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# Privacy: Where Next?

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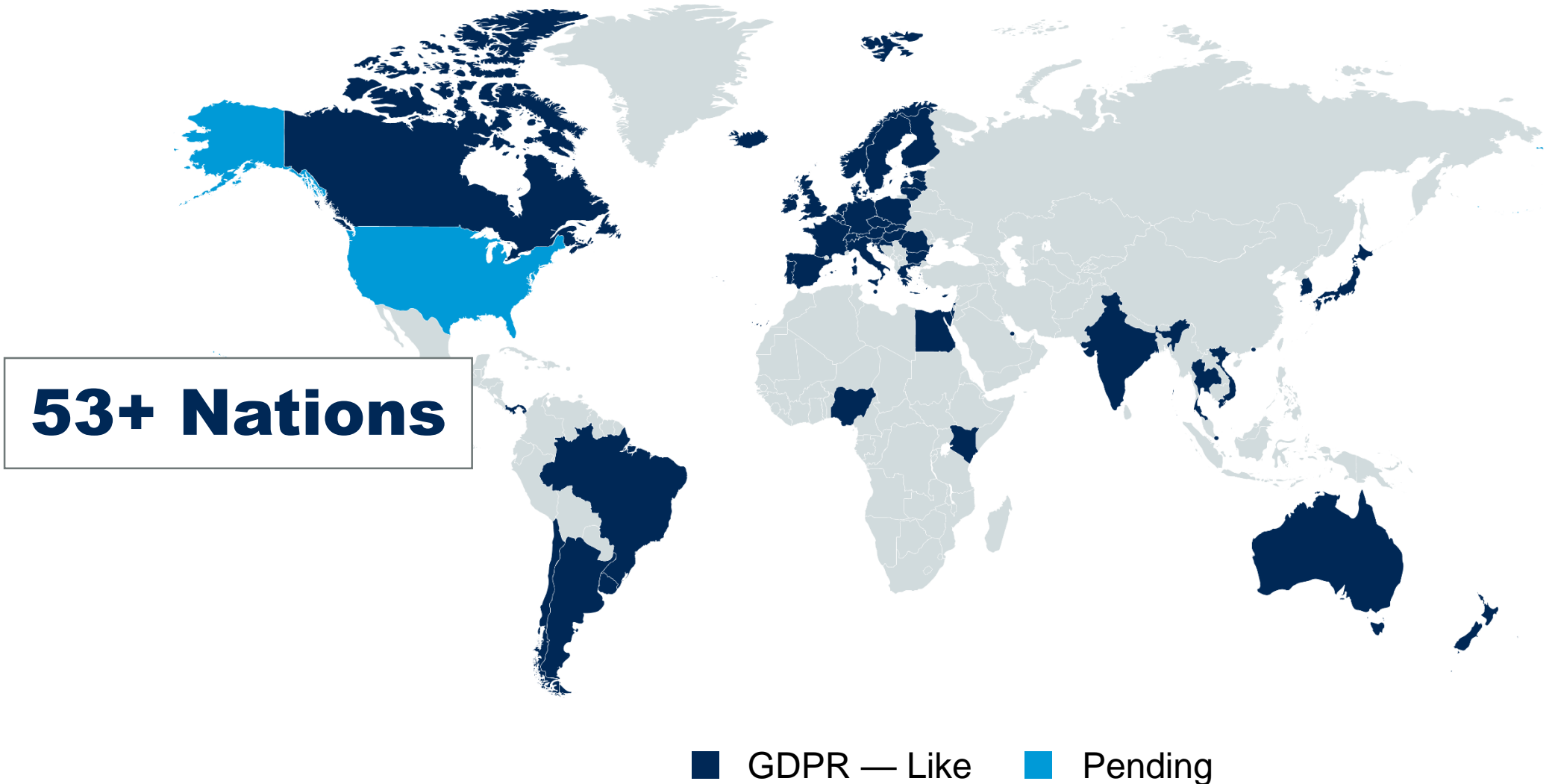
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**Who Cares, Didn't We Do It All?**

# The Privacy Environment Is Evolving

- Privacy is going Global
- Regulators are flexing their muscles
- Individuals are asking questions.

