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Data Privacy & Information Protection

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Data Privacy

Data Privacy ….. set of expectations for processing personal information or personal data in a way that protects the individual's rights *and follows all* regulatory requirements.

……..refers to the *responsible* handling, protection, and control of personal information. It encompasses the *rights of individuals* to determine how their data is collected, used, stored, and shared by organizations, as well as the *obligations* of those organizations to respect those rights and comply with *relevant laws and regulations.*

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Information Security

Information Security (InfoSec):
This refers to the practices and technologies designed to protect information from unauthorized access, use, disclosure, disruption, modification, or destruction. It's primarily about maintaining the **CIA Triad**:

Confidentiality: Preventing unauthorized disclosure of information.
Integrity: Ensuring the accuracy and completeness of information and methods of processing.
Availability: Ensuring authorized users have timely and reliable access to information.

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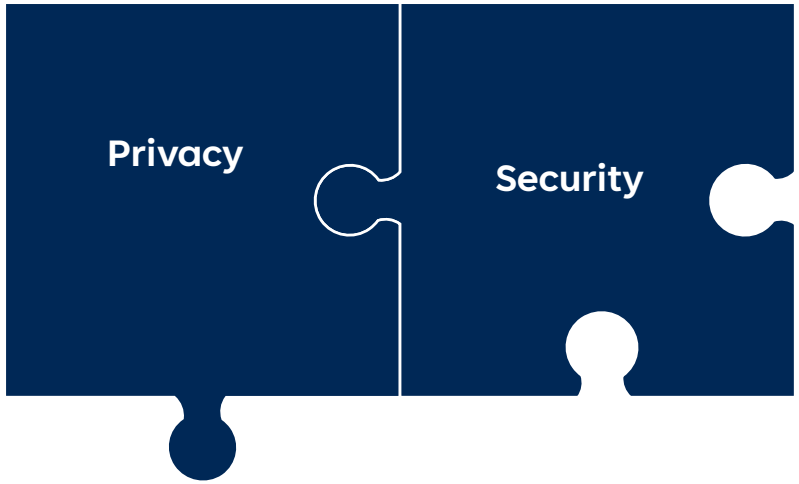
Privacy vs. **Security** : What's the difference?



Data is **one of the most important assets** a company has

Data is the new oil

Data Protection: This is an umbrella term that encompasses both data privacy and information security. It refers to the processes and policies put in place to ensure data is protected from unauthorized access, corruption, or loss, and that privacy rights are upheld. It's the overall strategy to secure data and adhere to privacy principles.

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Why Data Privacy

- Data privacy is based on **"Privacy Principles",** Controls and *privacy by design and default*
- Privacy Principles **protect people**.
- Sound privacy practices **promote trust** and enable companies to operate in an ethical & legally compliant manner.

- Privacy by design and by default **reduces privacy risks** in all systems and applications.
- **It's the law, and it's good business**
- A comprehensive privacy program is integral to the success of a company's overall ***information risk management strategy.***

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Privacy principles

Data privacy is based on **"Privacy Principles"**, Controls and *privacy by design and default…..*

Always consider these when processing personal data

Notice
Inform individuals what personal data you are collecting and why

Purpose
Have a legitimate reason to collect personal data and use it **only** for that purpose

Proportionality
Collect only the minimum amount of personal data needed for the purpose, and keep *only as long as needed* to meet retention requirements and business needs

Processing
Require those who process personal data to protect it appropriately

Review and Correction
Give individuals the ability to review their personal data and correct factual inaccuracies

Transfer
Use legally acceptable methods to protect personal data transferred across borders

Security
Protect personal data with adequate security

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Fragmented privacy regulations

Landscape of data privacy around the world is **complex** and **constantly changing**

U.S. data privacy laws are fragmented—no single federal law.

- States like California, Colorado, Texas, Virginia and others have enacted their own laws.
- Different regulations and expectations

Global regulations like GDPR, NDPR, PIPL, PIPEDA, etc, and international expectations raise the stakes.

- Data localization laws
- Different privacy rights
  - Right to be informed about the processing of their personal data,
  - Right to access
  - Right to rectify, or erase their data
  - Right to restrict or object to processing
  - Right to data portability

Why does it matter

The Stakes Are High

- **Legal & Regulatory Compliance:** Non-compliance leads to hefty fines (e.g., GDPR, CCPA, NDPR).
- **Reputation & Trust:** Breaches erode customer trust, leading to loss of business and brand damage.
- **Financial Impact:** Costs of breach notification, forensics, legal fees, credit monitoring, and lost revenue can be astronomical.
- **Ethical Responsibility:** As custodians of data, we have a moral obligation to protect individuals' sensitive information.

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A CALL TO PRIORITIZE PRIVACY

- Understand and practice privacy
- Align leadership around privacy goals
- Invest in a dedicated privacy program and team
- Conduct a privacy impact assessment
- Understand and remediate privacy risks within your space
- Along with security by design, embrace privacy by design and by default in all we do
- Develop and implement a privacy program that meets legal obligations, aligns with global privacy principles, and builds user trust—without slowing down innovation.
- **Train, train and train on privacy**

..... Make privacy **the DNA of your organization and business**

Prioritizing our privacy program **isn't just a matter of compliance** – it's **a strategic imperative** that directly impacts our long-term success and value

…..By prioritizing privacy, ….we invest in the future of the company, of our people and our customers…

…..We protect our future

Privacy, is not just good business, it is also the law…….

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THANK YOU

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