or other report information may be used in alternate embodiments.

[0261] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0262] FIGS. **29**A-**29**B illustrate an additional part of the report **2500** on a data protection impact assessment for a product/process, in accordance with some example embodiments. For example, relative to the DPIA report sheet **2502** and DPIA report sheet **2504** of FIG. **25**, FIGS. **29**A-**29**B include additional DPIA report sheet **2902** and DPIA report sheet **2904** for the report **2500**. Thus, DPIA sheets **2802**, **2804**, **2902** and **2904** may correspond to a single document with respect to the report **2500**.

[0263] As shown in the example of FIGS. **29**A-**29**B, the DPIA report sheet **2902** and DPIA report sheet **2904** include information to: indicate the organi-r.ation's purpose/reason (e.g., benefit) to process the personal data, as well as the impact of not performing such processing; indicate benefits

to with respect to any other applicable organizations/entities; identify the potential risks together with a brief description and the likelihood of occurrence; indicate how the organization will attempt to mitigate risk (e.g., by listing safeguards); indicate any individual consultations and/or reasons for not consulting individuals; and/or identifying a privacy reviewer (e.g., second type of user) and approval date for the processing activity.

[0264] As shown in the example of FIGS. **29**A-**29**B, the DPIA report sheet **2902** may highlight and/or flag the potential benefits together with the potential risks associated with high risk data types and/or uses. In one or more embodiments, the potential benefits may be assigned different importance levels (e.g., so as to be weighted) per the LIA questions **2104** of FIG. **21**. The different importance levels (e.g., weights) may include trivial, helpful, important and/or critical. In addition, the potential risks may be assigned different severity levels (e.g., so as to be weighted). The different severity levels (e.g., weights) may include trivial, limited, significant and severe, each of which may have a respective likelihood level selected from including remote, unlikely, likely and certain. In this manner, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for flagging risks, while depicting benefit-risk indicators for each flagged risk.

[0265] It is noted that the assessment headers, comments, recommendations/considerations, risk levels, and/or other report information discussed above with respect to FIGS. **29**A-**29**B correspond to an example embodiment. A different arrangement of assessment headers, comments, recommendations/considerations and/or other report information may be used in alternate embodiments.

[0266] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database)

[0267] FIG. **30** illustrates a dashboard UI **3000** for providing an overview of personal data usage and/or compliance, in accordance with some example embodiments. In one or more embodiments, the dashboard UI **3000** includes user-selectable dashboard categories **3002**.

[0268] The dashboard UI **3000** of FIG. **30**, together with the corresponding dashboard interfaces of FIGS. **31**-**40**, may be used by any user (e.g., the above-mentioned first type of user or second type of user. The dashboard tJI **3000** is used to provide general information and statistics (e.g., in the form of lists, tables, charts, infographics, etc.) regarding personal data usage and compliance of a product/process.

[0269] In one or more embodiments, the dashboard UI **3000** is configured to display the general and statistical information with respect to a particular time period (e.g., a default time of three months, a user-selectable time-frame in days, weeks, months, years, and/or a custom start and end date). In this manner, the dashboard UI **3000** is not necessarily restricted to a privacy review for a single feature (e.g., adding push notification support for new content and messages). Rather, the dashboard UI **3000** may provide information spanning multiple privacy reviews (e.g., corresponding to multiple features launched during the applicable time period).

[0270] As noted above with respect to FIG. **2**, the compliance system **100** may implement a data mapping system **206**. The data mapping system **206** is configured to maintain a data mapping structure that cross-references the information collected, stored and maintained by the data specification system **202** and/or by the privacy review system **204**. For example, the data mapping structure is configured to provide mappings between the information related to personal data intended for use by a product/process (e.g., as defined by the data specification system **202**) and the information related to privacy compliance of the product/or process (e.g., as defined by the privacy review system **204**). In one or more embodiments, such mappings are maintained across multiple features and/or time periods with respect to the product/process, so as to enable the dashboard UI **3000** to span multiple privacy reviews (e.g., multiple features launched during the applicable time period). In one or more implementations, the data mapping structure is configured to be updated in real-time based on subsequent user-provided responses (e.g., relating to data uses, data types and/or compliance). In addition, the data mapping structure is configured to cross-reference and be updated in real-time with respect to supplemental information that is specific to an organization associated with the product/process.

[0271] In one or more embodiments, the dashboard categories **3002** include the following categories, each of which is user-selectable to provide a corresponding overview of the responses provided with respect to the questionnaires associated with data specification categories **402** and/or privacy review categories **404**: overview (e.g., providing a general overview of personal data usage and/or compliance based on the responses); data types (e.g., providing an overview of responses to the questions presented with respect to FIG. **7** and/or FIG. **13**); data uses (e.g., providing an overview of responses to the questions presented with respect to FIG. **6** and/or FIG. **13**); third parties (e.g., providing an overview of responses to the questions presented with respect to FIG. **8** and/or FIGS. **20**A-**20**B); and/or bases for processing (e.g., providing an overview of responses to the questions presented with respect to FIG. **14**).

[0272] In one or more embodiments, the dashboard UI **3000** corresponds to when a user selects the "overview" category (e.g., corresponding to general statistics for all privacy reviews) within the dashboard categories **3002**. In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of a personal data statistics **3004**.

[0273] In the example of FIG. **30**, the personal data statistics **3004** provide general and/or statistical information for a specific time period (e.g., the date range from Jul. 22, 2019 to Jul. 22, 2020), including: a graph (e.g., percentage) of launches using personal data; a graph of bases for processing; a graph corresponding to risk; a number of launches (e.g., features) including personal data; a number of data types used; a number of uses of the personal data; a number of third parties receiving the personal data; and/or a list of the features considered during the time period (e.g., together with a number of data types for each feature).

[0274] It is noted that the interface elements discussed above with respect to FIG. **30** correspond to an example embodiment. A different arrangement of interface elements may be used in alternate embodiments.

[0275] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-

specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0276] FIG. **31** illustrates a dashboard UI **3100** for providing an overview of types of personal data intended for use by a product/process (e.g., or feature(s) thereof), in accordance with some example embodiments. In one or more embodiments, the dashboard UI **3100** corresponds to when a user selects the "data types" category within the dashboard categories **3002**. In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of a personal data types statistics **3102** and personal data types list **3104**.

