

## IBM Tivoli Privacy Manager for e-business

*Fulfill all five steps of privacy management*




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### Autonomic Computing

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- ***Can help reduce the manual effort involved in managing privacy and reporting on compliance by automating the enforcement of your privacy policies***

Every day, companies face the challenge of sharing sensitive information while respecting individuals' privacy choices. Negative headlines about corporate misuse of personal information can destroy customer trust, making it difficult to keep your existing customers and attract new ones. As the complexity of managing sensitive data increases, companies must incorporate their written privacy policies into their business processes to effectively manage privacy choices.

IBM® Tivoli® Privacy Manager for e-business is the first solution to allow organizations to fulfill all five steps of privacy management. It can help you share data effectively and reduce the cost of privacy compliance by automating manual procedures. Tivoli Privacy Manager for e-business can help you:

- ***Build trust by managing consent***—Individual consent to privacy policies is recorded and then used by applications and business processes to respect customers' choices on how their data can be used.
- ***Integrate privacy policies into applications***—A privacy editor digitizes privacy policies, which are then implemented in the applications and IT systems that need to comply.
- ***Track access to sensitive information through detailed reports***—The reporting facility automatically generates detailed audit trails that show how your organization is respecting privacy choices.
- ***Integrate with identity management***—Tivoli Privacy Manager for e-business is integrated with other key areas of identity management—identity federation (cross-enterprise identity mapping and provisioning), identity lifecycle management (user self-care, enrollment and provisioning), identity control (access management) and identity foundation (directory and workflow). This provides consistent enforcement of privacy policies.



## Tivoli Privacy Manager for e-business capabilities

Tivoli Privacy Manager for e-business can help organizations fulfill all five steps of privacy management:

- **Define privacy policy**—Tivoli Privacy Manager Policy Editor can help you define new privacy policies and transform existing written policies into an electronic language (Platform for Privacy Preferences).
- **Deploy privacy policy**—Can deploy your privacy policies to specific applications and IT systems that use sensitive information. It works with existing applications to bind privacy policies to applications' use of sensitive information.
- **Record user consent to policy**—Can record end users' opt-in and opt-out choices according to your privacy policies, providing a centralized way to respect those choices when applications request access to sensitive information.
- **Monitor and enforce access**—Enforces access for approved business purposes according to your privacy policies.
- **Create audit trail reports**—Automatically generates detailed reports that show adherence to deployed privacy policies. Audit trail reports can show how an individual's data has been used by your organization.

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## Tivoli Privacy Manager for e-business consists of:

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**Policy Editor:** Helps convert written privacy policies into digital form

**Administrator Console:** Provides you with control over your deployment of privacy policies across your organization

**Reporting Facility:** Generates detailed reports on usage of sensitive information, compliance with policies and management of preferences

**Monitor for LDAP Directories:** An intelligent agent that monitors your directory for policy compliance

**Monitor Software Development Kit:** A toolkit that helps you develop your own monitors

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For more information on Tivoli Privacy Manager for e-business and integrated solutions from IBM, contact your IBM sales representative or visit [ibm.com/tivoli](http://ibm.com/tivoli)

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