

## VLP Partner Melissa Krasnow Quoted in The Wall Street Journal Pro Artificial Intelligence

VLP Partner Melissa Krasnow was quoted in The Wall Street Journal Pro Artificial Intelligence article “SAP to Sell Startup’s AI Software for Privacy Compliance”.

The article described the partnership between business software maker SAP and startup BigID.

BigID’s software scans petabytes of a company’s data stores in cloud-based and in-house servers and its machine-learning algorithms can identify such consumer-data elements as credit-card numbers and internet protocol addresses and link those elements to the appropriate person.

A company needs this information to be able to respond to consumers’ requests to see, correct or delete the data that it has about them. These consumer rights are granted under both the California Consumer Privacy Act and the European Union’s General Data Protection Regulation, which went into effect in 2018.

“With all of these new regulations, it continues to be important for companies to be able to find out the information they have and then to classify it,” Ms. Krasnow told the The Wall Street Journal Pro Artificial Intelligence. “And it’s a huge task—companies have a lot of information.”

To read the entire article, please click [here](#).