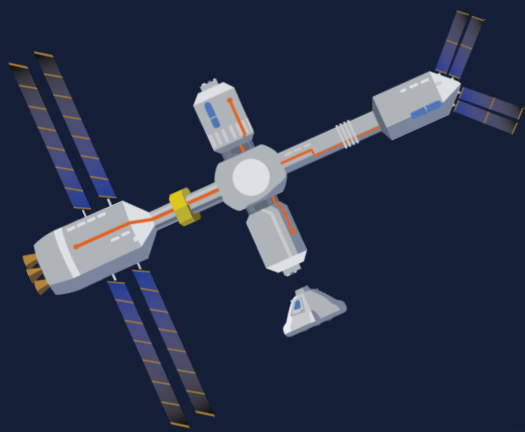
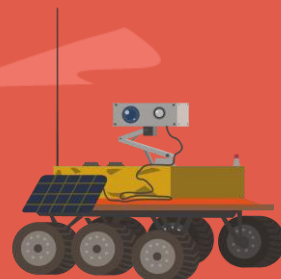




DASTRA



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INTRODUCTION

The **right to privacy** and the protection of personal data are fundamental rights, which organizations are obliged to honor under the General Data Protection Regulation (GDPR).

But they find it difficult to meet their obligations in this area, due to the **large volume** of their personal data, and their **dissemination** in internal or external IT systems.

"We looked at a lot of tools, but none of them were satisfactory"

So how can an organization **protect the privacy** of citizens, while **saving time**? This is the problem that Paul-Emmanuel faced during his various consulting assignments.

With his cousin Antoine, his brother Romain and a friend Jérôme, he decides to **make data protection more operational**. Thus, was born the Dastra application in January 2020.

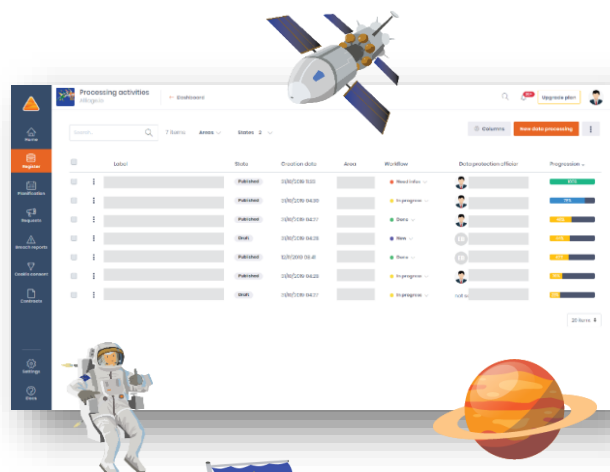
Dastra enables organizations to **meet all GDPR obligations**, while improving the **productivity** of operational teams in charge of privacy.

"Automating data protection would be of great value to operations"

Beyond helping Data Protection Officers document their compliance, Dastra also wants to **transform DPOs** into **Chief Personal Data Officers**.

The objective is that through the governance of personal data, Data Protection Officers lead operational staff to use and exploit the personal data at their disposal **more responsibly**.

Since its launch, Dastra has seen many changes in the way organizations manage their personal data: urgent and complex rights exercise requests have been handled quickly by several companies.



In 2020, Dastra conducted an **impact study** carried out among **60 Data Protection Officers** in France representing **1,119 legal entities**, the main results of which are listed below.



