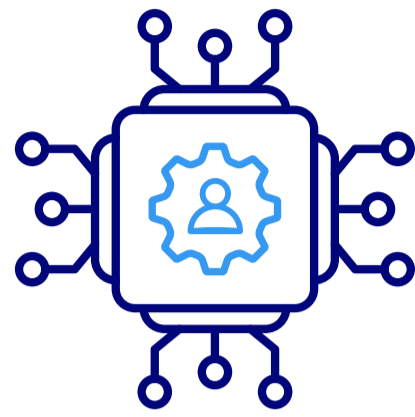


Understanding Data Subject Rights (Individual Rights)

What are data subject rights?

Data subject rights, also known as individual rights, grant individuals the authority to control the processing of their personal data. These rights are pivotal in maintaining transparency and trust between individuals and organizations.



The core individual rights

1

Right to information

- Individuals have the right to know if and how an organization uses their data
- Organizations must provide details such as the purpose of processing, contact information, and categories of personal data held

2

Right to access

- Individuals can receive a clear and intelligible copy of their data, including data they might not realize is being collected, such as inferences

3

Right to rectification or correction

- Individuals can request the correction of inaccurate, incomplete, or outdated information

4

Right to erasure

- Also known as the right to be forgotten, individuals can request the deletion of their personal information under specific circumstances

5

Right to objection

- Individuals can request organizations stop using their personal information in specific circumstances

6

Right to data portability

- Individuals can transfer their personal information to another organization when needed



Emerging individual rights

- Right to opt-out of sale of personal information**
Allows individuals to prevent their data from being sold to third parties
- Right to limit use of sensitive data**
Grants individuals control over how sensitive data (e.g., medical records) is used
- Right to explanations for automated decisions**
Ensures individuals receive explanations for decisions made through automated processing that directly affects them

The growing challenge of responding to individual rights

As of 2024, **79% of the world's population** is covered by some form of data privacy law.¹



With **increasing data complexity and volume**, manual responses to individual rights requests can become **unmanageable and costly**.

Strengthen trust and compliance

Can you handle the increasing volume of DSRs?

Reduce the burden of responding to individual rights requests globally and avoid costly fines. Save time by automating your data subject request workflow with TrustArc's [Individual Rights Manager](#).

REQUEST A DEMO

¹ IAPP <https://iapp.org/news/all/identifying-global-privacy-laws-relevant-dpas>