

The privacy conundrum

Balancing compliance with commercial advantage

The evolution

More and more businesses are waking up to the fact that the responsible use of people's data allows privacy to be a business enabler rather than just another compliance headache. Getting privacy right means our clients will be able to capture the trust and confidence of consumers who will repay them with loyalty and access to much sought after personal data. Privacy should no longer be seen as a back office, compliance activity.

Why do your clients care?

There are three key drivers making our clients more sensitive to privacy issues than ever before:

- **With big data comes responsibility:** Whilst the opportunity to capture and profit from customer data has never been higher, it needs to be counter-balanced with legal and ethical considerations. By using personal data in a responsible, controlled and transparent way, organisations are able to create more of a trusted relationship with their customers, enabling them to maximise the value of the data they collect.
- **Legislative challenge:** The rules governing the processing of this data are complex, ever changing and vary across the globe. Interpreting and ensuring compliance with regulations presents a growing challenge for organisations. The EU is in the process of overhauling European Data Protection legislation, which will introduce an unprecedented level of administrative burdens and new requirements on businesses throughout Europe.
- **Reputation protection:** Maintaining a consistent approach to privacy compliance and data governance, whilst operating across multiple jurisdictions, brands and channels presents a challenge to many organisations. Failure to do so can result in significant attention from both consumers and regulators, leading to fines, sanctions and a negative impact on an organisation's treasured reputation.

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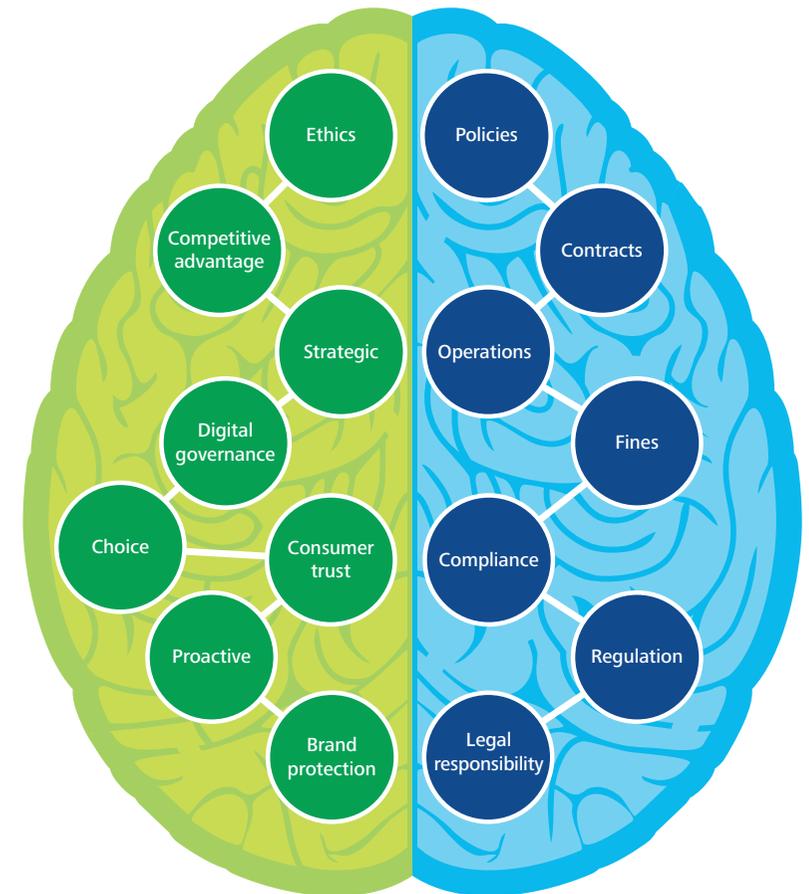
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Growth opportunity or Regulatory pressure

How we can help

We have significant experience helping clients across all sectors to tackle their privacy challenges.

Advisory	Digital	<ul style="list-style-type: none"> • Social Media & Mobile platform compliance. • e-Privacy legislation compliance. • Cookie audits and categorisation. • Policy and consent guidance.
	Cyber security	<ul style="list-style-type: none"> • Personal data breach investigation & management. • Regulatory liaison advice. • Forensic investigation support. • Supplier & third party management. • Advisory services on incident prevention.
	Training & cultural change	<ul style="list-style-type: none"> • Law and basic requirement training. • Workshops. • Training and awareness programme design and implementation. • Classroom & Computer-based training. • Cultural change programmes.
Assurance	Privacy risk in the modern world	<ul style="list-style-type: none"> • Governance and compliance reviews. • Jurisdictional privacy reviews. • Global data transfers guidance. • Policy and procedures analyses. • Strategy and operating model design. • Mergers & acquisitions data transfer and ownership guidance.
	Monitoring & impact reviews	<ul style="list-style-type: none"> • Privacy programme development. • Health checks. • Privacy Impact Assessments. • Outsourcing/Offshoring advice. • Third party monitoring and privacy compliance. • Due diligence on third parties.

EU Data Protection reforms – Readiness Assessment

Deloitte has a dedicated privacy practice to help clients deal with the forthcoming regulations. Our privacy team have a detailed understanding of the draft regulations, and its implications for businesses. We are able to offer a complete readiness assessment tool, which comprises the following elements.



The output of the process is a report, allowing you to instantly gauge your level of compliance against each proposal, and identify in which areas your controls are currently falling behind.

The sliding scale below represents the level of maturity an organisation is operating to in relation to the example requirements of the legislation.

There are three main control areas of an organisation which can influence the maturity level: Operational; Process; and People and ethics. Each example requirement has its corresponding control area(s) listed below.

Example requirement	Maturity	Control area		
		Operational	Process	People and ethics
One-stop shop		✓		
Inventory			✓	
Consent			✓	✓
Transparency			✓	✓
'Right to be forgotten'		✓	✓	