[0277] The personal data types statistics **3102** provides statistical information regarding the types of personal data used with respect to the features (e.g., launches) falling within specified time period mentioned above with respect to FIG. **30**. In the example of FIG. **31**, the personal data types statistics **3102** indicates: a number of data types used; a number of uses of the personal data; a number of third parties receiving the personal data; a number of custom data types created; and/or a list of most frequently used data types (e.g., where each listed data type includes a respective count for number of launches and number of uses).

[0278] On the other hand, the personal data types list **3104** corresponds to the different data types that were specified with respect to the particular time period (e.g., Jul. 22, 2019 to Jul. 22, 2020). The different data types may span multiple launches/features (e.g., those which fall within the specified time period) with respect to the product/process.

[0279] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **31** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0280] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0281] FIG. **32** illustrates a dashboard UI **3200** for providing information on specific type(s) of personal data intended for use by a product/process (e.g., or feature(s) thereof), in accordance with some example embodiments. In one or more embodiments, the dashboard UI **3200** corresponds to when a user selects a specific data type (e.g., "on platform activity") within the personal data types statistics **3102**.

[0282] In response to such selection, the compliance client **108** (eg., in conjunction with the compliance server system **104**) provides for display of a selected type overview **3202** and selected type deep dive **3204**, which may respectively include user-selectable fields/filters.

[0283] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **32** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0284] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0285] FIG. **33** illustrates a dashboard UI **3300** for providing an overview of intended uses for personal data by a product/process, in accordance with some example embodiments. In one or more embodiments, the dashboard UI **3300** corresponds to when a user selects the "data uses" category within the dashboard categories **3002**. In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of the personal data uses statistics **3302** and personal data uses list **3304**.

[0286] The personal data uses statistics **3302** provides statistical information regarding the uses of personal data with respect to the features (e.g., launches) falling within specified time period. The personal data uses list **3304** corresponds to the different data uses that were specified with respect to the particular time period. The different data uses may span multiple launches/features (e.g., those which fall within the specified time period) with respect to the product/process.

[0287] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **33** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0288] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0289] FIG. **34** illustrates a dashboard UI **3400** for providing information on specific intended uses for personal data by a product/process (e.g., or feature(s) thereof), in accordance with some example embodiments. In one or more embodiments, the dashboard UI **3400** corresponds to when a user selects a specific data type (e.g., "provide service requested by the user") within the personal data uses statistics **3302**.

[0290] In response to such selection, the compliance client **108** (eg., in conjunction with the compliance server system **104**) provides for display of a selected use overview **3402** and selected use deep dive **3404**, which may respectively include user-selectable fields/filters.

[0291] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **34** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0292] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-

specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0293] FIG. **35** illustrates a dashboard UI **3500** for providing an overview of third party processing of personal data intended for use by a product/process, in accordance with some example embodiments. In one or more embodiments, the dashboard UI **3500** corresponds to when a user selects the "third parties" category within the dashboard categories **3002**. In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of third parties statistics **3502** and a third parties list **3504**.

[0294] The third parties statistics **3502** provides statistical information regarding third parties within specified time period. The third parties list **3504** corresponds to the different third parties that were specified to have access to the personal data with respect to the particular time period. The different third parties may span multiple launches/features (e.g., those which fall within the specified time period) with respect to the product/process. As shown, the third parties may be sorted by alphabetically or by category (e.g., per the third parties taxonomy **212**) based on a user-selectable sorting element.

[0295] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **35** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g, including real-time, inline help and recommendations) may be used in alternate embodiments

[0296] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0297] FIG. **36** illustrates a dashboard UI **3600** for providing information on specific third parties, in accordance with some example embodiments. In one or more embodiments, the dashboard UI **3600** corresponds to when a user selects a specific third party (e.g., "Amazon") within the third parties statistics **3502**.

[0298] In response to such selection, the compliance client **108** (eg., in conjunction with the compliance server system **104**) provides for display of a selected third party overview **3602** and selected third party deep dive **3604**, which may respectively include user-selectable fields/filters.

[0299] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **36** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0300] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0301] FIG. **37** illustrates a dashboard UI **3700** for providing an overview of one or more bases for processing personal data intended for use by a product/process, in accordance with some example embodiments. In one or more embodiments, the dashboard UI **3700** corresponds to when a user selects the "basis for processing" category within the dashboard categories **3002**. In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of a basis for processing overview **3702**.

[0302] The basis for processing overview **3702** corresponds to the different bases for processing that were specified with respect to the particular time period. The different bases for processing may span multiple launches/features (e.g., those which fall within the specified time period) with respect to the product/process.

[0303] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **37** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g, including real-time, inline help and recommendations) may be used in alternate embodiments.

[0304] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0305] FIG. **38** illustrates a dashboard UI **3800** for providing information on a specific basis for processing, in accordance with some example embodiments In one or more embodiments, the dashboard UI **3800** corresponds to when a user selects a specific basis for processing (e.g., "consent") within the basis for processing overview **3702**.

[0306] In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of a selected basis for processing overview **3802** and selected basis for processing deep dive **3804**, which may respectively include user-selectable fields/filters.

[0307] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **38** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0308] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g, by scanning a customer system database).

[0309] FIG. **39** illustrates a dashboard UI **3900** for performing a query with respect to personal data, in accordance with some example embodiments. In one or more embodiments, the dashboard UI **3900** corresponds to when a user selects the query data category **3902**, which may be displayed in conjunction within the dashboard categories

3002. In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of a query data selection interface **3904** and a query data refinement interface **3906**.

[0310] The query data selection interface **3904** allows the user to select between data types, data categories, data sources, data uses, third parties and third party categories for querying the compliance system **100** with respect to the use of personal data (e.g., to generate a results page). In addition, the query data refinement interface **3906** provides additional filters (e.g., category, retention period) for the query.

[0311] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **39** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g, including real-time, inline help and recommendations) may be used in alternate embodiments

[0312] Moreover, while the above-described elements are described as being user-selected, user-selectable or user-specified, the compliance system **100** is not limited to such types of responses. As an alternative or supplement to user-submitted responses, the responses as described herein may be based on values accessed from a data store (e.g., by scanning a customer system database).

[0313] FIG. **40** illustrates a dashboard UI **4000** for providing a results page for a query, in accordance with some example embodiments. In one or more embodiments, the dashboard UI **4000** corresponds to when a user selects "display results" via the dashboard UI **3900**.

