

Keepabl's Privacy Management SaaS 'Privacy-in-a-box'



"You can tell the product is built by people who know Privacy and really care for their customers"

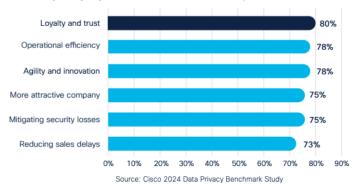
Find out more inside!





6 significant benefits from Privacy maturity





Cisco's 2024 Data Privacy Benchmark Study repeats and reinforces the findings from prior years. **Over 70%** enjoy 'significant benefits' or 'very significant benefits' in these 6 key areas because of good Privacy maturity.

Which organisation **doesn't** want to lead in these areas – and not get left behind?

Cisco's 2024 Study again proves the ROI

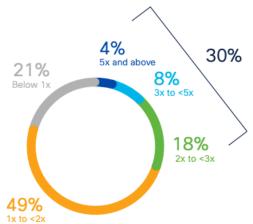
from Privacy investment. But that's not

consultant in the UK believes Keepabl

will save his clients between 50% and 70% on ongoing Privacy compliance – that's a huge saving right there let alone

all - a leading independent Privacy

Proven ROI from Privacy Investment



What are you waiting for? Get these benefits for your organisation today!

the other benefits above.

x to <2x

Source: Cisco 2024 Data Privacy Benchmark Study

98% of Boards receive Privacy metrics - what about yours?

Cisco's Study again shows how Boards need Privacy reporting to stay on top of their duties. If you're a director, or you report to the directors, is that process instant and intuitive?

Over half report 3 or mote metrics – we've got you covered for those and more in Keepabl!



Source: Cisco 2024 Data Privacy Benchmark Study

See more on the Business Case for Privacy

Want to save
50-70%
of your ongoing GDPR
compliance costs?

'Keepabl cleverly automates many Privacy tasks for you, making compliance easier for everyone.

Their holistic solution really accelerates compliance activities and I believe will save my clients 50-70% of their ongoing Privacy compliance over the next 3 years.'

David Clarke FBCS CITP Privacy & Security Consultant



'We moved to Keepabl as it's much simpler than our previous service yet better in dealing with multiple entities. It makes ongoing compliance and reporting easier, and its breach and risk modules are really excellent.

We're delighted to have a solution that has such a positive effect on how we work and meet ongoing GDPR compliance across countries.'

Canaccord Genuity Wealth Management UK & Europe

'We needed something with an intuitive interface and straightforward set-up, all while alleviating the pressures of a small team managing data protection on a regular basis in a fast-growth business.



Set-up was quick and easy, and Keepabl helped us rapidly establish our Privacy Framework. With instant reports, like the Risk Map, Article 30s and Vendors, we had an immediate ROI.

FundApps



'With Keepabl's solution, the team can now easily manage ongoing compliance across 3 countries, with everything in one place.

Keepabl's Dashboard helpfully visualises our GDPR KPIs. We can give stakeholders tailored access, and we can work more efficiently with our external advisers. All this saves me lots of time – and stress!'

MML Capital

See more case studies at keepabl.com



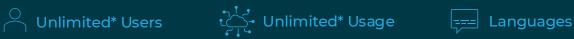
Keepabl keeps subscriptions simple and intuitive, giving you all you need in inclusive, unlimited* annual commitments

See our <u>Pricing</u> online	Governance Unlimited* everything, excluding Assessments	Governance Plus Unlimited* everything, including Assessments
Benchmarking Keepabl's BenchMark, UK ICO's Accountability Framework	✓	✓
Data Map & RoPA Default Activities, Upload Activities, GDPR Art 30 Records, AI & ADM	✓	✓
International Reports Transfer Registers, Activity Registers and more - for any jurisdiction	✓	✓
Risk Map Instant Privacy Risk Map linked to Activities and Impact Assessments	✓	✓
Activity Analysis Unique instant insights, interrogating your Data Map in real-time	✓	✓
Assessments ⁺ Create and sign your own Templates in an integrated, audit-logged, process	X	✓
Rights & FOI Customisable Forms, instant alerts, personal dashboards, and Rights Log	✓	✓
Breaches Customisable Forms, instant alerts, personal dashboards, and Breach Log	✓	✓
Third Parties Instant Processor/Sub-Processor Analysis and Third Party Registers	✓	✓
Tasks Personal dashboards, recurring Tasks, integrated with your Keepabl account	✓	✓
Files & Attachments File Library for broader audience, Attachments on Rights and Breaches	✓	✓

Unlimited* Subscriptions

All subscriptions include these enterprise benefits for FREE

















Benchmarks & Gap Analysis

Keepabl gives you Red-Amber-Green **Benchmarks** and detailed **Gap Analysis**, interrogating your Data Map in real-time. So you can see
where you are and identify your remediation priorities.



