

# Privacy Requests (DSAR)

Everything you need to know



*"I want to access my data"*



## Access your privacy rights.

- ☒ I want to access my data
- ☐ I want to delete my data
- ☐ I want to opt-out

Next



DIDOMI



*As Privacy Requests become an increasingly important topic in the Privacy industry and for businesses worldwide, we've created this cheat sheet for you to refer to and use when setting up internal processes, to make sure you're addressing your users' Privacy Requests appropriately.*

*Follow the steps to learn everything you need to know and ensure you're properly equipped to deal with Privacy Requests going forward.*

**- The Didomi Team**



# Understanding Privacy Requests:

## Definitions and key concepts

Before jumping into the practicalities of how you can handle Privacy Requests, it's important to make sure we're on the same page about definitions.

### What is a Privacy Request?

A Privacy Request is a request made by an individual for information held by an organization about themselves.

This type of request is often made under data protection laws, which give individuals the right to access their personal information and to know how it is being used. Privacy requests are a way for individuals to exercise their right to privacy and to ensure that their personal information is being handled properly by organizations.

### What is a Data Subject Access Request (DSAR)?

A Data Subject Access Request, shortened to DSAR or sometimes DSR (Data Subject Request), is a request which an individual can submit to an organization to access, delete, modify the data held by said organization, as well as to opt in (or out) of any given data-related initiative.

Upon receipt, the organization must provide the respective information or take certain requested actions. Essentially, when your business receives a DSAR from a person (or "data subject"), you need to take the appropriate action with any information you have on that subject within a speculated amount of time determined by the relevant data privacy regulation.

### Who can submit a Privacy Request?

Any data subject (that is, anyone whose personal data is collected and stored by the organization) can submit a Privacy Request, as long as they are protected by an applicable regulation.

**In most cases, Privacy Requests are submitted by customers or users, but they can also be submitted by employees, contractors, business partners, suppliers, prospects and even third-party entities on behalf of the data subject. Think parents on behalf of a child, attorney on behalf of client, and more.**

## Which regulation requires a DSAR solution and what are the deadlines?

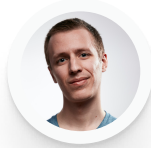
At the time of writing this whitepaper, multiple areas and countries have data privacy laws in place outlining Data Subject Access Requests requirements. For a detailed look into the relevant regulations and applicable deadlines, please refer to the following table:

					
Effective date	-	1/1/2020	1/1/2023	1/1/2023	7/1/2023
Access	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Rectification	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Deletion	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Restriction	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Portability	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opt-out of Sale	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Number of days to fulfill a DSAR	<b>30 Days</b> (+ one 60-day extension)	<b>45 Days</b> (+ one 45-day extension)	<b>45 Days</b> (+ one 45-day extension)	<b>45 Days</b> (+ one 45-day extension)	<b>45 Days</b> (+ one 45-day extension)

*"I want to access  
my data"*



*Please delete  
my data*



*"I want to  
opt-out from sales"*



## How to handle Privacy Requests?

There are several methods organizations can adopt to handle incoming Privacy Requests from data subjects: traditional, homegrown, or using third-party tools.

### Approaching Privacy Requests the traditional way

The first and most obvious method is probably the one you're using right now. Whether it's through email, phone, project management or ticketing tools, this is basically a makeshift solution for handling Privacy Requests as they come, without a clear scalable strategy.

#### Pros

##### Quick solution

No heavy implementation needed, although you'll probably need to dedicate a team for it.

##### Free at first

You don't need to pay for a new tool - but manual labor hours will eventually add up.

#### Cons

##### Unsustainable

Regulations change regularly, and it will be very challenging to keep up.

##### Time consuming

This is the most time consuming way to handle Privacy Requests, with the least automation possible and, consequently, the highest risk of not responding on time.

##### Expensive in the long run

Each request ends up costing around \$1,500 according to Gartner.