[0314] In response to such selection, the compliance client **108** (e.g., in conjunction with the compliance server system **104**) provides for display of query results **4002** based on the user-selected query.

[0315] It is noted that the categories, questions, candidate responses, options and/or other interface elements discussed above with respect to FIG. **40** correspond to an example embodiment. A different arrangement of categories, questions, candidate responses, options and/or other interface elements (e.g., including real-time, inline help and recommendations) may be used in alternate embodiments.

[0316] Thus, the data specification system **202** (e.g., including taxonomies **208**-**212**), the privacy review system **204** and the data mapping system **206** as described herein provide for various questionnaires, recommendations/considerations, assessments and dashboard interfaces related to privacy compliance of a product/process. The compliance client **108** in conjunction with the compliance server system **104** may provide for more efficient review of a new launch (e.g., that may related to previous launches that were already approved). In another example, the compliance client **108** may provide for responding more accurately to an incident involving a vendor by searching what data is shared with that vendor and assessing exposure more effectively. In yet another example, the compliance client **108** may provide for determining whether to update the privacy policy by regularly searching on new data uses.

[0317] Moreover, the compliance client **108** in conjunction with the compliance server system **104** may provide for surfacing trends that may allow privacy teams to build better privacy programs. For example, the compliance client **108** may provide to prioritize privacy hardening work. If privacy reviews shift focus to a particular data type (e.g., end-user geo-location), it is possible for the compliance client **108** to surface this as a growing new trend and organizations may start to build better storage for that sensitive user data. In another example, if more vendors begin having access to more sensitive information, it is possible for the compliance client **108** to suggest raising privacy due diligence on vendors. In yet another example, the compliance client **108** may provide for better understanding bottlenecks in privacy by design program and resource allocation The compliance client **108** may provide graphs showing the number of reviews being done at a given time period, the time it takes to conduct these reviews, and how close the reviews are being done to launch dates, and the like.

[0318] FIG. **41** is a flowchart illustrating a process **4100** for indicating potential risks regarding compliance of personal data intended for use by a product/process, in accordance with some example embodiments. For explanatory purposes, the process **4100** is primarily described herein with reference to the compliance server system **104** and the client device **106** of FIG. **1**. However, one or more blocks (or operations) of the process **4100** may be performed by one or more other components of the compliance server system **104**, the client device **106**, and/or by other suitable devices. Further for explanatory purposes, the blocks of the process **4100** are described herein as occurring in serial, or linearly. However, multiple blocks of the process **4100** may occur in parallel. In addition, the blocks of the process **4100** need not be performed in the order shown and/or one or more blocks of the process **4100** need not be performed and/or can be replaced by other operations.

[0319] The compliance server system **104** receives structured information relating to personal data intended for use by a product or process (block **4102**). The product may include at least one of a software component or a hardware component.

[0320] The structured information may be based on a taxonomy that classifies candidate uses of the personal data and candidate types of the personal data. The taxonomy may define a workflow for determining intended uses and types of personal data intended for use by the product or process, and for reviewing the product or process for compliance with respect to the personal data.

[0321] The workflow may be configured to vary based on which of the candidate types of personal data intended for use by the product or process. The workflow may further be configured to vary based on which of the candidate uses apply for the personal data intended for use by the product or process.

[0322] The taxonomy may further classify retention procedures for the personal data. The retention procedure may specify at least one of a retention period or a manner in which personal data is removed.

[0323] The compliance server system **104** receives responses, provided by a user and/or accessed from a data store, to a set of questions relating to compliance of the product or process with respect to the personal data, the set of questions having been determined based on the structured information (block **4104**). The compliance may correspond to at least one of privacy compliance, security compliance, legal compliance or internal policy compliance.

[0324] The structured information may correspond to user responses to initial questions relating to the personal data intended for use by the product or process. The set of ques-

tions may be based at least in part on the user responses to the initial questions.

[0325] The compliance server system **104** determines, based on at least one of the structured information or the responses to the set of questions, one or more potential risks corresponding to the compliance (block **4106**).

[0326] The compliance server system **104** provides a user interface for display to a user, the user interface indicating the one or more potential risks corresponding to the compliance (block **4108**). The one or more potential risks may correspond to a privacy impact assessment (e.g., legitimate interest assessment (LIA) or a data protection impact assessment (DPIA)).

[0327] The compliance server system **104** may assign, for each of the one or more potential risks, a respective risk level or flag for the potential risk, wherein the user interface displays an indication of the respective assigned risk level or flag for the potential risk. The respective levels of review may be based on administrator-specified values for each of the one or more potential risks. For each of the one or more potential risks, the user interface includes at least one of a recommendation corresponding to the potential risk for presenting to the user, or a third set of questions corresponding to the potential risk for presenting to the user.

[0328] FIG. **42** is a flowchart illustrating a process **4200** for maintaining a data structure to cross-reference personal data intended for use by a product/process with compliance parameters, in accordance with some example embodiments. For explanatory purposes, the process **4200** is primarily described herein with reference to the compliance server system **104** and the client device **106** of FIG. **1**. However, one or more blocks (or operations) of the process **4200** may be performed by one or more other components of the compliance server system **104**, the client device **106**, and/or by other suitable devices. Further for explanatory purposes, the blocks of the process **4200** are described herein as occurring in serial, or linearly. However, multiple blocks of the process **4200** may occur in parallel. In addition, the blocks of the process **4200** need not be performed in the order shown and/or one or more blocks of the process **4200** need not be performed and/or can be replaced by other operations.

[0329] The compliance server system **104** receives structured information relating to personal data intended for use by a product or process (block **4202**).

[0330] The compliance server system **104** receives responses, provided by a user and/or accessed from a data store, to a set of questions relating to compliance of the product or process with respect to the personal data, the set of questions having been determined based on the structured information (block **4204**). The compliance may correspond to at least one of privacy compliance, security compliance, legal compliance or internal policy compliance.

[0331] The compliance server system **104** maintains, based on at least one of the structured information or the received responses to the set of questions, a data structure configured to cross-reference the personal data intended for use by the product or process and the compliance of the product or process with respect to the personal data (block **4206**). The data structure is configured to be updated in real-time based on subsequent user-provided responses, the subsequent user-provided responses relating to at least one of the personal data intended for use by the product or process or the compliance of the product or process with respect to the personal data. The data structure may be further configured to cross-reference and be updated in real-time with respect to supplemental information that is specific to an organization associated with the product or process.

