Amplifying Your Privacy Program: Strategies for Success

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Document Markings

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Today’s Discussion

State of the Practice for Privacy Programs

Privacy Program Alignment

Current and Future Work

State of the Practice for Privacy Programs

- Compliance-driven
- Rapidly changing and varied regulatory landscape
- Policy-practice gap
- Nascent technical controls

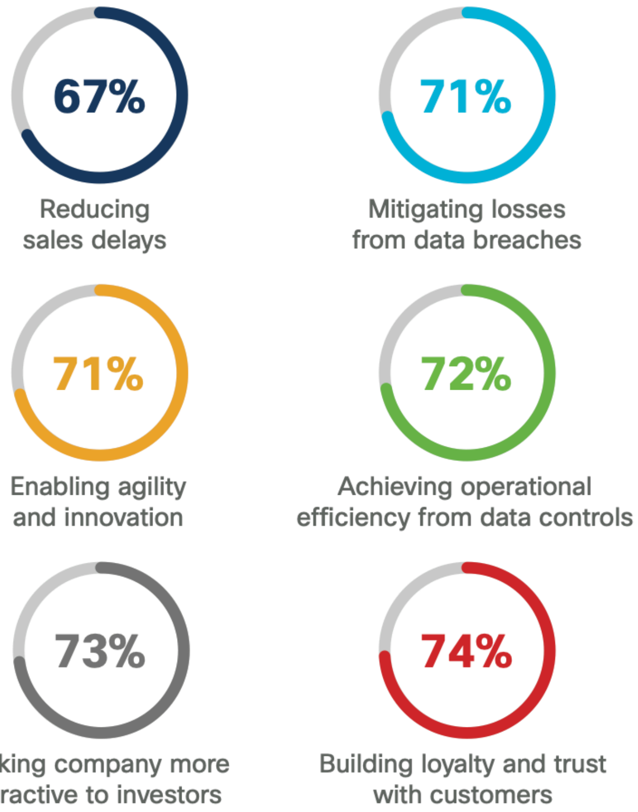
Risk Mindset

The Business Case for a Privacy Risk Mindset

- Data Breaches Happen
  - Financial Impact
  - Infrastructure Impact
  - Brand/Credibility Impact
  - Reporting Requirements
- Active Control of Risk
- Swift Recovery
- Compliance Management

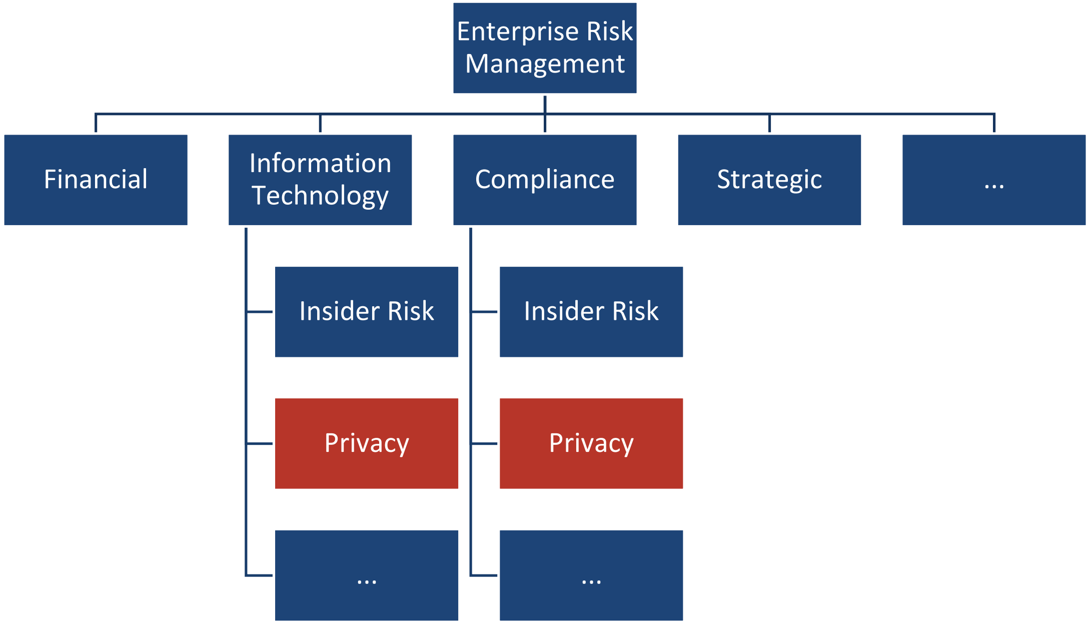
Goal: Operational resilience through effective risk management

Figure 2 Business impact of privacy
Percentage of companies getting significant benefits in each area, N=2549



Source: Cisco 2020 Data Privacy Benchmark Study

Privacy Program Alignment



Enterprise Risk Management

Financial

Information Technology

- Insider Risk
- Privacy
- …

Compliance

- Insider Risk
- Privacy
- …

Strategic

…

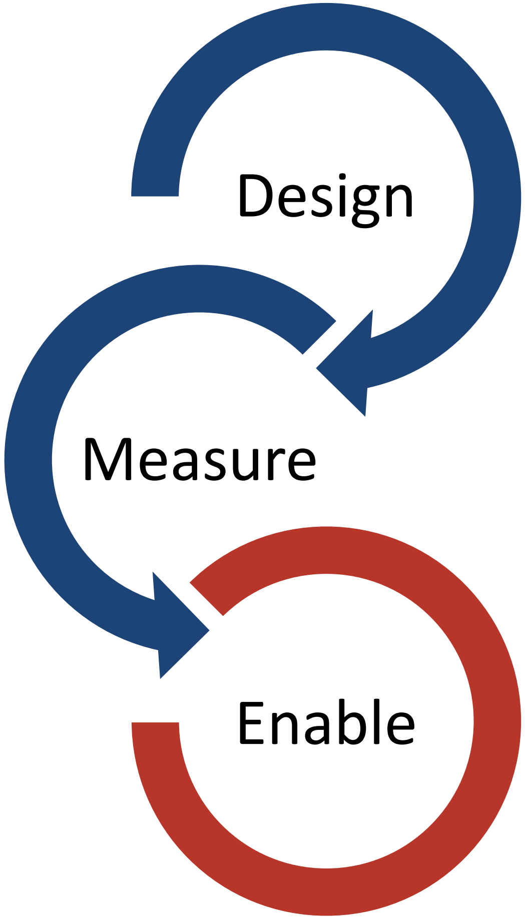
People

Process

Technology

Current and Future Work

- Research
  - PII identification and categorization
  - Control design, verification, and validation
  - Operational performance
- Potential Artifacts
  - Privacy by design for build or buy decisions
  - Privacy by design system assessment
  - Privacy program evaluation
- Outreach
  - Privacy Special Interest Group (PSIG)



Questions & Answers

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