## Handling Privacy Requests with your own custom solution

The second way you can approach Privacy Requests is by building your own, custom homegrown solution internally. Essentially, creating a process and method for your unique business needs.

### *Pros*

#### **Owned**

Once built, the solution is yours and you don't have to rely on a third-party vendor to handle Privacy Requests.

#### **Fully customizable**

The ability to design a bespoke solution as per your own, specific requirements.

### *Cons*

#### **Unsustainable**

Regulations update regularly, and you will need a team of experts to monitor, difficult to keep track of all nuances. Additionally, integrating with other tools require a lot of development work.

#### **Very costly**

Between the cost of development, management and expertise, building and sustaining such a solution will undoubtedly be extremely expensive and might not be an ideal allocation of your resources.

## Using a data privacy solution to handle Privacy Requests

Finally, the last option available is to adopt a Privacy Suite that can help you handle Privacy Requests, and provide the right balance of expertise, customization and automation to make it a breeze.

### *Pros*

#### **Convenient**

No need to worry about complying with regulation around the world, the tool does it for you.

#### **Ensures timely response to your requestor**

**Native integration** to your tech stack helps you fulfill request with ease

**Predefined workflow** to get started immediately.

### *Cons*

#### **There are several options available out there**

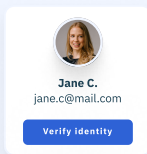
The solution you go for should be flexible enough to accommodate your specific needs, and offer a user-friendly experience - not just for your team but for your requestors too.

# Privacy Requests: The checklist

At the heart of Privacy Request management, companies should strive to offer the finest privacy user experience to their customers.

Keep in mind that this is a complicated and difficult process for your users, and that beyond striving for compliance and avoiding fines, offering a thorough and easy-to-navigate Privacy Request process will be key in building a lasting relationship based on trust with your customers.

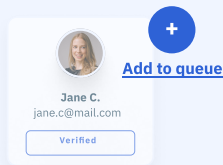
In order to facilitate your internal processes and help you handle Privacy Requests as easily as possible, we've put together a checklist for you to use.



Step 1

## Intake

Collect necessary information from requestor to verify identity.



Step 2

## Process

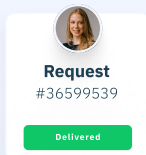
Validate request upon intake, immediately placing in queue for fulfillment.



Step 3

## Fulfillment

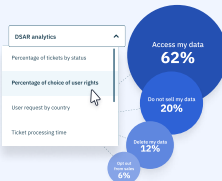
Leverage automated integrations or manual routing to ensure all data related to the request is collected across your entire organization.



Step 4

## Delivery

Ensure that requested information is securely delivered.



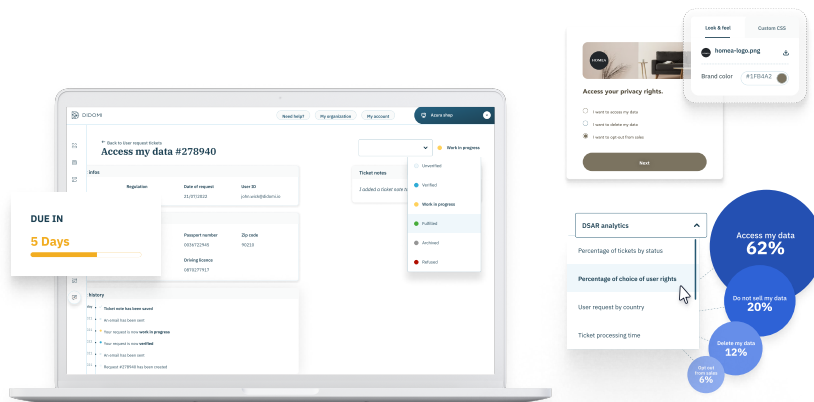
Step 5

## Reporting

Track key DSAR metrics, create dashboards and share regular reports with your leadership team.