[0332] The compliance server system **104** may receive responses, provided by one or more third users and/or accessed from a data store, to a third set of questions relating to additional compliance of the product or process with respect to the personal data, the third set of questions having been determined based on the structured information. Maintaining the data structure may be further based on the responses for the third set of questions.

[0333] The structured information may relate to types of the personal data and uses of the personal data. The data structure may be configured to cross-reference and be updated in real-time with respect to one or more of the types of the personal data, the uses of the personal data, or the compliance of the product or process with respect to the personal data. The data structure may be further configured to cross-reference and be updated in real-time with respect to one or more of a business purpose of the product or process, retention procedures for the personal data, third party usage of the personal data, or data sources of the personal data, based on a subset of the structured information.

[0334] The compliance server system **104** may provide a user interface for editing the data structure with respect to the personal data intended for use by the product or process or the compliance of the product or process with respect to the personal data.

[0335] FIG. **43** is a flowchart illustrating a process **4300** for obtaining responses indicating personal data intended for use by a product/process, in accordance with some example embodiments. For explanatory purposes, the process **4300** is primarily described herein with reference to the compliance server system **104** and the client device **106** of FIG. **1**. However, one or more blocks (or operations) of the process **4300** may be performed by one or more other components of the compliance server system **104**, the client device **106**, and/or by other suitable devices. Further for explanatory purposes, the blocks of the process **4300** are described herein as occurring in serial, or linearly. However, multiple blocks of the process **4300** may occur in parallel. In addition, the blocks of the process **4300** need not be performed in the order shown and/or one or more blocks of the process **4300** need not be performed and/or can be replaced by other operations.

[0336] The compliance server system **104** provides a first user interface for display, the first user interface for presenting a predefined set of questions to a first user, the predefined set of questions relating to a product or process which uses personal data (block **4302**). The product may include at least one of a software component or a hardware component.

[0337] In response to providing the first user interface for display, the compliance server system **104** receives a first response (e.g., user-submitted and/or accessed from a data store) indicating one or more uses of the personal data (block **4304**). The compliance server system **104** receives a second response indicating one or more types of personal data intended for use by the product or process (block **4306**).

[0338] The compliance server system **104** provides, based on receiving the first and second responses, a second user interface for display to a second user, for reviewing the product or process for compliance with respect to the personal

data (block **4308**). The compliance may correspond to at least one of privacy compliance, security compliance, legal compliance or internal policy compliance.

[0339] In response to providing the first user interface for display, the compliance server system **104** may receive additional response(s) indicating one or more of: a business purpose of the product or process, a retention procedure for the personal data, third party usage for the personal data, and/or a data source for the personal data. Providing the second user interface may be further based on the additional response(s).

[0340] FIG. **44** is a flowchart illustrating a process for generating questions corresponding to privacy compliance of a product/process, in accordance with some example embodiments. For explanatory purposes, the process **4400** is primarily described herein with reference to the compliance server system **104** and the client device **106** of FIG. **1**. However, one or more blocks (or operations) of the process **4400** may be performed by one or more other components of the compliance server system **104**, the client device **106**, and/or by other suitable devices. Further for explanatory purposes, the blocks of the process **4400** are described herein as occurring in serial, or linearly. However, multiple blocks of the process **4400** may occur in parallel. In addition, the blocks of the process **4400** need not be performed in the order shown and/or one or more blocks of the process **4400** need not be performed and/or can be replaced by other operations.

[0341] The compliance server system **104** receives structured information relating to personal data intended for use by a product or process (block **4402**). The product may include at least one of a software component or a hardware component.

[0342] The compliance server system **104** generates, based on the structured information, a set of questions corresponding to privacy compliance of the product or process with respect to the personal data (block **4404**). The structured information may correspond to user responses to initial questions relating to the personal data intended for use by the product or process, and the set of questions may be based at least in part on the user responses to the initial questions.

[0343] The user responses may be provided by a second user that is different than the user. Alternatively, the responses may be provided by the same user. Latter-presented questions within the set of questions may be based at least in part on responses, by the user, to earlier-presented questions within the set of questions.

[0344] The compliance server system **104** provides a user interface for presenting the set of questions to a user, for reviewing the product or process for privacy compliance with respect to the personal data (block **4406**). The compliance server system **104** may receive responses, provided by the user, to the set of questions, and store the responses to the set of questions in association with the structured information.

[0345] The compliance server system **104** may generate, based on at least one of the structured information or the received responses to the set of questions, a report corresponding to the privacy compliance. The compliance server system **104** may provide, in response to receiving the responses to the set of questions, a user-selectable element to generate the report, and the generating may be performed in response to user selection of the user-selectable element

[0346] The compliance server system **104** may provide the generated report for display to a user, for documenting the product or process for compliance with respect to the personal data. The generated report may be configured for at least one of viewing, editing or exporting by the user.

[0347] The report may correspond to a legitimate interest assessment (LIA) with respect to the personal data intended for use by the product or process. Alternatively or in addition, the report may correspond to a data protection impact assessment (DPIA) with respect to the personal data intended for use by the product or process.

[0348] FIG. **45** is a flowchart illustrating a process for indicating recommendations and/or considerations regarding compliance of personal data intended for use by a product/process, in accordance with some example embodiments For explanatory purposes, the process **4500** is primarily described herein with reference to the compliance server system **104** and the client device **106** of FIG. **1**. However, one or more blocks (or operations) of the process **4500** may be performed by one or more other components of the compliance server system **104**, the client device **106**, and/or by other suitable devices. Further for explanatory purposes, the blocks of the process **4500** are described herein as occurring in serial, or linearly. However, multiple blocks of the process **4500** may occur in parallel. In addition, the blocks of the process **4500** need not be performed in the order shown and/or one or more blocks of the process **4500** need not be performed and/or can be replaced by other operations.

[0349] The compliance server system **104** receives structured information relating to personal data intended for use by a product or process (block **4502**). The structured information may correspond to user responses to initial questions relating to the personal data intended for use by the product or process, and the set of questions may be based at least in part on the user responses to the initial questions.