# Privacy is Going Global



# **Regulators Flex Their Muscles**

**622% Increase in Cases Opened in Belgium**

**Russia Fines Twitter and Facebook 3K RBL Each**

**France Fines Google EUR 50M and Uber EUR 400K**

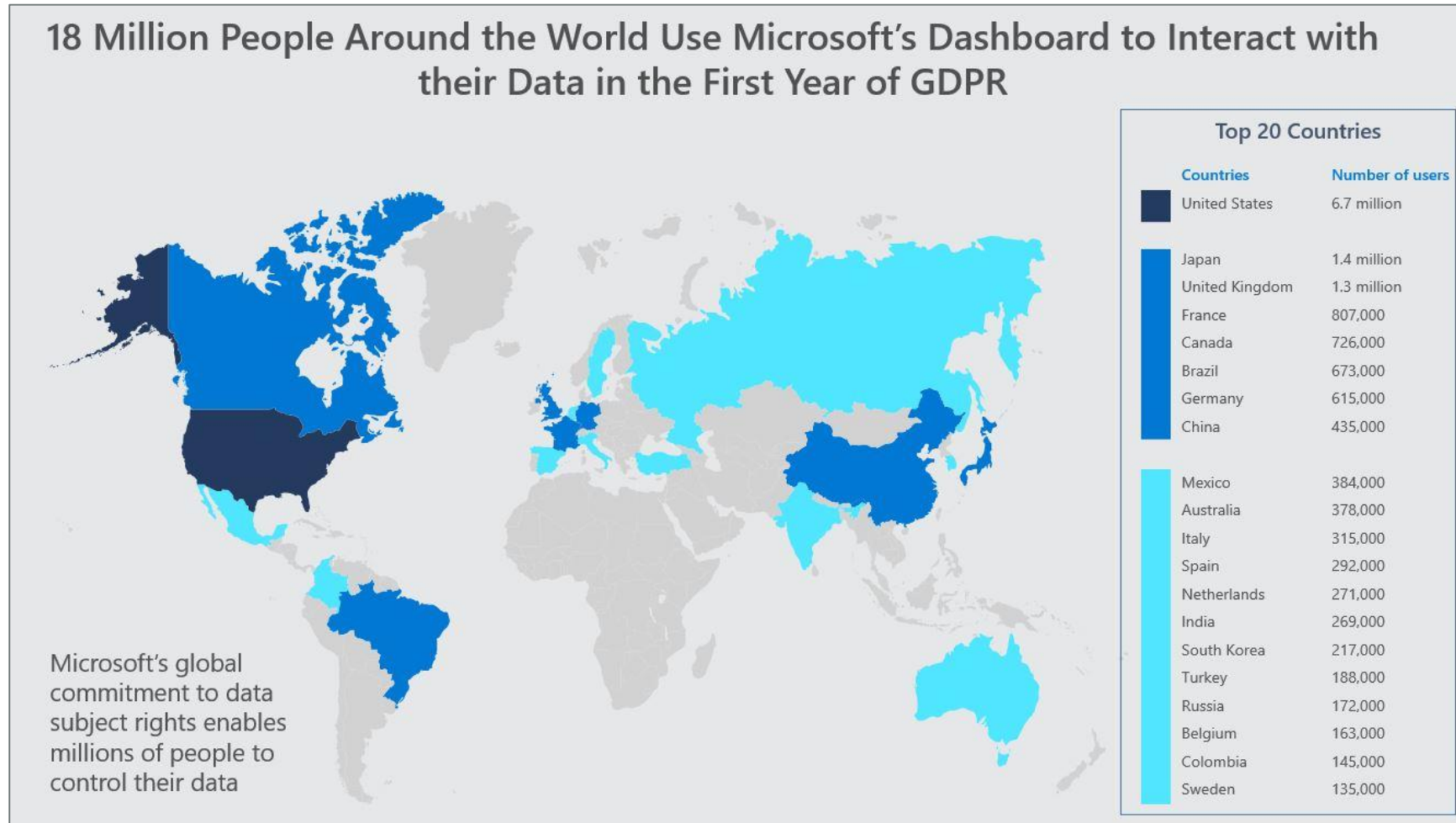
**Belgium Reports 239% Increase in Data Breaches**

