

Dynamics Data Masking

for Microsoft Dynamics 365 Customer Engagement

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Protect personal Sensitive Data within your Organization

Introducing Dynamics Data Masking



Data is the oil of the 21st century. Almost every company operation involves the handling of personal data on a daily basis. Data Protection Regulations prohibit the use of real sensitive personal data in non-production environments.

Personal data is any information that can be used to identify an individual, either directly or indirectly. Personal information such as names and email addresses is obvious. Personal data can include things like ethnicity, gender, biometric data, religious convictions, web cookies, and political attitudes.

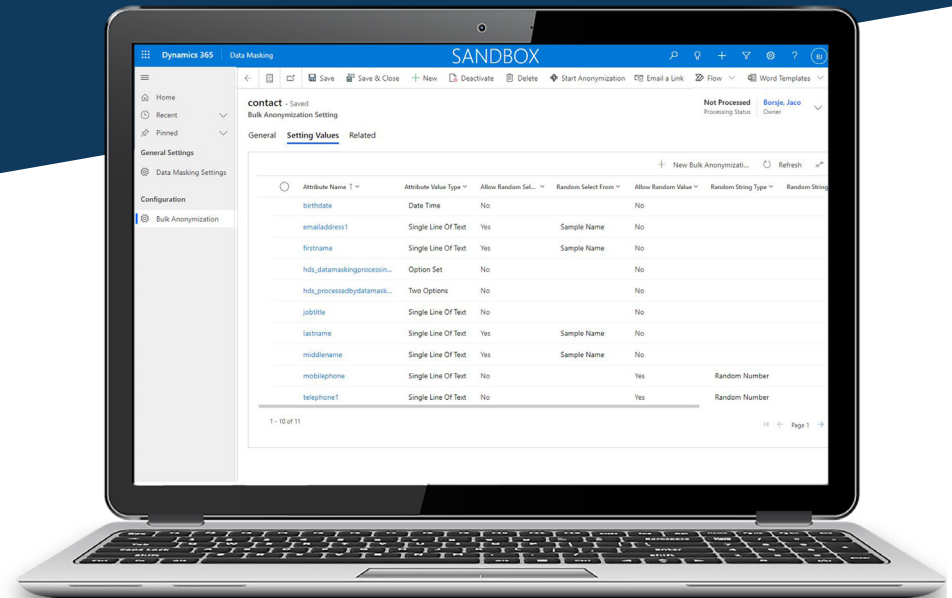
A Customer Engagement production database is practically copied by every company during

an implementation or even in a live circumstance. As a result, real sensitive personal information will be visible in i.e. the contact entity, within for example a test environment. This is against Data Protection Regulations, and your organization should ensure that this sensitive information is anonymized or randomized in a proper way.

Benefits

- ✓ Integrated solution for Data Protection Regulations for Microsoft Dynamics Customer Engagement
- ✓ Configurable anonymization and randomization settings
- ✓ Bulk deletion of Audit History, Posts and Notes that might contain personal sensitive information
- ✓ Entities for sample names and sample addresses
- ✓ Analyze progress with configurable Data Masking dashboard

Bulk Anonymization & Randomization



Bulk Anonymization

In compliance with data privacy standards, data masking also removes the possibility of personal data exposure. Companies can move data quickly to people who need it, when they need it, by adopting data masking best practices.

To allow bulk anonymization of records for a certain entity, Bulk Anonymization Settings should be defined as a prerequisite. Setting Values can be used to set each field that has to be anonymized in

a certain format before using it to anonymize the records. When processed records are anonymized in bulk, they become **unidentifiable** and practically **unreadable**.

Bulk Randomization

For records that should be collectively randomized for a certain entity, the Entity Bulk Anonymization Settings must be defined. Setting Values can be set up in a specific format for each field that needs to be randomized. Sample addresses and names are

two distinct entities that can be used in the setting values. If you map the entity fields to these sample address and sample name fields, the processed records will still be readable, but will be **sample data**.



*Adopting to Dynamics Data Masking
helps Enterprise raise the level of Security and
Privacy Assurance*

Sample Names & Addresses

Sample Names & Addresses

Our solution closes the functional gap between standard Microsoft Dynamics 365 and the process necessary to anonymize or randomize your sandbox data in a way that enables your organization to become compliant to for example European General Data Protection Regulation (GDPR).



Data Masking Dashboard

Dynamics Data Masking contains additional fields in three out of the box entities, which are most likely to be anonymized or randomized. Based on these additional fields the Data Masking Dashboard displays the number of (un)processed Accounts, Contacts and Leads.

Extendability

Dynamics Data Masking can be easily extended to **Dynamics Data Protection**. Click below to follow more information on:

- **Dynamics Data Protection**

Prerequisite

Microsoft Dynamics 365 for Customer Engagement





Want to know more?

Our Dynamics Apps are sold, implemented and supported worldwide by our industry experts and strategic partners. We are happy to advise you which solution or technology is the best fit for your specific needs. Please feel free to contact us. We appreciate your interest!

Contact HSO Innovation

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A dark blue world map serves as the background for the entire slide. Three colored squares (cyan, red, and white) are positioned in the lower right quadrant, each containing a large number and a label. The HSO logo and the word 'innovation' are in the bottom left, and contact information is in the bottom right.

2500⁺

Projects

28⁺

Offices

1400⁺

Employees



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