[0350] The compliance server system **104** receives responses, provided by a user and/or accessed from a data store, to a set of questions relating to compliance of the product or process with respect to the personal data, the set of questions having been determined based on the structured information (block **4504**). The compliance may correspond to at least one of privacy compliance, security compliance, legal compliance or internal policy compliance

[0351] The compliance server system **104** generates, based on at least one of the structured information or the received responses to the set of questions, one or more recommendations/considerations corresponding to the compliance (block **4506**). The one or more recommendations/considerations may relate to a privacy impact assessment (e.g., legitimate interest assessment (LIA) or a data protection impact assessment (DPIA)) with respect to the personal data intended for use by the product or process.

[0352] The compliance server system **104** provides a user interface for display to a user, the user interface indicating the one or more recommendations/considerations corresponding to the compliance (block **4508**). The compliance server system **104** may categorize the one or more recommendations/considerations based at least in part on a respective risk level associated with each of the one recommendations/considerations, and the user interface may display the one or more recommendations/considerations based on the categorizing.

[0353] The compliance server system **104** may provide for display of at least one of the one or more recommendations/considerations in real-time, in conjunction with presentation of the set of questions. The one or more recommendations/considerations may correspond to a post-launch phase of the product or process

[0354] FIG. **46** is a block diagram **4600** illustrating a software architecture **4604**, which can be installed on any one or more of the devices described herein. The software architecture **4604** is supported by hardware such as a machine **4602** that includes processors **4620**, memory **4626**, and I/O components **4638**. In this example, the software architecture **4604** can be conceptualized as a stack of layers, where each layer provides a particular functionality. The software architecture **4604** includes layers such as an operating system **4612**, libraries **4608**, frameworks **4610**, and applications **4606**. Operationally, the applications **4606** invoke API calls **4650** through the software stack and receive messages **4652** in response to the API calls **4650**.

[0355] The operating system **4612** manages hardware resources and provides common services. The operating system **4612** includes, for example, a kernel **4614**, services **4616**, and drivers **4622**. The kernel **4614** acts as an abstraction layer between the hardware and the other software layers. For example, the kernel **4614** provides memory management, processor management (e.g., scheduling), component management, networking, and security settings, among other functionality. The services **4616** can provide other common services for the other software layers. The drivers **4622** are responsible for controlling or interfacing with the underlying hardware. For instance, the drivers **4622** can include display drivers, camera drivers, BLUETOOTH® or BLUETOOTH® Low Energy drivers, flash memory drivers, serial communication drivers (e.g., Universal Serial Bus (USB) drivers), WI-FI® drivers, audio drivers, power management drivers, and so forth.

[0356] The libraries **4608** provide a low-level common infrastructure used by the applications **4606** The libraries **4608** can include system libraries **4618** (e.g., C standard library) that provide functions such as memory allocation functions, string manipulation functions, mathematic functions, and the like. In addition, the libraries **4608** can include API libraries **4624** such as media libraries (e.g., libraries to support presentation and manipulation of various media formats such as Moving Picture Experts Group-4 (MPEG4), Advanced Video Coding (H.264 or AVC), Moving Picture Experts Group Layer-3 (MP3), Advanced Audio Coding (AAC), Adaptive Multi-Rate (AMR) audio codec, Joint Photographic Experts Group (JPEG or JPG), or Portable Network Graphics (PNG)), graphics libraries (e.g., an OpenGL framework used to render in two dimensions (2D) and three dimensions (3D) in a graphic content on a display), database libraries (e.g., SQLite to provide various relational database functions), web libraries (e.g., WebKit to provide web browsing functionality), and the like. The libraries **4608** can also include a wide variety of other libraries **4628** to provide many other APIs to the applications **4606**.

[0357] The frameworks **4610** provide a high-level common infrastructure that is used by the applications **4606**. For example, the frameworks **4610** provide various graphical user interface (GUI) functions, high-level resource management, and high-level location services. The frameworks **4610** can provide a broad spectrum of other APIs that can be used by the applications **4606**, some of which may be specific to a particular operating system or platform.

[0358] In an example embodiment, the applications **4606** may include a home application **4636**, a contacts application **4630**, a browser application **4632**, a book reader application **4634**, a location application **4642**, a media application **4644**, a messaging application **4646**, a game application **4648**, and a broad assortment of other applications such as third-party applications **4640**. The applications **4606** are programs that execute functions defined in the programs. Various programming languages can be employed to create one or more of the applications **4606**, structured in a variety of manners, such as object-oriented programming languages (e.g., Objective-C, Java, or C++) or procedural programming languages (e.g., C or assembly language). In a specific example, the third-party applications **4640** (e.g., applications developed using the ANDROID™ or IOS™ software development kit (SDK) by an entity other than the vendor of the particular platform) may be mobile software running on a mobile operating system such as IOS™, ANDROID™, WINDOWS® Phone, or another mobile operating system In this example, the third-party applications **4640** can invoke the API calls **4650** provided by the operating system **4612** to facilitate functionality described herein.

[0359] FIG. **47** is a diagrammatic representation of a machine **4700** within which instructions **4710** (e.g., software, a program, an application, an applet, an app, or other executable code) for causing the machine **4700** to perform any one or more of the methodologies discussed herein may be executed For example, the instructions **4710** may cause the machine **4700** to execute any one or more of the methods described herein The instructions **4710** transform the general, non-programmed machine **4700** into a particular machine **4700** programmed to carry out the described and illustrated functions in the manner described. The machine **4700** may operate as a standalone device or may be coupled (e.g., networked) to other machines. In a networked deployment, the machine **4700** may operate in the capacity of a server machine or a client machine in a server-client network environment, or as a peer machine in a peer-to-peer (or distributed) network environment. The machine **4700** may comprise, but not be limited to, a server computer, a client computer, a personal computer (PC), a tablet computer, a laptop computer, a netbook, a set-top box (STB), a PDA, an entertainment media system, a cellular telephone, a smart phone, a mobile device, a wearable device (e.g, a smart watch), a smart home device (e.g., a smart appliance), other smart devices, a web appliance, a network router, a network switch, a network bridge, or any machine capable of executing the instructions **4710**, sequentially or otherwise, that specify actions to be taken by the machine **4700**. Further, while only a single machine **4700** is illustrated, the term "machine" shall also be taken to include a collection of machines that individually or jointly execute the instructions **4710** to perform any one or more of the methodologies discussed herein.

