

Streamlining Personal Data Processing and Enhancing GDPR Compliance at United Group



ABOUT UNITED GROUP

United Group is the leading multi-play telecom and media provider in Southeast Europe, serving over **40 million customers** with revenues of €2.896 billion and over **15,000 employees**.

Operating across 8 countries, United Group delivers a wide range of services through companies such as **SBB, Telemach Slovenia, Telemach Croatia, and Nova Greece**.



The implementation of the Data Privacy Manager has significantly streamlined our GDPR compliance across United Group. This approach has provided centralized control, improved operational efficiency, and enhanced transparency in data processing across all our entities.

Jovan Zečević

Data Protection Officer
@ SBB

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CHALLENGES IGNITING INNOVATION

As a company of this scale, United Group faced significant challenges in maintaining GDPR compliance and efficiently managing personal data across its vast network. Key issues included:

Decentralized Records of Processing Activities (ROPA)

- Each subsidiary managed ROPA separately, leading to inconsistencies and compliance risks. This lack of centralization made it difficult to keep data processing activities up to date and created potential regulatory issues.

Limited Visibility for Compliance Oversight

- Data Protection Officers (DPOs) struggled to track Data Subject Requests (DSRs) and monitor real-time compliance due to fragmented processes, complicating internal audits and regulatory accountability.

Inefficient DSR Management at SBB

- SBB's manual process for handling DSRs was slow and prone to errors, impacting response times for requests like data access, rectification, and deletion.

Integration Issues with ERP Systems

- SBB required a seamless integration between its SAP system and data privacy management tools to process personal data requests automatically and accurately.

Consent Management Challenges at Nova TV Croatia

- Nova TV needed a more efficient, automated system to handle user consent in line with GDPR requirements, ensuring that consent records were up to date and fully compliant.

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SOLUTION

To address the identified challenges, United Group implemented several solutions:

Centralized Data Processing Inventory

- A unified Data Processing Inventory Module was introduced, enabling DPOs to maintain up-to-date ROPA records across all departments. Responsibilities were delegated within the organization to ensure real-time updates and accuracy.

Custom ERP Integration for SBB

- A tailored integration between SBB's SAP system and Data Privacy Manager allowed for automated processing of DSRs. This streamlined the handling of personal data requests, improving accuracy and efficiency.

Enhanced DSR Monitoring and Compliance Tracking

- The Data Privacy Manager provided a real-time overview of all DSRs, enabling DPOs and other departments (sales, marketing, IT, finance, HR, etc.) to track request types, processing channels, and response times. This improved compliance transparency and accountability.

Consent Management Implementation at Nova TV Croatia

- A comprehensive Consent Management module was deployed, automating the collection, documentation, and revocation of user consent. This system ensured that Nova TV remained fully compliant with GDPR requirements.

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RESULTS

United Group realized significant improvements in GDPR compliance and data management efficiency through these initiatives:

Centralized Control of ROPA

- The unified platform for ROPA management greatly reduced operational inefficiencies and compliance risks. Data processing activities were now accurately tracked and continuously updated across the group.

Streamlined DSR Processing

- The custom SAP integration at SBB allowed for automatic processing of DSRs, reducing response times and enhancing control over privacy-related inquiries.

Enhanced Compliance Visibility

- Real-time access to data processing activities gave DPOs a complete view of the company's compliance status, improving responsiveness to regulatory deadlines and customer inquiries.

Efficient Consent Management at Nova TV Croatia

- The new system ensured that user consent records were accurate and consistently updated, minimizing non-compliance risks.

Standardized Approach Across the Group:

- Following the success at SBB and Telemach Slovenia, the solution was expanded to other United Group companies, creating a unified approach to GDPR compliance across the entire network.



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LESSONS LEARNED

This case study underscores the importance of centralization, automation, and real-time monitoring in achieving GDPR compliance.

United Group not only improved its operational efficiency but also fostered a culture of accountability and transparency in personal data management.

ABOUT DATA PRIVACY MANAGER

- Innovative **SaaS platform** for privacy automation at scale
- **4 products and 11 modules**, each addressing one of the key compliance challenges
- Strong research team developing **cutting-edge proprietary technology**
- Focused on **continuous improvement** of the product with a clear long-term vision
- Made and hosted in the EU

The Gartner logo is displayed in a bold, blue, sans-serif font.

2019, 2020, 2022 Market guide for Consent and Preference Management

The Forrester logo is displayed in a green, serif font, enclosed within a light green oval border.

2020 Forrester wave for Privacy management software

Now Tech: Privacy Management Software, Q3 2021