Keepabl's BenchMark

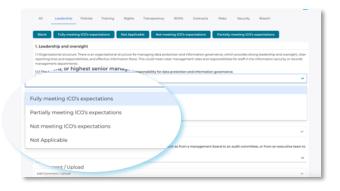
A strategic-level, 83-question framework against **EU & UK GDPR and UK PECR**. Easy to use, giving you an overall score, broken down into 7 main areas, then into 16 subareas.

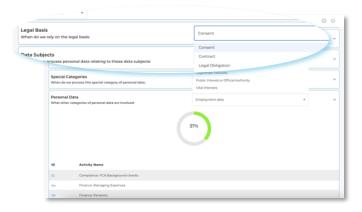
Clearly signposting how you're doing and where you need to focus next.

The UK ICO's Accountability Framework

The UK ICO's gold-standard framework for GDPR – now in Keepabl!

We've recreated the ICO's detailed, 338question Excel version so you have all the official wording, questions and dashboard from the ICO plus all the benefits of SaaS.





Instant Activity Analysis

We've got your back at a tactical level too. Our **Activity Analysis** interrogates your Data Map in real-time, giving you instant answers to 27 key questions on your **Data Map**.

Whether you're remediating to reach compliance, or auditing and maintaining your governance, you need to know these answers.



International RoPA & Reports

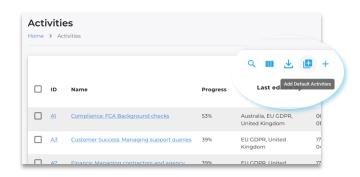
Easily create and maintain your **RoPA** with Keepabl's intuitive, international **Data Map**. Select any applicable regime for each Activity, with instant reports and KPIs for each jurisdiction.

Rapid Onboarding

Add our 46 **Default Activities** with a click, covering Sales to HR, Marketing to Finance. **Copy** any Activity to kick-start a new one.

Use **Upload Activities** to bulk upload Activities on an add-only basis.

Groups can have their own Default Activities, so group members get the best head start.



Choose which Privacy regime to apply to this Activity You can choose multiple jurisdictions, from a single country to Canada to the USA or Canada themselves. CAN - Quebec x Canada x France x EU GDPR x | USA - Alabama USA - Alaska USA - Arizona

Select ANY Jurisdiction

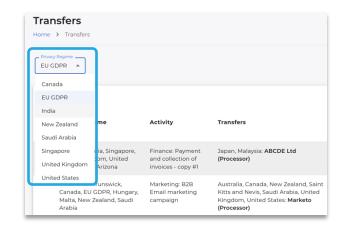
Privacy is more than GDPR (though most do model against GDPR then do local tweaks). So, with Keepabl's powerful Data Map, you can choose **any Privacy regime** on your Activities.

Not only that, you can **select multiple jurisdictions** including US states, Canadian provinces and territories, and individual EEA Member States - as well as US, Canada and EU GDPR.

Instant, Local, Reporting

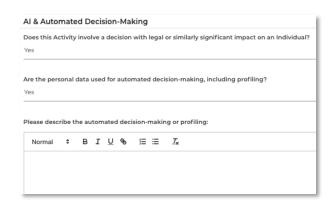
From **Transfer Registers** to your **Dashboard KPIs**, see your Data Map reports for each of your selected jurisdictions.

So, if your Activities are subject to India's Privacy laws, select India in the Activity and we'll calculate transfers for that Activity based on India.





With **AI Governance** now the top priority for Privacy Pros, and 69% of Chief Privacy Officers have additional responsibility for AI governance^{1,} Keepabl's Activities surface **AI & Automated Decision-Making**



Automated Decision-Making

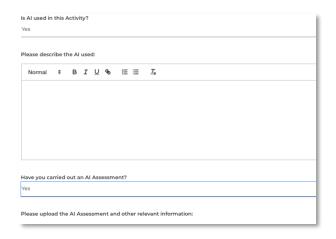
We've always asked about ADM, and we've now expanded the question set to cover all the key points you need to surface: use of ADM, the level of human involvement, and where ADM's happening in your **Data Map**.