The main benefits of using Dastra for their organization

89%

Optimization of Data Processing
Record management

82%

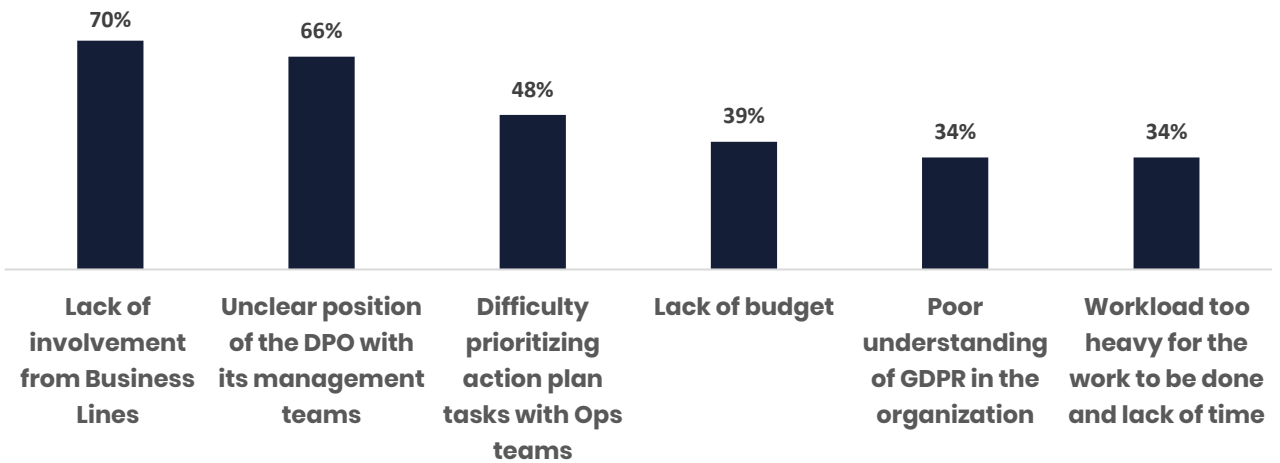
Collaborative task management

62%

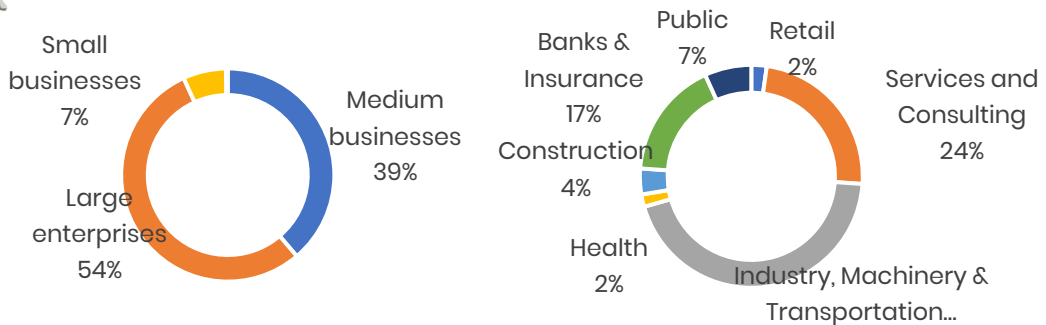
Time saving



The main obstacles to the protection of personal data according to Data Protection Officers



Profile of the organizations interviewed



PRIVACYOPS, BY DASTRA

Until now, most companies ensure their GDPR compliance in an **artisanal** way, through manual practices and the use of tools not designed for this or not connected to each other. These methods do not provide granular vision and are **very time consuming** and **resource intensive**.

«34% of DPOs find that their workload is too heavy compared to what they are supposed to do»

Dastra proposes to transform this by enabling organizations to effectively **combine privacy and business growth**, through **PrivacyOps**, in other words, **making privacy operational**.

