

# Privacy in Action

## Automating Subject Access Requests with Zubin



In today’s data-sovereign world, the power balance has shifted—individuals now have the legal right to access, correct, and erase their personal data under laws like the **GDPR**, **CCPA**, **India’s DPDP Act**, etc. This legal empowerment has triggered a dramatic rise in Subject Access Requests (SARs)—forcing enterprises to rethink how they discover, manage, and respond to data requests across sprawling digital ecosystems.

According to Gartner, by 2026, **60%** of large organizations will face privacy-related regulatory scrutiny due to inadequate data subject rights management. At the same time, IDC reports that **over 80% of enterprise data remains unstructured, unclassified, and uncatalogued**, leaving organizations blind to the very data they’re being asked to disclose.

### The result?

A complex, manual, and risk-laden SAR fulfillment process that exposes enterprises to:



Compliance violations  
and regulatory fines



High operational costs from IT  
and legal resource drain



Reputational fallout due to delayed  
or incomplete responses

### And beneath it all lies a deeper strategic problem:

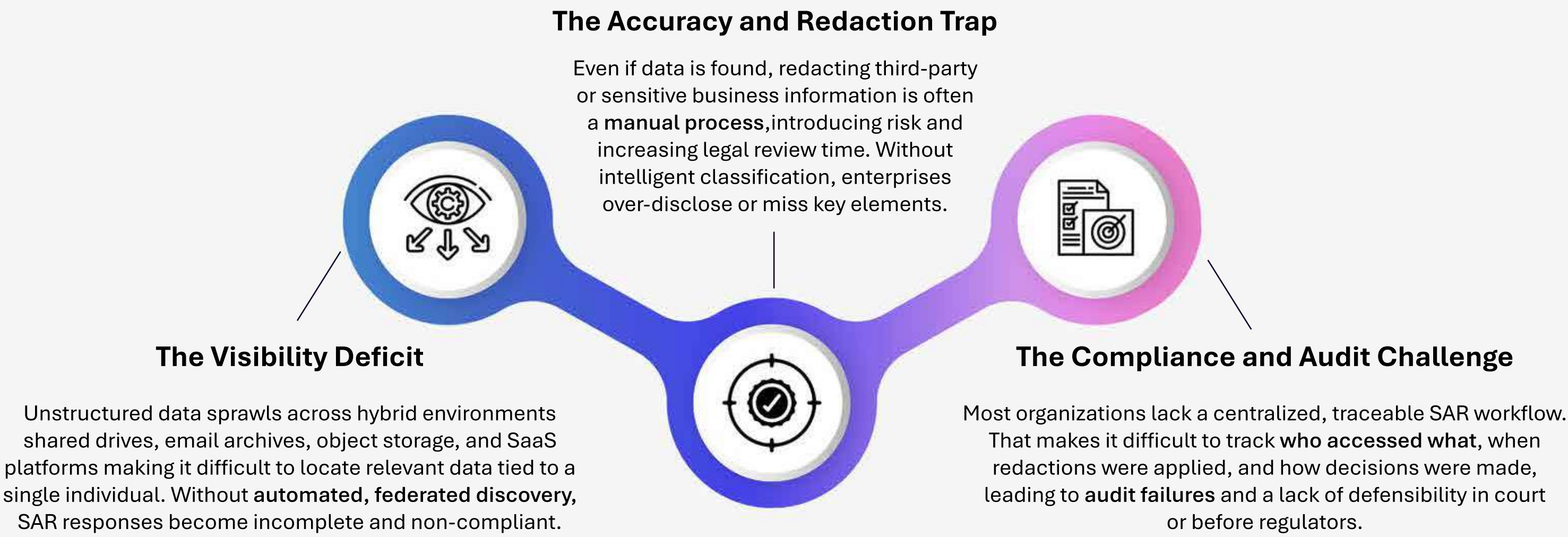
You cannot deliver data transparency when you don’t know what data you have, where it lives, or how it’s being used.

This is where Zubin makes the difference.

Zubin, Data Dynamics’ **AI-powered self-service data management software**, is purpose-built to bring automation, intelligence, and security to SAR compliance, turning manual chaos into governed control, at scale.