[0360] The machine **4700** may include processors **4702**, memory **4704**, and I/O components **4706**, which may be configured to communicate with each other via a bus **4744**. In an example embodiment, the processors **4702** (e.g., a Central Processing Unit (CPU), a Reduced Instruction Set Computing (RISC) processor, a Complex Instruction Set Computing (CISC) processor, a Graphics Processing Unit (GPU), a Digital Signal Processor (DSP), an ASIC, a

Radio-Frequency Integrated Circuit (RFIC), another processor, or any suitable combination thereof) may include, for example, a processor **4708** and a processor **4712** that execute the instructions **4710**. The term "processor" is intended to include multi-core processors that may comprise two or more independent processors (sometimes referred to as "cores") that may execute instructions contemporaneously. Although FIG. **47** shows multiple processors **4702**, the machine **4700** may include a single processor with a single core, a single processor with multiple cores (e.g., a multi-core processor), multiple processors with a single core, multiple processors with multiples cores, or any combination thereof.

[0361] The memory **4704** includes a main memory **4714**, a static memory **4716**, and a storage unit **4718**, both accessible to the processors **4702** via the bus **4744**. The main memory **4704**, the static memory **4716**, and storage unit **4718** store the instructions **4710** embodying any one or more of the methodologies or functions described herein. The instructions **4710** may also reside, completely or partially, within the main memory **4714**, within the static memory **4716**, within machine-readable medium **4720** within the storage unit **4718**, within at least one of the processors **4702** (e.g., within the processor's cache memory), or any suitable combination thereof, during execution thereof by the machine **4700**.

[0362] The I/O components **4706** may include a wide variety of components to receive input, provide output, produce output, transmit information, exchange information, capture measurements, and so on. The specific I/O components **4706** that are included in a particular machine will depend on the type of machine. For example, portable machines such as mobile phones may include a touch input device or other such input mechanisms, while a headless server machine will likely not include such a touch input device. It will be appreciated that the I/O components **4706** may include many other components that are not shown in FIG. **47**. In various example embodiments, the I/O components **4706** may include output components **4728** and input components **4732** The output components **4728** may include visual components (e.g., a display such as a plasma display panel (PDP), a light emitting diode (LED) display, a liquid crystal display (LCD), a projector, or a cathode ray tube (CRT)), acoustic components (e.g., speakers), haptic components (e.g., a vibratory motor, resistance mechanisms), other signal generators, and so forth. The input components **4732** may include alphanumeric input components (e.g., a keyboard, a touch screen configured to receive alphanumeric input, a photo-optical keyboard, or other alphanumeric input components), point-based input components (e.g., a mouse, a touchpad, a trackball, a joystick, a motion sensor, or another pointing instrument), tactile input components (e.g., a physical button, a touch screen that provides location and/or force of touches or touch gestures, or other tactile input components), audio input components (e.g., a microphone), and the like.

[0363] In further example embodiments, the I/O components **4706** may include biometric components **4734**, motion components **4736**, environmental components **4738**, or position components **4740**, among a wide array of other components. For example, the biometric components **4734** include components to detect expressions (e.g., hand expressions, facial expressions, vocal expressions, body gestures, or eye tracking), measure biosignals (e.g., blood pressure, heart rate, body temperature, perspiration, or brain waves), identify a person (e.g., voice identification, retinal identification, facial identification, fingerprint identification, or electroencephalogram-based identification), and the like. The motion components **4736** include acceleration sensor components (e.g., accelerometer), gravitation sensor components, rotation sensor components (e.g., gyroscope), and so forth The environmental components **4738** include, for example, illumination sensor components (e.g., photometer), temperature sensor components (e.g., one or more thermometers that detect ambient temperature), humidity sensor components, pressure sensor components (e.g., barometer), acoustic sensor components (e.g., one or more microphones that detect background noise), proximity sensor components (e.g., infrared sensors that detect nearby objects), gas sensors (e.g., gas detection sensors to detection concentrations of hazardous gases for safety or to measure pollutants in the atmosphere), or other components that may provide indications, measurements, or signals corresponding to a surrounding physical environment. The position components **4740** include location sensor components (e.g., a GPS receiver component), altitude sensor components (e.g., altimeters or barometers that detect air pressure from which altitude may be derived), orientation sensor components (e.g., magnetometers), and the like.

[0364] Communication may be implemented using a wide variety of technologies. The I/O components **4706** further include communication components **4742** operable to couple the machine **4700** to a network **4722** or devices **4724** via a coupling **4730** and a coupling **4726**, respectively. For example, the communication components **4742** may include a network interface component or another suitable device to interface with the network **4722**. In further examples, the communication components **4742** may include wired communication components, wireless communication components, cellular communication components, Near Field Communication (NFC) components, Bluetooth® components (e.g., Bluetooth® Low Energy), Wi-Fi® components, and other communication components to provide communication via other modalities. The devices **4724** may be another machine or any of a wide variety of peripheral devices (e.g., a peripheral device coupled via a USB).

[0365] Moreover, the communication components **4742** may detect identifiers or include components operable to detect identifiers. For example, the communication components **4742** may include Radio Frequency Identification (RFID) tag reader components, NFC smart tag detection components, optical reader components (e.g., an optical sensor to detect one-dimensional bar codes such as Universal Product Code (UPC) bar code, multi-dimensional bar codes such as Quick Response (QR) code, Aztec code, Data Matrix, Dataglyph, MaxiCode, PDF417, Ultra Code, UCC RSS-2D bar code, and other optical codes), or acoustic detection components (e.g., microphones to identify tagged audio signals). In addition, a variety of information may be derived via the communication components **4742**, such as location via Internet Protocol (IP) geolocation, location via Wi-Fi® signal triangulation, location via detecting an NFC beacon signal that may indicate a particular location, and so forth.

[0366] The various memories (e.g., memory **4704**, main memory **4714**, static memory **4716**, and/or memory of the processors **4702**) and/or storage unit **4718** may store one or more sets of instructions and data structures (e.g., software)

embodying or used by any one or more of the methodologies or functions described herein. These instructions (e.g., the instructions **4710**), when executed by processors **4702**, cause various operations to implement the disclosed embodiments.

[0367] The instructions **4710** may be transmitted or received over the network **4722**, using a transmission medium, via a network interface device (e.g., a network interface component included in the communication components **4742**) and using any one of a number of well-known transfer protocols (e.g., hypertext transfer protocol (HTTP)). Similarly, the instructions **4710** may be transmitted or received using a transmission medium via the coupling **4726** (e.g., a peer-to-peer coupling) to the devices **4724**.