Upcoming releases will add more instant analysis in this area.

Artificial Intelligence

We've introduced a new section capturing key information on where you use AI, which AI, and your AI Assessment.

You'll shortly be able to use Keepabl's Template AI Assessment or build your own, in an imminent release of our **Assessments** module.



Our AI & ADM Roadmap

Upcoming releases will add more instant analysis on AI & ADM into **Activity Analysis**, our **Information Asset Register** to easily identify and manage AI, and our **Enterprise Risk** module to manage risks of any type, not just Privacy or Security risks, from the use of AI & ADM.

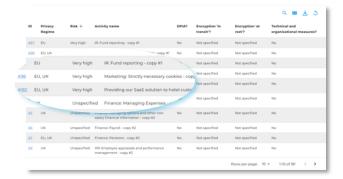
Keepabl surfaces **PIA Risks** for each Activity, meaning the risk to Individuals from your processing their personal data, with PIA Risk KPIs, a full PIA Risk Register and interactive Risk Map.

Identify Activities then Risk

To identify PIA Risk to individuals, first identify where you process their personal data. We ask for your risk rating for each Activity as you complete your Data Map.

And, to help with your risk rating, Keepabl's leading **Privacy Policy Pack** gives you a **Template DPIA**, with policy and procedure to guide you through the whole process.





Privacy Risk Register

Your **Risk Register** contains all your Activities, sortable by risk rating, whether you've carried out a DPIA and more.

Linked to your Activities and visualisation, filter by risk rating to easily separate and identify the risk segment to focus on.

Interactive, Visual Risk KPIs

We instantly create your **Risk Map** and **Risk KPIs**. Choose your visualisation, filter by risk profile and zero in on high risk. All linked to your Data Map and Activities.

The Risk Map gives you a friendly nudge if you've not assigned risk to an Activity. So if your Risk Map looks good, you look good!





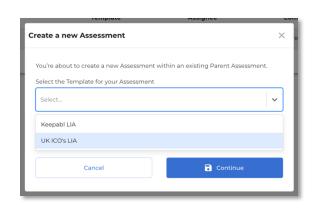
Assessment Management

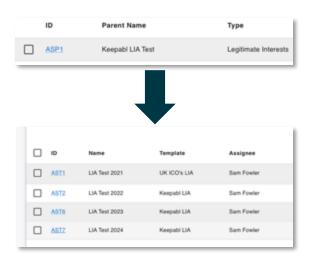
Keepabl's **Assessments** module makes managing **DPIAs & Risk** a whole lot easier, as well as any Assessment you want

Easy Template Management

Choose which **Templates** are available to your Users, and switch between them easily. Deselecting a Template that's already in use stops new Assessments on that Template but does not affect Assessments already in progress.

And with **Template Builder** (ETA May 2025), you can create your own Assessments, choosing from questions in existing Templates and our Model Question set.





Parent - Child 'Folders'

Assessments has a really useful Parent-Child 'folder' structure, which brings valued and practical benefits.

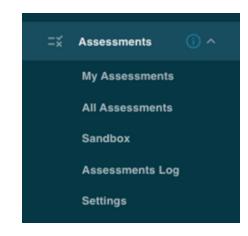
Say you're doing an Impact Assessment called *DPIA* on *AWS Hosting*, which you'll redo every year. You create a Parent called *DPIA* on *AWS Hosting* to hold all your actual assessments.

This means you can change templates over time, all stored within the same Parent folder. And there's no double counting.

Phased release

The module follows the same structure as our popular **Rights** and **Breaches** modules, so it's already very familiar. And we've added some exciting new roles and structure.

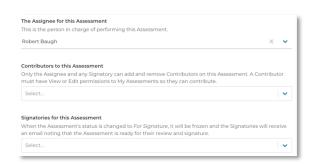
Assessments Phases 1 and 2 are in the app as at 20 April 2025, including all new roles, signatures, Parent-Child, the UK ICO's DPIA, LIA, our Threshold Assessment and more. Template Builder (Phase 3) launches May 2025. We're giving all customers a FREE TRIAL of Assessments until 31 May 2025.