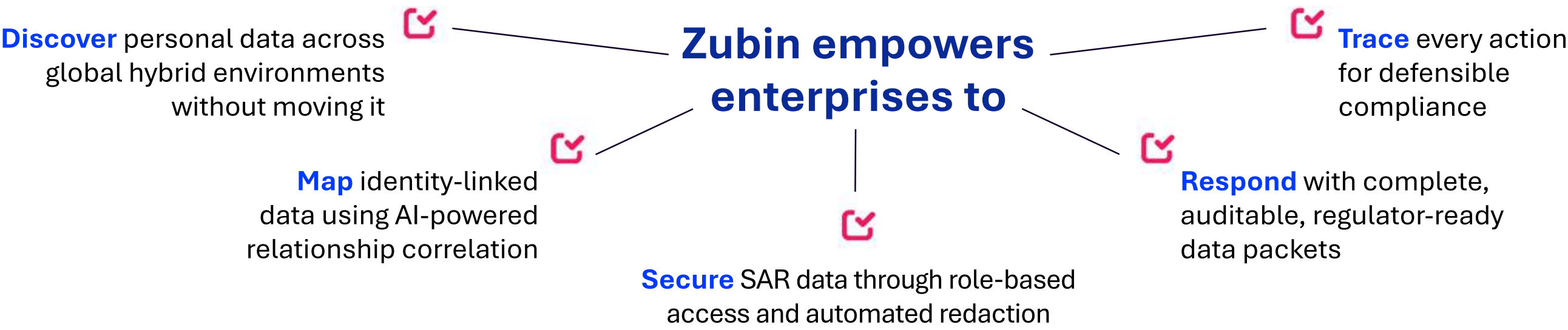


# Three Core Challenges Slowing SAR Readiness



## This Is Where Zubin Helps

Zubin addresses the **entire SAR lifecycle**—from PII detection and subject mapping to policy enforcement, auditability, and response packaging.



*Zubin is more than a privacy tool—it’s a self-service, intelligent software that gives control to data stewards, speeds up legal responses, and aligns privacy operations with business agility.*

## What’s In It for You?

Accelerate SAR Fulfillment with AI-Powered Discovery		Organizations using AI for data discovery report faster compliance and lower operational costs. Zubin applies <b>metadata and content analytics</b> to automatically identify PII across unstructured formats—emails, PDFs, chats, scanned IDs—without requiring data migration.
Ensure Redaction Integrity and Data Minimization		With Content-Aware Redaction, Zubin releases only relevant information, protecting sensitive third-party content and IP. Redaction is automated based on predefined templates and regulatory tagging.
Empower Legal and Compliance Teams with Self-Service		Rather than routing every SAR through IT, Zubin empowers privacy teams to manage SARs through <b>intuitive dashboards</b> and approval workflows. The RBAC framework ensures that only authorized users can act on sensitive data.
Automate Compliance with Built-in Lineage and Audit Trails		Zubin creates a full audit trail of SAR activity: who accessed what, when, what was redacted, and why. This visibility helps you meet regulations like <b>GDPR’s Article 15</b> and <b>DPDP’s Clause 11</b> .
Reduce Risk Exposure through Intelligent Data Governance		Zubin identifies ROT, dark data, and stale PII across your environment, enabling organizations to <b>delete what’s unnecessary</b> and <b>retain only what’s defensible</b> . This reduces your data attack surface and SAR response burden.

# A Closer Look: Zubin’s Core Capabilities Powering SAR Compliance

Zubin offers a comprehensive suite of capabilities designed to streamline and enhance the Subject Access Request (SAR) process. By integrating advanced analytics, robust access controls, and automated workflows, Zubin ensures organizations can efficiently manage SARs while maintaining compliance and data security.

## 1. Advanced Metadata and Content Analytics

Zubin's dual-engine approach combines metadata analytics with deep content inspection to identify and classify Personally Identifiable Information (PII) across diverse data sources. This includes:

### Metadata Analysis

Evaluates file attributes such as creation date, author, and access history to provide context and traceability.

### Content Analysis

Utilizes AI and machine learning to scan document contents, identifying sensitive information like names, addresses, & financial data.

*This comprehensive analysis enables organizations to locate relevant data swiftly, ensuring timely SAR responses.*

## 2. Role-Based Access Control (RBAC) and File Re-Permissioning

To safeguard sensitive information during the SAR process, Zubin implements RBAC, allowing administrators to define user permissions based on roles. Key features include:

### Policy-Based Permission Management

Assigns access rights according to user roles, data classification, and location.

### Automated File Re-Permissioning

Adjusts file permissions in bulk, ensuring only authorized personnel can access sensitive data.

### Open Share Reporting

Identifies files and folders with overly permissive access, mitigating potential security risks.

*These controls ensure that only appropriate individuals can view or handle sensitive data, maintaining compliance with privacy regulations.*

## 3. Data Usage and Traceability

Zubin provides comprehensive visibility into data usage, enabling organizations to track data access and modifications throughout their lifecycle. Features include:

### Audit Trails

Maintains detailed logs of who accessed data, when, and what actions were taken.

### Data Lineage

Traces the origin and movement of data across systems, aiding in compliance reporting.

### Usage Analytics

Offers insights into data access patterns, helping to identify anomalies or unauthorized activities.

*This transparency is crucial for demonstrating compliance during audits and investigations.*



## 4. Risk Analysis and Remediation

Zubin's risk management tools proactively identify and address potential data security issues. Capabilities include:

<b>Risk Exposure Insights</b> Highlights areas where sensitive data may be at risk due to inadequate controls.	<b>Automated Remediation</b> Suggests and implements corrective actions, such as adjusting permissions or archiving outdated data.	<b>Compliance Monitoring</b> Continuously assesses data against regulatory requirements, ensuring ongoing adherence.
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*By addressing risks promptly, organizations can prevent data breaches and maintain trust with stakeholders.*

## SAR Compliance, Without the Chaos

Subject Access Requests aren’t slowing down. As digital citizens become more privacy-aware, the demand for transparency will only grow.

With Zubin, enterprises don’t just react to SARs—they anticipate, automate, and act with confidence, clarity, and compliance.

Because in 2025, **privacy isn’t a process—it’s a promise.**



Your next chapter of success awaits; let's write it together with Zubin.

[Click here for demo](#)