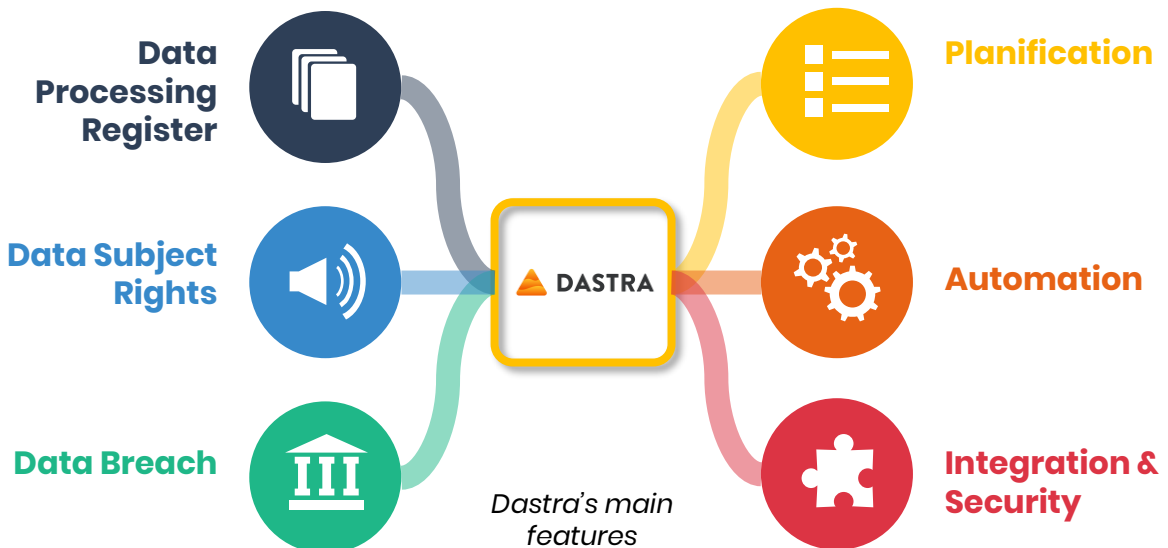
« 35% of DPOs say they lack tools for management, monitoring and compliance control»

PrivacyOps is a set of methodologies, best practices, multidisciplinary collaboration and tools helping to increase an organization's ability to reliably and quickly comply with privacy regulations.

« 68% of the recommendations of Data Protection Officers (DPOs) are not followed by their Businesses »

Through its software, Dastra allows organizations to better control their personal data.

By helping Data Protection Officers to **meet all the obligations of the GDPR**, to improve their **productivity**, to better value their work in the organization, to carry out compliance **audits**, Dastra support DPOs in the process of onboarding the business team towards better data protection.