Assessments introduces two new roles: Contributors and Signatories,

and Assessments freeze when status is changed to For Signature



Contributors

Assessments are collaborative, with the Assignee asking others for their input. Enter **Contributors**!

Contributors can do anything an Assignee can, apart from editing the top *Manage this* Assessment section, including status.

Add and remove Contributors as needed - they just need View or Edit rights to *My* Assessments.

Signatories

In practice, everyone wants a signature on your assessments. So, we've introduced the role of **Signatories**!

You can assign multiple signatories to a record and the Assessment will only be marked as completed when all Signatories have signed. (The ability to set a signing order is coming in Phase 2.)

We'll create a PDF of the final executed Assessment, which is also in your **File Library**. Choose and manage your signature in *My Account*.





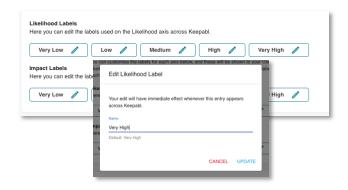
Freezing / Unfreezing

When an Assessment's status is changed to For Signature, all Signatories receive an email with a link to the Assessment, and they can decide whether to sign.

When it's moved to *For Signature*, we also freeze the Assessment, so that Signatories all review the same version.

An Assessment can only be unfrozen if a Signatory declines to sign, or the Assignee changes the status back to *In Progress*, to keep working on it.

Implement your organisation's **Risk Methodology** in Keepabl by tailoring our **Risk Engine** to apply to all Assessments for consistency



Risk = Likelihood x Impact

Each Risk's level of risk (or **Risk Rating**) is calculated by multiplying likelihood (L) by severity of impact (I), on a 1 to 5 basis.

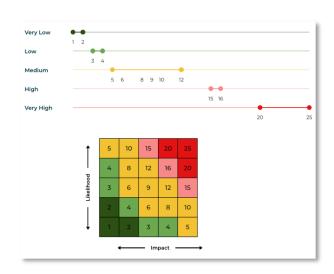
You can use our default labels (from *Very Low* to *Very High*) or customise them in **Risk Settings** to match your organisation's risk methodology and vocabulary.

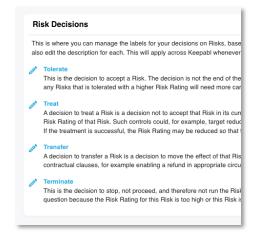
Risk Heat Map

Easily tailor your **Risk Heat Map** to match your risk methodology.

Likelihood and Impact are on a 1 to 5 basis, so your Risk Heat Map is on a 1 to 25 basis, split into 5 categories.

Edit your category labels and colours (have just 3 colours if that's your thing), as well as the range of each category using our **super intuitive interface.**





Risk Decisions

Risk decisions in Keepabl are based on the famous '4 T's' which are Tolerate, Treat, Transfer, and Terminate.

Like all other areas of our Risk settings, this is **fully customisable**. You can adapt the labels for your decisions as well as the descriptions attached to each decision.

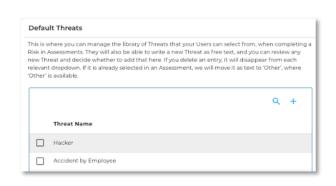
Our new Risk Engine **powers Risk in Assessments** so it's super intuitive to identify and manage Risk in your DPIAs, starting with the UK ICO's DPIA.

Threats, Vulnerabilities & Controls

Use your own library of Risk Names, Threats, Vulnerabilities, and Controls in any Assessment.

Add them individually or bulk upload extensive libraries with our easy **Upload Template.**

Your users can always use free text, and you can the manage your libraries as themes develop.





Risk Assessment

Select Threats, Vulnerabilities and Controls from your own libraries. Select your Inherent Likelihood and Impact and we'll calculate your Inherent Risk Rating using your risk methodology.

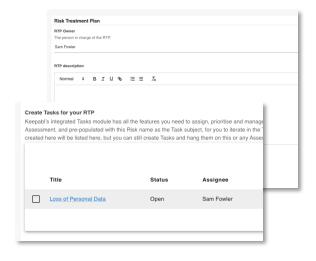
Log any further actions in the Risk Treatment Plan for each Risk. Easily calculate your Residual Risk Rating. All updated instantly in your reporting.

Risk Treatment Plans

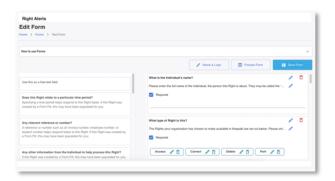
Within each Risk, easily create and manage your **Risk Treatment Plan** (or RTP for short).