**EDPB Receives 95K Complaints**

**Germany Fines Delivery Hero EUR 195K**

**...**

# Individuals Ask Questions



Source: Microsoft



**So - The Next Focus?**

# What Does Legislation Promise?

## Subject Rights



**Informative**  
Access and Portability



**Corrective**  
Rectification and Erasure

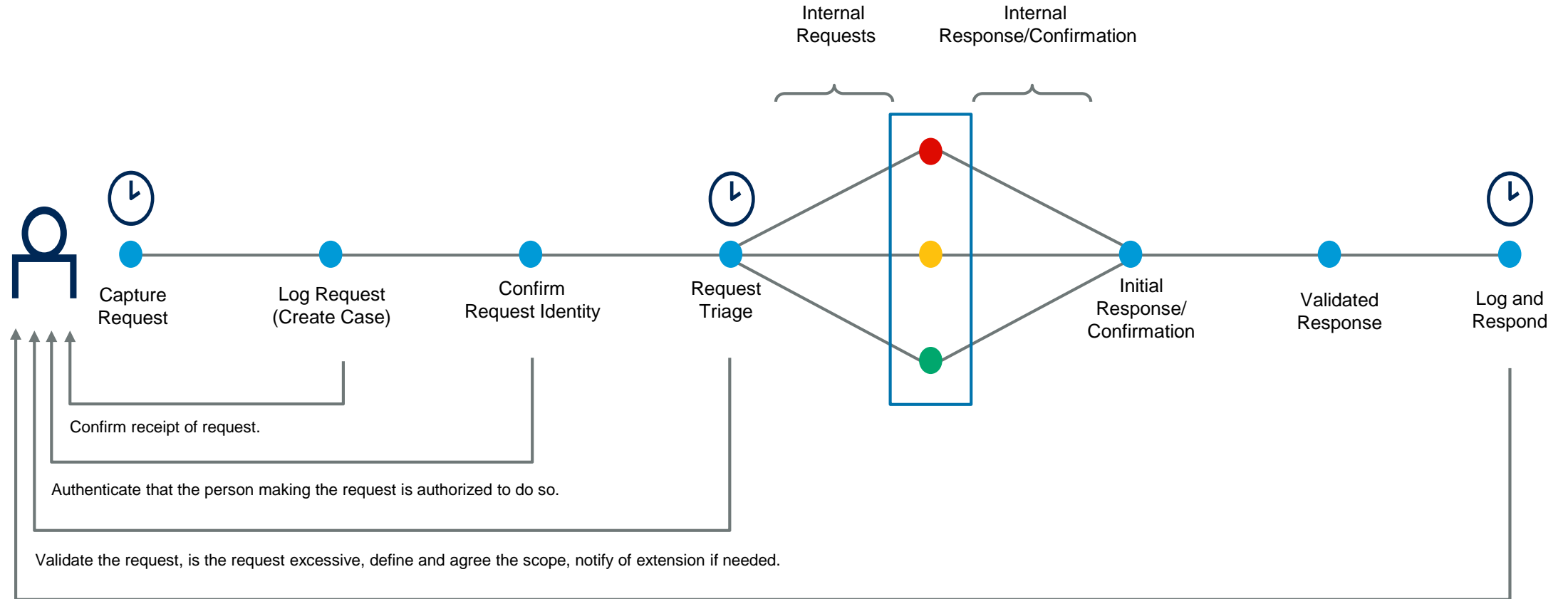


**Restrictive**  
Objection to sale

Source: Gartner  
ID: 376083



# Executing Subject Rights Requests



ID: 356536

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# Running That Process Means We Must...

## Maintain an almost hyperaware state of the personal information held:

- What is its sensitivity;
- Where it's stored;
- How it's used/processed;
- Who it's shared with and for what purpose;
- For how long is it needed.

