



Amplifying Your Privacy Program: Strategies for Success

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Document Markings

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Today's Discussion

State of the Practice

Privacy Program Alignment

Current and Future Work

State of the Practice



Risk Mindset

The Business Case

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

Goal: Risk Management & Risk Resilience

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



Reducing sales delays



Mitigating losses from data breaches



Enabling agility and innovation



Achieving operational efficiency from data controls



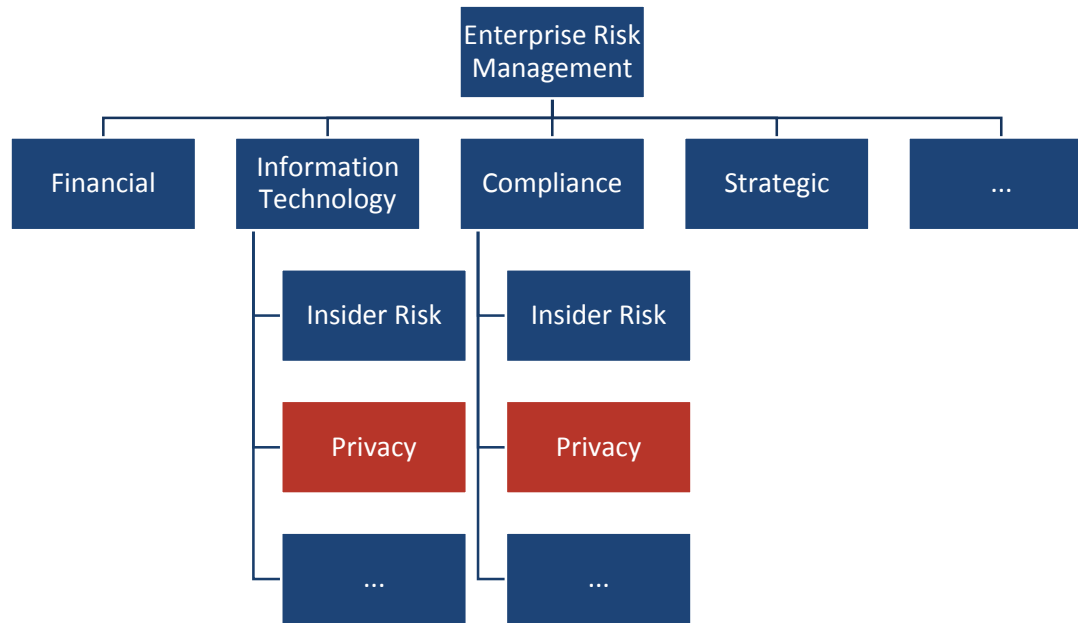
Making company more attractive to investors



Building loyalty and trust with customers

Source: Cisco 2020 Data Privacy Benchmark Study

Privacy Program Alignment



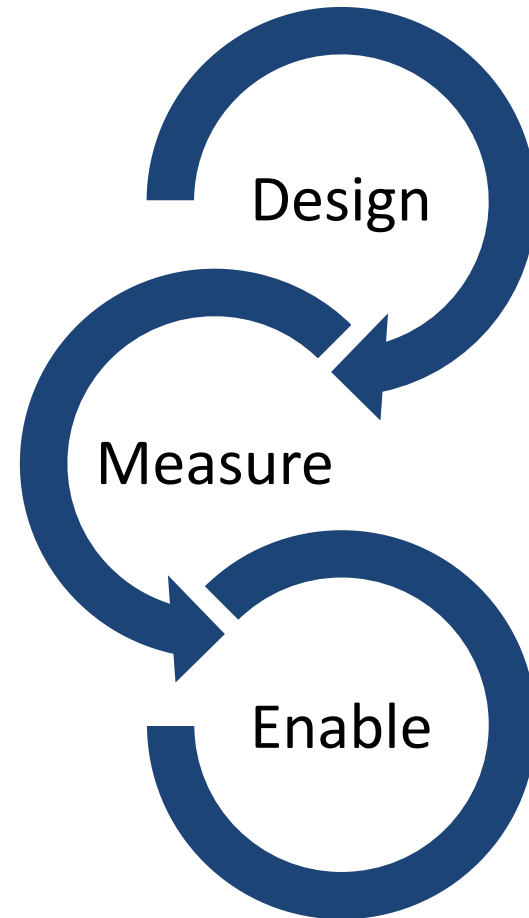
People

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)



Q&A