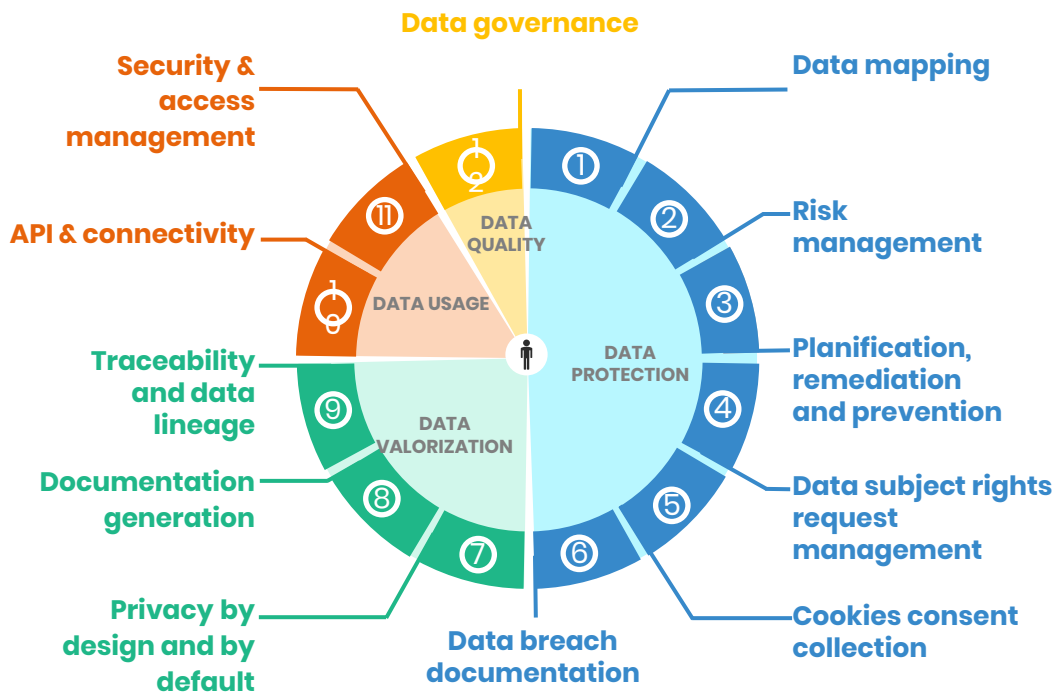


PERSONAL DATA GOVERNANCE

GDPR compliance is a **continuous journey** that can generate significant operational **benefits** for organizations, such as **reduced risk** exposure, **business process optimization**, **data cleansing and minimization**, and internal **clarification of roles and responsibilities**.

Today, by virtue of the benefits it generates, GDPR compliance, while mandatory, is an opportunity for organizations to **discover or deepen the governance of personal data**.

Thus, even if the risk of regulatory sanctions can sometimes be limited, the only threat of these does not motivate organizations to comply with the GDPR, but rather the **need to protect its image**, to become **acculturated to the data governance**, to clarify roles and responsibilities, but also to **improve its management, security standards** and the **efficiency of its processes** thanks to a complete, integrated and open personal data platform.



the 12 pillars of a personal data governance platform



The main benefits of personal data governance

89%

Optimization of Data Processing Record management

82%

Collaborative task management

62%

Time saving

THE TEAM

The story began in 2018, when Paul-Emmanuel and Antoine, two cousins with complementary backgrounds, came together around a somewhat crazy project: to democratize data strategy in organizations, by first tackling the Protection of personal data. Soon joined by Romain and Jérôme, Dastra, contraction of “Data Strategy”, was born!



A telecommunications engineer by education, **Paul-Emmanuel** began his career at IBM in Ireland to follow his first passion: the cloud, software and international. Upon his return to France, his various experiences made him aware of the need to reinvent the protection of personal data.



Antoine is a curious and self-taught senior developer who has proven himself through the years and his experiences, with a leitmotif: to offer solutions that simplify the lives of users. An agricultural engineer by training, he is at the origin of many collaborative tools used in a major French agricultural media.



A lawyer by education, **Jérôme** worked for many years at the CNIL, the French Data Protection Authorities and in consulting before joining Dastra. His expertise in the protection of personal data and its rich experience in the control department of the CNIL always gives him a step ahead of the latest trends in privacy.



Romain was, before joining Dastra, the first employee of a start-up which raised 5m € and now 50 employees, in the fields of training. Romain likes to describe his job as the "worthy representative of the clients" in the company, who are the decisive stakeholders of companies.