[0368] A "carrier signal" refers to any intangible medium that is capable of storing, encoding, or carrying instructions for execution by the machine, and includes digital or analog communications signals or other intangible media to facilitate communication of such instructions. Instructions may be transmitted or received over a network using a transmission medium via a network interface device.

[0369] A "client device" refers to any machine that interfaces to a communications network to obtain resources from one or more server systems or other client devices. A client device may be, but is not limited to, a mobile phone, desktop computer, laptop, portable digital assistants (PDAs), smartphones, tablets, ultrabooks, netbooks, laptops, multi-processor systems, microprocessor-based or programmable consumer electronics, game consoles, set-top boxes, or any other communication device that a user may use to access a network.

[0370] A "communication network" refers to one or more portions of a network that may be an ad hoc network, an intranet, an extranet, a virtual private network (VPN), a local area network (LAN), a wireless LAN (WLAN), a wide area network (WAN), a wireless WAN (WWAN), a metropolitan area network (MAN), the Internet, a portion of the Internet, a portion of the Public Switched Telephone Network (PSTN), a plain old telephone service (POTS) network, a cellular telephone network, a wireless network, a Wi-Fi® network, another type of network, or a combination of two or more such networks. For example, a network or a portion of a network may include a wireless or cellular network and the coupling may be a Code Division Multiple Access (CDMA) connection, a Global System for Mobile communications (GSM) connection, or other types of cellular or wireless coupling. In this example, the coupling may implement any of a variety of types of data transfer technology, such as Single Carrier Radio Transmission Technology (1xRTT), Evolution-Data Optimized (EVDO) technology, General Packet Radio Service (GPRS) technology, Enhanced Data rates for GSM Evolution (EDGE) technology, third Generation Partnership Project (3GPP) including 3G, fourth generation wireless (4G) networks, Universal Mobile Telecommunications System (UMTS), High Speed Packet Access (HSPA), Worldwide Interoperability for Microwave Access (WiMAX), Long Term Evolution (LTE) standard, others defined by various standard-setting organizations, other long-range protocols, or other data transfer technology.

[0371] A "component" refers to a device, physical entity, or logic having boundaries defined by function or subroutine calls, branch points, APIs, or other technologies that provide for the partitioning or modularization of particular processing or control functions. Components may be combined via their interfaces with other components to carry out a machine process. A component may be a packaged functional hardware unit designed for use with other components and a part of a program that usually performs a particular function of related functions. Components may constitute either software components (e.g., code embodied on a machine-readable medium) or hardware components. A "hardware component" is a tangible unit capable of performing certain operations and may be configured or arranged in a certain physical manner. In various example embodiments, one or more computer systems (e.g., a standalone computer system, a client computer system, or a server computer system) or one or more hardware components of a computer system (e.g., a processor or a group of processors) may be configured by software (e.g., an application or application portion) as a hardware component that operates to perform certain operations as described herein. A hardware component may also be implemented mechanically, electronically, or any suitable combination thereof. For example, a hardware component may include dedicated circuitry or logic that is permanently configured to perform certain operations. A hardware component may be a special-purpose processor, such as a field-programmable gate array (FPGA) or an application specific integrated circuit (ASIC). A hardware component may also include programmable logic or circuitry that is temporarily configured by software to perform certain operations. For example, a hardware component may include software executed by a general-purpose processor or other programmable processor. Once configured by such software, hardware components become specific machines (or specific components of a machine) uniquely tailored to perform the configured functions and are no longer general-purpose processors. It will be appreciated that the decision to implement a hardware component mechanically, in dedicated and permanently configured circuitry, or in temporarily configured circuitry (e.g., configured by software), may be driven by cost and time considerations. Accordingly, the phrase "hardware component"(or "hardware-implemented component") should be understood to encompass a tangible entity, be that an entity that is physically constructed, permanently configured (eg., hardwired), or temporarily configured (e.g., programmed) to operate in a certain manner or to perform certain operations described herein. Considering embodiments in which hardware components are temporarily configured (e.g., programmed), each of the hardware components need not be configured or instantiated at any one instance in time. For example, where a hardware component comprises a general-purpose processor configured by software to become a special-purpose processor, the general-purpose processor may be configured as respectively different special-purpose processors (e.g., comprising different hardware components) at different times. Software accordingly configures a particular processor or processors, for example, to constitute a particular hardware component at one instance of time and to constitute a different hardware component at a different instance of time Hardware components can provide information to, and receive information from, other hardware components. Accordingly, the described hardware components may be regarded as being communicatively coupled. Where multiple hardware components exist contemporaneously, communications may be achieved through signal transmission (e.g., over appropriate circuits and buses)

between or among two or more of the hardware components. In embodiments in which multiple hardware components are configured or instantiated at different times, communications between such hardware components may be achieved, for example, through the storage and retrieval of information in memory structures to which the multiple hardware components have access. For example, one hardware component may perform an operation and store the output of that operation in a memory device to which it is communicatively coupled. A further hardware component may then, at a later time, access the memory device to retrieve and process the stored output. Hardware components may also initiate communications with input or output devices, and can operate on a resource (e.g., a collection of information). The various operations of example methods described herein may be performed, at least partially, by one or more processors that are temporarily configured (e.g., by software) or permanently configured to perform the relevant operations. Whether temporarily or permanently configured, such processors may constitute processor-implemented components that operate to perform one or more operations or functions described herein. As used herein, "processor-implemented component" refers to a hardware component implemented using one or more processors. Similarly, the methods described herein may be at least partially processor-implemented, with a particular processor or processors being an example of hardware. For example, at least some of the operations of a method may be performed by one or more processors or processor-implemented components. Moreover, the one or more processors may also operate to support performance of the relevant operations in a "cloud computing" environment or as a "software as a service" (SaaS). For example, at least some of the operations may be performed by a group of computers (as examples of machines including processors), with these operations being accessible via a network (e.g., the Internet) and via one or more appropriate interfaces (e.g., an API). The performance of certain of the operations may be distributed among the processors, not only residing within a single machine, but deployed across a number of machines. In some example embodiments, the processors or processor-implemented components may be located in a single geographic location (e.g., within a home environment, an office environment, or a server farm). In other example embodiments, the processors or processor-implemented components may be distributed across a number of geographic locations.