Set who's in charge, the deadline, and update the status as you work through it.

The RTP is **fully integrated with Tasks** so you can assign, prioritise and manage the Tasks that make up your RTP in the Risk itself or in Tasks, so you never miss a thing!



Simply intake and manage Rights under GDPR and other laws with **Rights**. Unlimited Forms to intake Rights. Simple workflow and process management. Excellent reporting.



Unlimited Forms

Enter Rights directly into Keepabl or use our easy Form Builder. Unlimited online Forms you can tailor to your audience, that feed straight into your Rights solution.

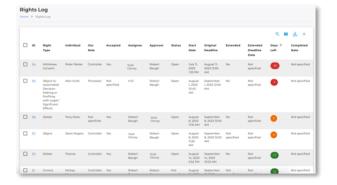
Have separate Forms for your Privacy Policy, for your Ops or Customer Support colleagues and processors.

Instant Visual Reporting

Instant reporting with all the KPIs you need to monitor and manage this key ongoing aspect of your Privacy Governance.

Visual reporting on how many Rights you receive, what type, where from, how efficient you're dealing with them, and more. Easy to share with senior management and the board.





Manage and Automate

Simple workflow management with default Assignees and default Approvers so you can manage workload.

Your instant and automatic **Rights Log** is searchable, sortable, and downloadable. And each User with a role on a Right has their own **My Rights** dashboard to see and manage Rights assigned to them.

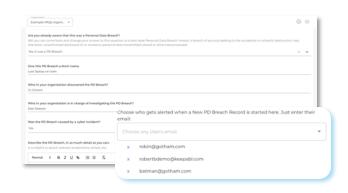


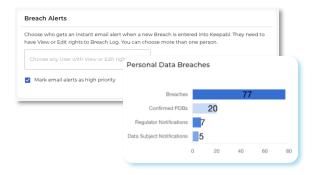
Easily intake suspected **Breaches** with our unique Breach Button URL. Instant **Breach Log**. And instant email alerts so you can react within 72 hours, if notification is needed.

Capture Breaches even without a Keepabl account

Ensure you're aware of Breaches as early as possible. The team can enter Breaches directly - and you can let your colleagues report a Breach even if they don't have a user account.

Put your unique 'Breach Button' URL on your intranet for a secure way to report suspected breaches.





Instant Alerts & Visual KPIs

Instant **email alerts** with a link to the Breach ensure you can react within GDPR's 72 hrs. The alert takes you straight to the Breach, which is already in your Breach Log. Take the Breach forward with product nudges on the need to notify.

Interactive Dashboard reporting simplifies reporting to the senior leadership.

Instant Breach Log

Just like your Art 30 Records, we create your **Breach Log** for you, instantly updating it as you update underlying Breach records.

Share it online with tailored access for colleagues or easily download the Excel for external parties. Linked to your Processors so you can see what other data may be at risk.





Instant Insights & Value

See why David Clarke, UK Privacy & Security Consultant says Keepabl will save his clients 50-70% of their ongoing Privacy compliance over the next 3 years.

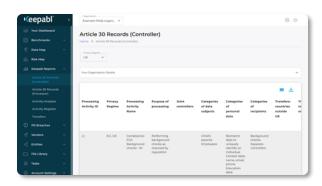
Driving Ongoing Compliance

As you complete your Activities, we instantly create the valuable reports and insights you need to get the job done on GDPR.

Article 30 Records

They're a key ongoing requirement in GDPR. So the first question asked in due diligence is: "have you got your Art 30 Records?"

We instantly create them for you - for both UK / EU GDPRs and as Controller / Processor.



Tactical Gap Analysis

Alongside the benchmarks, we give you answers to the 27 questions you must know the answer to, such as "where do we rely on consent?", "where don't we encrypt at rest?" and "where don't we have a compliant DPA?"

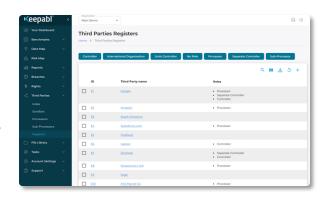
Processor Analysis

Interactive registers of your Processors and Sub-Processors surface key due diligence considerations, with deep dives on individual entities.