PRESS CONTACTS

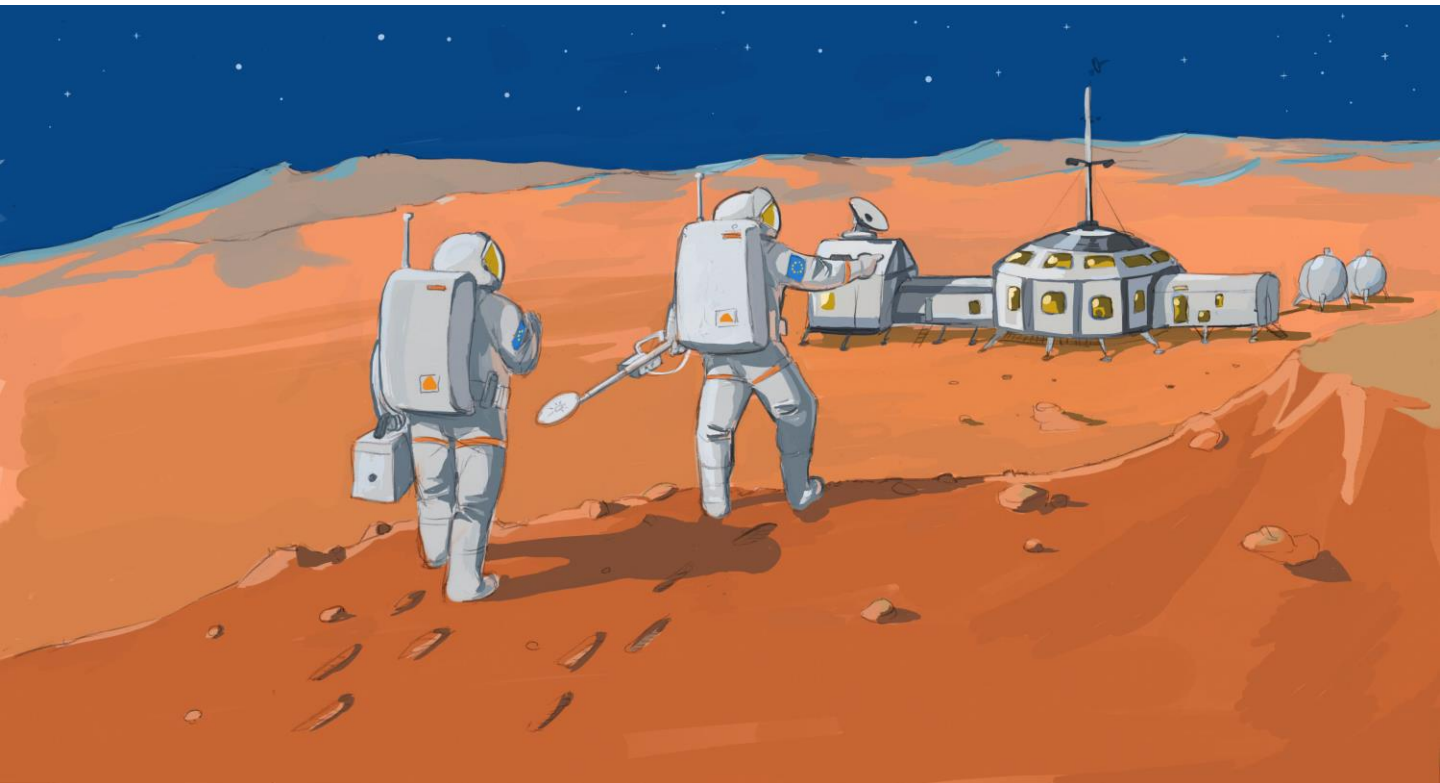


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And to follow up our latest news...



Dastra shares a responsible vision of data with its customers.

Our values are embedded in all our software solutions, namely:

Data at the heart of human activities

Data is essential for the operation of all the services we use on a daily basis. It has become an inalienable part of the human person, the use of which cannot be governed by the sole logic of the market and of appropriation.

The protection of fundamental freedoms

The ability to collect and process large amounts of data may be compatible with the protection of the individual and his fundamental freedoms. It is this strong conviction that led us to found Dastra, a contraction of "Data Strategy" - symbol of the successful marriage of innovation and the protection of freedoms.

Data control is everyone's business

Data protection isn't just for large companies. Everyone, employees, customers, subcontractors, small and medium-sized businesses can claim it. At Dastra, we believe that only a combination of technology and people can democratize this.

Data operators are the new heroes

For a long time, the protection of personal data remained confined to experts. From now on, it is the operational staff who are put forward: human resources, purchasing, IT, marketing and sales ... The use of new tools putting operations at the center is essential to collaborate and remain efficient.



Let's schedule a demo or test our free trial on www.dastra.eu !



DASTRA

One small step for DPOs, one big step for
data protection