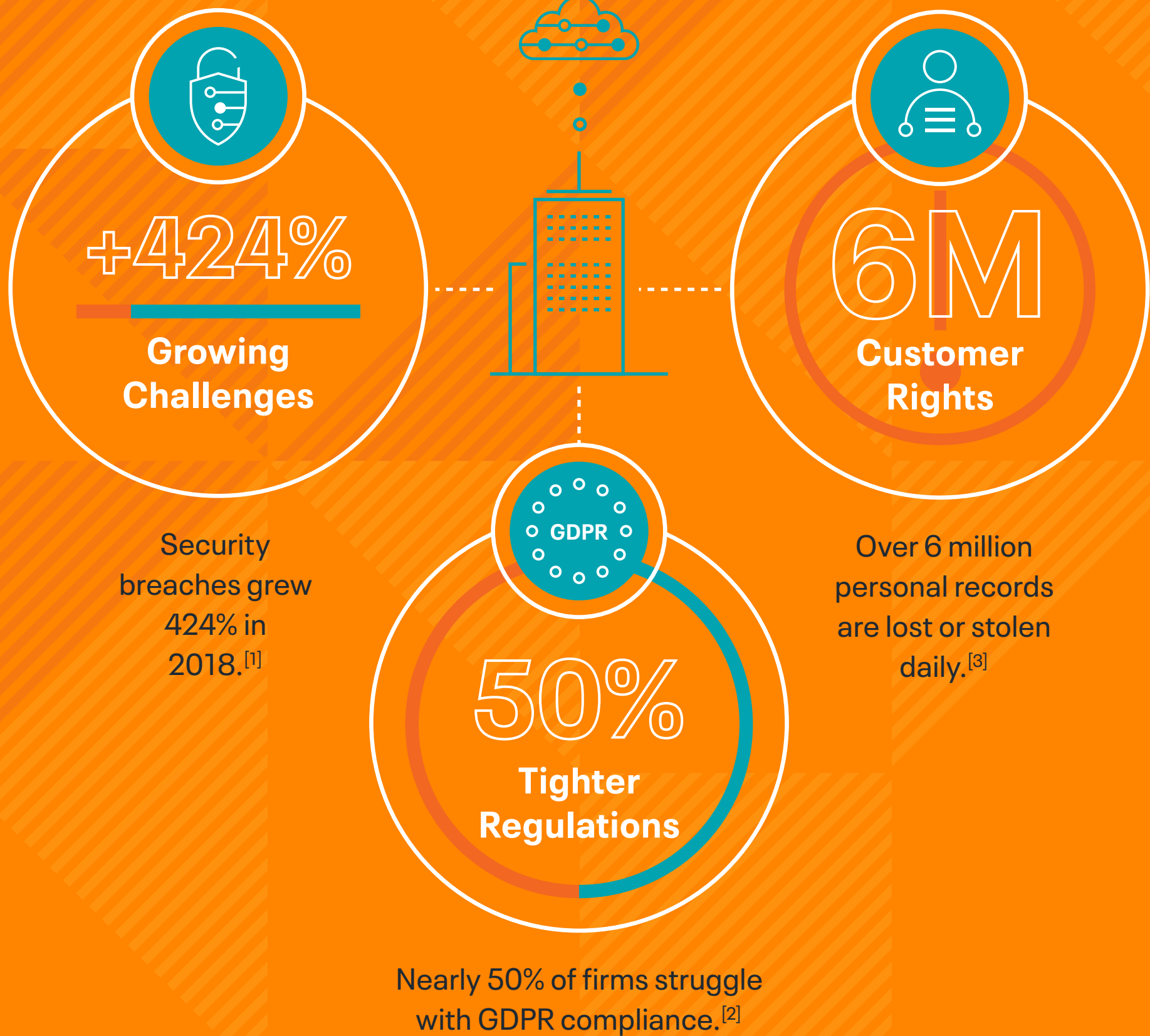


FROM EDGE TO AI

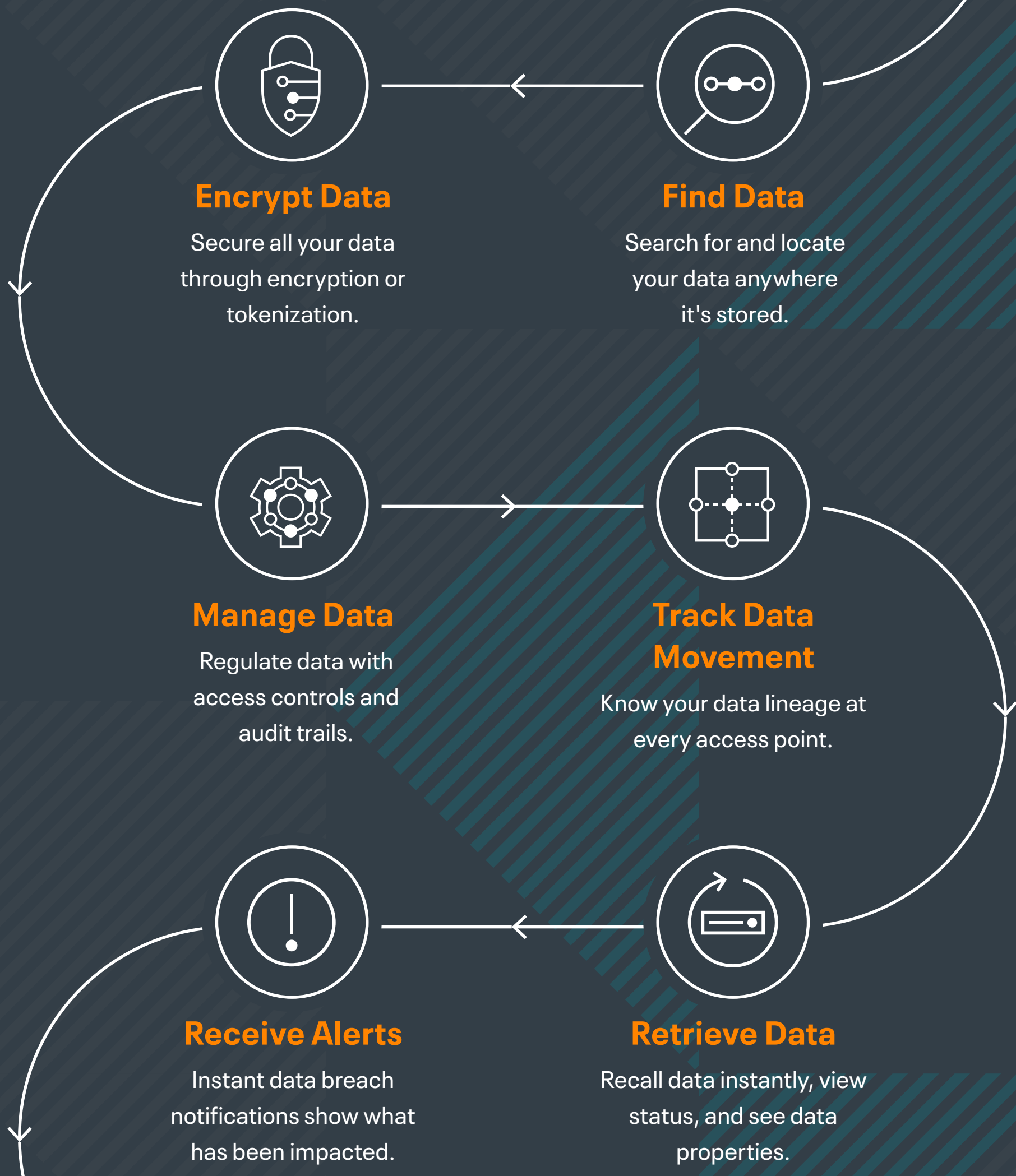
AN ENTERPRISE DATA GOVERNANCE ROADMAP



4 Steps to Data Privacy as a Core Business Process



BENEFITS of Cloudera Technology for Data Governance



SUCCESSFUL GOVERNANCE

- Customers have confidence their privacy is respected.
- Enterprises have confidence that data is secure and compliant.
- Businesses make data privacy a strategic, proactive, and core function.
- Business decisions are supported by a foundation of trusted data and better data insights.

ROOM FOR IMPROVEMENT

- Reactive management of customer data.
- Damage to corporate reputation and brand.
- Drop in stock price and company devaluation.
- Costly fines.

Governance helps you gain greater insights from your data.

Visit the Cloudera website to learn more about "Lowering Business Risk with Data."

Disclaimer: "This content is not intended to constitute legal advice. Readers should consult with their legal counsel regarding compliance with GDPR and other laws and regulations applicable to their particular situation and intended use of any Cloudera products and services."

[1] <https://4iq.com/2019-identity-breach-report/>
 [2] <https://datacenterfrontier.com/50-percent-of-firms-still-not-gdpr-compliant-how-about-your-data-center/>
 [3] <https://breachlevelindex.com/>