

Privacy and Data Protection Point of View

Know the worth of information

What are our challenges?

- How do we maximise commercial opportunities from personal data?
- Where is our customers' personal information?
- What personal information is stored overseas? Which countries?
- How do we avoid crossing the 'creepy line' with our customers?
- How do we respond to regulatory changes?
- How can we share data comfortably?
- How do we ensure 3rd party compliance to privacy requirements?
- How do we obtain meaningful consent?
- How do we monitor regulatory changes? (global focus)
- How can we prevent personal information leaving the organisation?
- How do we manage an increasing volume of information enquiries?
- How do we manage access to personal information?
- How do we increase staff knowledge of privacy?
- How do we respond to privacy incidents (internal and external)?
- How do we take a product to market quickly with privacy due diligence?
- How can our customers understand our privacy policies?

What business outcomes do we want to achieve from good privacy practices?

- Customer trust
- Customer choice and empowerment
- 'Creepy line' is defined and understood by staff and customers
- Culture of respect for a customer's privacy (ethics)
- Customer consent
- Internal and external awareness of privacy and data protection
- Commercial opportunities realised
- Privacy built in to new solutions and product development
- Transparency with confidence
- Compliance
- Maintain reputation

Thought: How do our challenges impact our customers?

Thought: How would our customers rate our maturity?

Who cares about privacy?

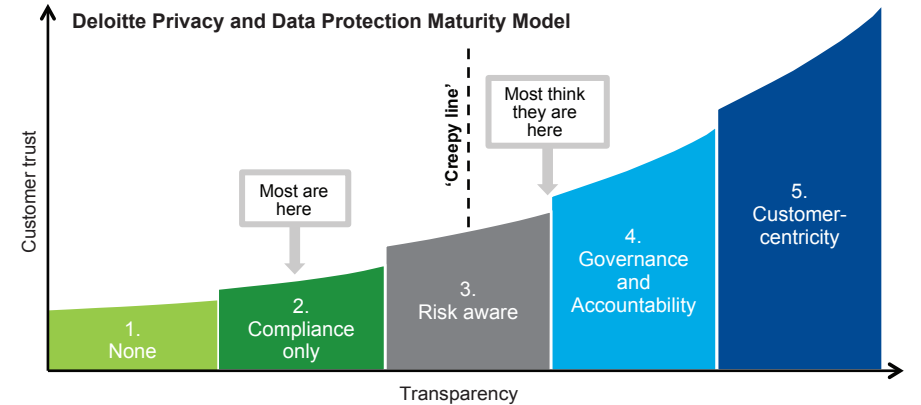


Thought: Who is the driver behind privacy?

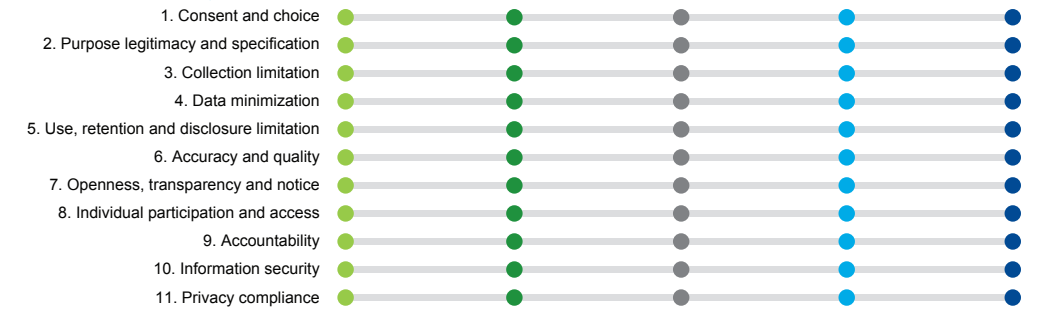
Thought: Why will customers do business with us?

Thought: How will we achieve our business outcomes and meet customer expectations?

What is our privacy maturity?



Privacy Principles*



*Based on ISO/IEC 29100:2011 – Privacy Framework

What are the possible solutions?

- Privacy Health Check and Maturity Assessments**
Understand your current state
- Privacy Impact Assessments**
Assess new products, solutions, and third parties against local and global regulations
- Privacy Policy Review and Innovation**
- Privacy Roadmap, Strategy Development and Implementation**
Implement your privacy program
- Consent Management**
Manage agreements from customers
- Training and Awareness Programs**
Build privacy into the fabric of your culture
- Privacy-as-a-Service**
Managed privacy services
- Privacy Virtual Assistance and secondments**
Ask for help!
- Board, risk and management reporting**
- Access Management**
- Cyber Watch: Executive and Brand Monitoring**
- Tailored privacy solutions**



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Know the worth of risk.

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