Third Party Registers

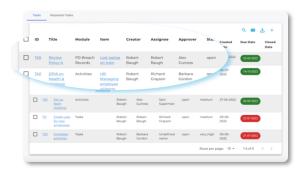
Our Third Party Registers let you instantly answer questions such as "who are my controllers?", "where's my sub-processor list?" and "where does Company X appear in my processing?"







You're used to **being in control**. You're used to the Shared Responsibility Model. You want languages. And you want to make sure you can take your information with you if you leave. We get it.



Integrated Task Management

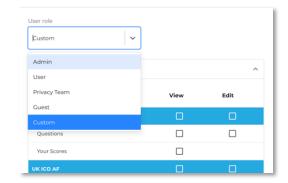
Hang **Tasks** on Activities, DPIAs, Vendors. Set repeating Tasks to review due diligence annually or set up team meetings quarterly.

Comment and upload documents against Tasks. Assign Tasks to colleagues. appoint Approvers. Colour-coded, personalised Tasks Dashboard.

Least Privilege Access

As with all your B2B SaaS, your Super Admin is in full control of your Keepabl account.

New users are created using deny-by-default so you can give them the role-based access appropriate to each person, and on an account-by-account basis.





2FA & SSO

2FA is a great way to defeat the vast majority of password-based attacks. We highly recommend enforcing it for your accounts.

And we've SSO with Azure AD, Okta and OneLogin, so you can manage Keepabl as you manage any other B2B SaaS.

Download all your Data

Introduced as exit comfort but useful for your own business continuity processes, you can download all your data in valuable, usable CSV or Excel, there in a zip file for 7 days. Do it when you want.



(Not all providers offer this, and we've been told our downloads are particularly good.)





'Thank you so much! Lovely coffee breaks with Privacy Kitchen.'

'Great little sanity check for my GDPR-burnt-out brain!'

'Thank you so much for your videos. They are clear, concise and very helpful.' 'Very nicely explained'

Privacy Kitchen is hosted on YouTube and subject to their Privacy Policy and Cookie Policy



Free Privacy Training

Privacy Kitchen is a free video resource to help practitioners on GDPR and all things Privacy.

Dealing with everything from the basics to the advanced, in short, plain language videos.

Be confident on Vendor DD!

There's nothing worse than saying Privacy is core to your ethos and then not knowing what a controller is, or Article 30 Records, or a transfer...

Don't get caught out when trying to win business or win investment – easy ways to gen up on all things Privacy.





An Expanding Resource

We're continually adding to Privacy Kitchen's library of videos, with evergreen topics, videos on practicalities, on legal niceties and more.

From short 'Bite Size' videos, to 30-minute 'Coffee Break' interviews to 45-minute 'Bigger Break' roundtables with expert, practical 'Guest Chefs'.

See all the videos on Privacy Kitchen

Easy, Fast Onboarding



'The team have been great and so supportive all the way through. Keepabl listens to its customers and implements feedback. We're very happy.'

Information Governance Manager and DPO

'Set-up was quick and easy, and Keepabl helped us rapidly establish our Privacy Framework. With instant reports, like the Risk Map, Article 30s and Vendors, we had an immediate ROI.'

Legal Counsel

'We implemented Keepabl ourselves first, and we've now implemented Keepabl with a professional services customer. We couldn't recommend Keepabl more: it's simple, comprehensive and lets you cover GDPR in a practical way for customers.'

MSP

Super Simple Onboarding



Your SuperAdmin is in full control! As soon as they activate their account, they can add Users, create other Admins, at any time - the power is in your hands!



Our FREE 3-call onboarding process takes your key users through the service in more detail, so you get a racing start with our Default Activities, Upload and more!

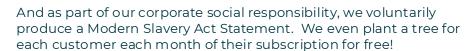


Keepabl Support is always here (on support@keepabl.com, but you can contact us how you like) to help with any product queries and to hear any feedback!

And if you're a Group, we've lots of ways to make onboarding super simple, such as a dummy org to create your own set of default Activities, which we can copy to your group members.

All in a Secure SaaS Solution

Security and Data Protection are in our DNA, so we've great policies and procedures in place. We're pen tested annually and we're certified to Cyber Essentials Certified Plus annually. We'll happily share our **Privacy Overview** and **Security Overview** with more details.







Thank you!

Privacy SaaS

Faster GDPR compliance Easier collaboration Instant reports & KPIs

See you soon!