[0372] A "computer-readable medium" refers to both machine-storage media and transmission media. Thus, the terms include both storage devices/media and carrier waves/modulated data signals. The terms "machine-readable medium," "computer-readable medium" and "device-readable medium" mean the same thing and may be used interchangeably in this disclosure

[0373] A "machine-storage medium" refers to a single or multiple storage devices and/or media (e.g., a centralized or distributed database, and/or associated caches and servers) that store executable instructions, routines and/or data. The term shall accordingly be taken to include, but not be limited to, solid-state memories, and optical and magnetic media, including memory internal or external to processors. Specific examples of machine-storage media, computer-storage media and/or device-storage media include non-volatile memory, including by way of example semiconductor memory devices, e.g., erasable programmable read-only memory (EPROM), electrically erasable programmable read-only memory (EEPROM), FPGA, and flash memory devices; magnetic disks such as internal hard disks and removable disks; magneto-optical disks; and CD-ROM and DVD-ROM disks The terms "machine-storage medium," "device-storage medium," "computer-storage medium" mean the same thing and may be used interchangeably in this disclosure. The terms "machine-storage media," "computer-storage media," and "device-storage media" specifically exclude carrier waves, modulated data signals, and other such media, at least some of which are covered under the term "signal medium."

[0374] A "processor" refers to any circuit or virtual circuit (a physical circuit emulated by logic executing on an actual processor) that manipulates data values according to control signals (e.g., "commands", "op codes", "machine code", etc.) and which produces corresponding output signals that are applied to operate a machine. A processor may, for example, be a Central Processing Unit (CPU), a Reduced Instruction Set Computing (RISC) processor, a Complex Instruction Set Computing (CISC) processor, a Graphics Processing Unit (GPU), a Digital Signal Processor (DSP), an Application Specific Integrated Circuit (ASIC), a Radio-Frequency Integrated Circuit (RFIC) or any combination thereof. A processor may further be a multi-core processor having two or more independent processors (sometimes referred to as "cores") that may execute instructions contemporaneously.

[0375] A "signal medium" refers to any intangible medium that is capable of storing, encoding, or carrying the instructions for execution by a machine and includes digital or analog communications signals or other intangible media to facilitate communication of software or data. The term "signal medium" shall be taken to include any form of a modulated data signal, carrier wave, and so forth. The term "modulated data signal" means a signal that has one or more of its characteristics set or changed in such a matter as to encode information in the signal. The terms "transmission medium" and "signal medium" mean the same thing and may be used interchangeably in this disclosure.

[0376] Changes and modifications may be made to the disclosed embodiments without departing from the scope of the present disclosure. These and other changes or modifications are intended to be included within the scope of the present disclosure, as expressed in the following claims.

What is claimed is:

1. A method, comprising:

receiving structured information relating to personal data intended for use by a product or process;

generating, based on the structured information, a set of questions corresponding to privacy compliance of the product or process with respect to the personal data; and

providing a user interface for presenting the set of questions to a user, for reviewing the product or process for privacy compliance with respect to the personal data.

2. The method of claim **1**, wherein the structured information corresponds to user responses to initial questions relating to the personal data intended for use by the product or process, and

wherein the set of questions is based at least in part on the user responses to the initial questions.

3. The method of claim 2, wherein the user responses are provided by a second user that is different than the user, or wherein the user responses are provided by the user.

4. The method of claim 1, wherein latter-presented questions within the set of questions are based at least in part on responses, by the user, to earlier-presented questions within the set of questions.

5. The method of claim 2, further comprising:

receiving responses, provided by the user, to the set of questions; and

storing the responses to the set of questions in association with the structured information.

6. The method of claim 5, further comprising:

generating, based on at least one of the structured information or the received responses to the set of questions, a report corresponding to the privacy compliance; and

providing the generated report for display to a user, for documenting the product or process for compliance with respect to the personal data.

7. The method of claim 6, wherein the report corresponds to a legitimate interest assessment (LIA) with respect to the personal data intended for use by the product or process.

8. The method of claim 6, wherein the report corresponds to a data protection impact assessment (DPIA) with respect to the personal data intended for use by the product or process.

9. The method of claim 6, further comprising:

providing, in response to receiving the responses to the set of questions, a user-selectable element to generate the report,

wherein the generating is performed in response to user selection of the user-selectable element.

10. The method of claim 6, wherein the generated report is configured for at least one of viewing, editing or exporting by the user.

11. The method of claim 1, wherein the product includes at least one of a software component or a hardware component.

12. A system, comprising:

a processor; and

a memory storing instructions that, when executed by the processor, cause the processor to:

receive structured information relating to personal data intended for use by a product or process,

generate, based on the structured information, a set of questions corresponding to privacy compliance of the product or process with respect to the personal data; and

provide a user interface for presenting the set of questions to a user, for reviewing the product or process for privacy compliance with respect to the personal data.

13. The system of claim 12, wherein the structured information corresponds to user responses to initial questions relating to the personal data intended for use by the product or process, and

wherein the set of questions is based at least in part on the user responses to the initial questions.

14. The system of claim 13, wherein the user responses are provided by a second user that is different than the user.

15. The system of claim 12, wherein latter-presented questions within the set of questions are based at least in part on responses, by the user, to earlier-presented questions within the set of questions.

16. The system of claim 12, further comprising:

receiving responses, provided by the user, to the set of questions; and

storing the responses to the set of questions in association with the structured information.

17. The system of claim 16, further comprising:

generating, based on at least one of the structured information or the received responses to the set of questions, a report corresponding to the privacy compliance; and

providing the generated report for display to a user, for documenting the product or process for compliance with respect to the personal data.

18. The system of claim 17, wherein the report corresponds to a legitimate interest assessment (LIA) with respect to the personal data intended for use by the product or process.

19. The system of claim 17, wherein the report corresponds to a data protection impact assessment (DPIA) with respect to the personal data intended for use by the product or process.

20. A non-transitory computer-readable storage medium, the computer-readable storage medium including instructions that when executed by a computer, cause the computer to:

receive structured information relating to personal data intended for use by a product or process;

generate, based on the structured information, a set of questions corresponding to privacy compliance of the product or process with respect to the personal data; and

provide a user interface for presenting the set of questions to a user, for reviewing the product or process for privacy compliance with respect to the personal data.

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