# About Didomi's Privacy Request module

Part of Didomi's Privacy Suite, the Privacy Request module aims at simplifying end-to-end privacy requests management with a complete DSAR solution.



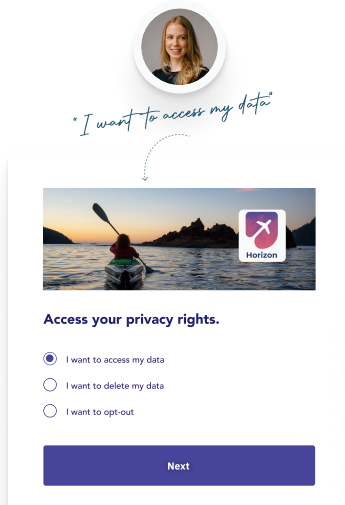
This new tool offers streamlined functionality for accepting, accessing, and complying with your end-user privacy requests, right from the Didomi platform. In essence, the Privacy Request module allows you to:

- **Collect requests via widgets, forms, or separate domains**
- **Customize text, language, and the look & feel of request forms to align with branding guidelines and applicable region**
- **Manage all requests**, viewing all data sources for any given requestor, assigning tasks to the right internal team members, and ensuring compliance
- **Generate proof** to fulfill audit requests
- **Visualize data analytics** for key metrics using flexible dashboard options

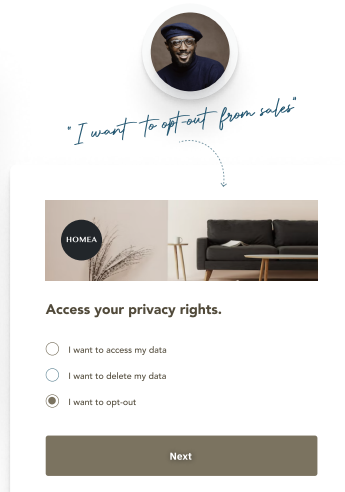
With a simple system guiding users from intake to reporting, Didomi's Privacy Request module can help you:

- Avoid fines and warnings from regulations such as GDPR and CCPA
- Streamline privacy requests, reduce manual work, and ensure timely responses
- Save valuable time and resources with end-to-end automation
- Provide end-users with a seamless consent experience to submit requests, securing trust and continued engagement
- Benefit from an excellent customer support to help you at all stages of your journey with Didomi

Didomi aims to become the data privacy partner of choice for organizations worldwide, and with Privacy Requests playing a significant role in major regulations such as the California Privacy Rights Act (CPRA) and the General Data Protection regulation (GDPR), we're excited to provide our customers with the Privacy Request module they need to maintain compliance and handle Data Subject Access Requests at the click of button.



A user interface for a privacy request form. At the top, a circular profile picture of a woman is shown. Below it, a handwritten note says "I want to access my data". The form itself has a header image showing a person kayaking on a lake with the "Horizon" logo. Below the image, the text "Access your privacy rights." is followed by three radio button options: "I want to access my data" (which is selected), "I want to delete my data", and "I want to opt-out". At the bottom is a blue "Next" button.



A user interface for a privacy request form. At the top, a circular profile picture of a man is shown. Below it, a handwritten note says "I want to opt-out from sales". The form has a header image showing a living room with the "HOMEA" logo. Below the image, the text "Access your privacy rights." is followed by three radio button options: "I want to access my data", "I want to delete my data", and "I want to opt-out" (which is selected). At the bottom is a brown "Next" button.



Didomi helps organizations place customer choice at the core of their strategy. Our global solutions foster transparency, trust and respect between brands and consumers through consent-based data collection, control and use. Didomi's solutions include a Consent Management Platform (CMP) for compliance with complex and quickly evolving global data privacy laws, and a Preference Management Platform (PMP) for powerful, privacy-first personalization along the customer journey.

