Growing transparency and customer trust

Introduction

As a security and compliance automation leader, Drata holds trust as a core value. Drata partners with DataGrail to achieve their vision of a sustainable, scalable privacy program driven by automation.

DRATA

Founded: 2020
Industry: Compliance
Location: San Diego, CA

The Challenge

Privacy as a core value and differentiator
Transparency is the foundation of trust in all relationships and key component of Drata's business strategy. Drata's Chief Information Security Officer Matt Hillary recognized that manually processing Data Subject Requests (DSRs) and data mapping across a team of ten could never offer customers as much transparency as an automated process.
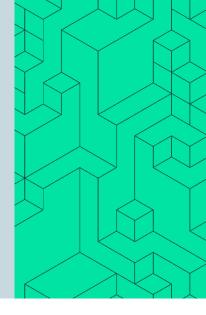
Drata knew that automating DSRs would allow them to better champion transparency to customers while scaling their team, reducing risk of manual error, and offering a more efficient process for customers.

Drata needed to be able to automatically identify, catalog, and track customer information across its CRM and INRATA databases. This visibility would allow Drata to provide more transparency to its customers about the data they had. By automating the process to manage customer data, Drata could quickly provide the data request to the customer or delete it upon request.

After evaluating potential partners on the market, DataGrail's automated solutions and collaborative approach to integrations stood out, and Drata selected DataGrail.

"Trust is one of Drata's core founding values and transparency is a cornerstone for building trust with customers. DataGrail helps us seamlessly serve our end customer."

Matt Hillary, Chief Information Security Officer

The Solution

Automated data mapping, privacy request management, and consent handling
Drata's first priority with DataGrail was to:

1. Automate data mapping
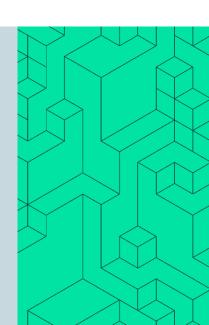2. Expedite data subject request (DSR) processing

After these goals were addressed, Drata also partnered with DataGrail to update their cookie and tracking consent process to ensure continued compliance and complete their data privacy program.

Hillary sets a standard at Drata for a privacy–first culture, emphasizing the business value of building privacy into the design stage of every initiative. Accordingly, Hillary prioritized leveraging DataGrail's expansive integration network to free his team's time to focus on more strategic priorities across the company.

"DataGrail has supported a sustainable, scalable privacy program that complies with continually expanding privacy regulation and customer expectations around data handling."

Matt Hillary, Chief Information Security Officer

The Results

End-to-end customer privacy experience & internal optimization

Using DataGrail's integration network, data subject requests were now automatically routed to the data controllers to action on, freeing up the team's time and eliminating risk of human error. "One of the things that stood out about DataGrail," Hillary emphasized, "was the number of integrations that it has."

Plus, with DataGrail's Live Data Map, the Drata team can further monitor and address future risk, including the ability to automatically detect the presence of shadow IT.

Drata took just two weeks to launch DataGrail's new consent solution, working in close partnership with their DataGrail success team. Hillary remarked, "We have an additional connection here beyond the transactional nature of using a SaaS product." This was the differentiating factor for Drata: in DataGrail, they'd found not simply a vendor but a true partner with unrivaled expertise.

Drata's Matt Hillary was recognized by DataGrail as a Data Privacy Hero semifinalist in 2024 for his leadership in promoting privacy-by-design within the security industry.

"Trust is earned through consistency over time – our customers' trust in Drata's handling of their sensitive data is our mission. DataGrail provides a seamless customer experience through the customer's consent to tracking to their data subject requests."

DRATA

Matt Hillary,,
Chief Information Security Officer

Take a self-guided tour of DataGrail to try it for yourself

TAKE TOUR