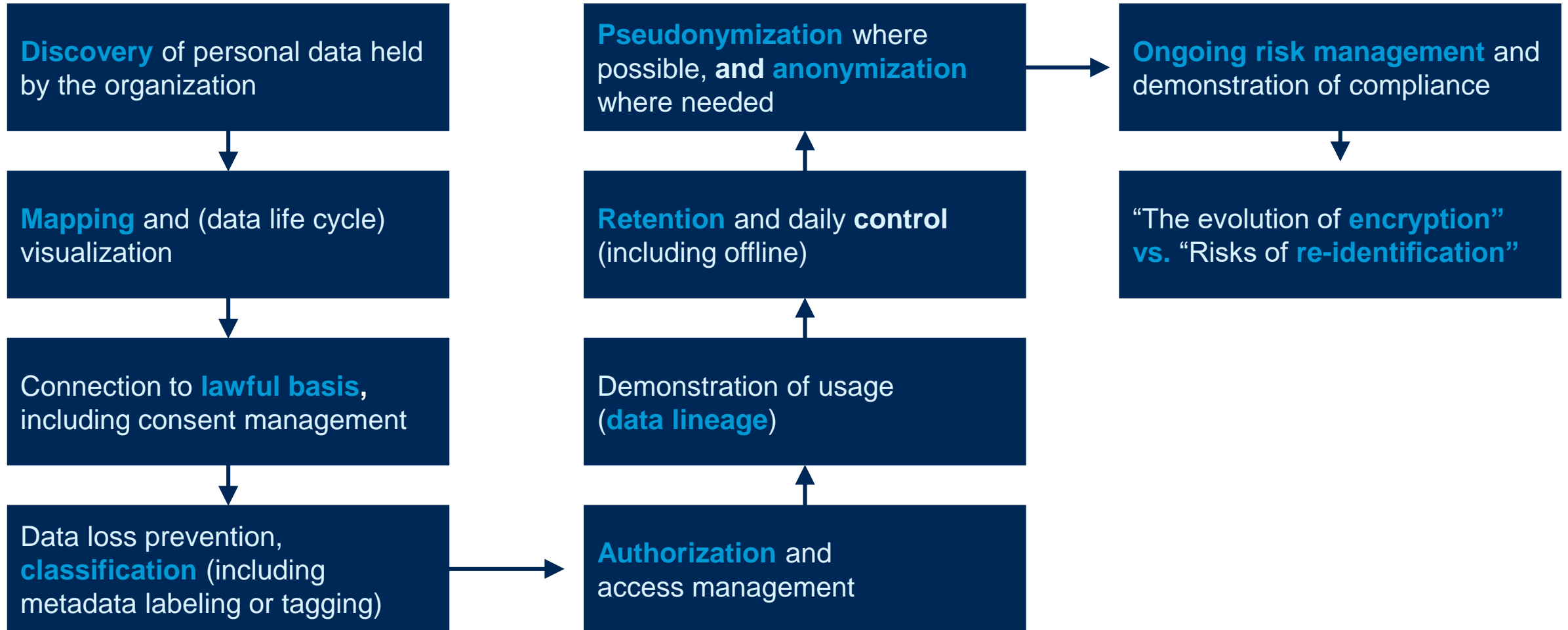
# KNOW

## Have the capacity to act on this knowledge:

- Pull on a thread and produce a record of an individual's data in the system;
- Ensure that the record does not hold data on other individuals;
- Update the records if need be (both within the organization and with processors);
- Delete records with the understanding of what must be held vs. what can be deleted.

# ACT

# Which Depends On A Large Program...





**This is going to cost, isn't it...**

# Yes, But If You Don't...

## Objective:

Deliver privacy subject rights to our customers

## Key Results:

- Reduce cost per request from X to Y.
- Reduce the response time per request from X to Y.
- Improve the response time scalability from X to Y.
- Reduce annualized exposure from X to Y.
- Achieve an ROI rate of Z% (spend to exposure reduction)

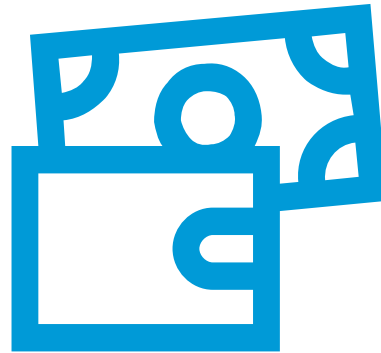
# It Will Cost Either Way...

How much time does it take to respond?



**Time**

How much does each response cost in dollar terms?



**Cost**

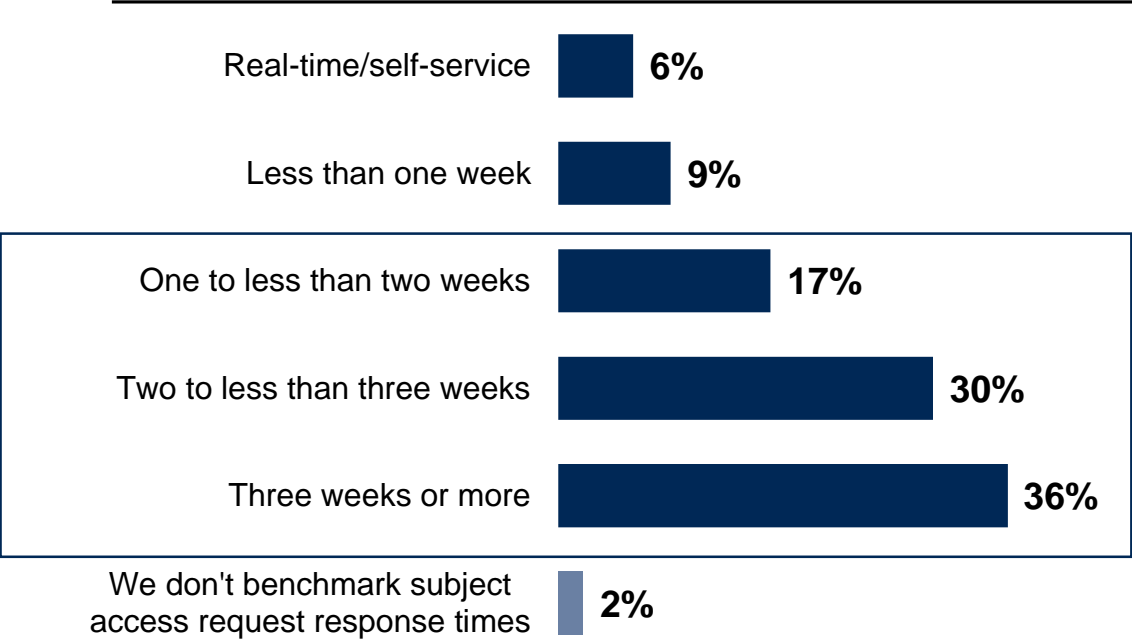
How many requests can you address inside the requisite period?



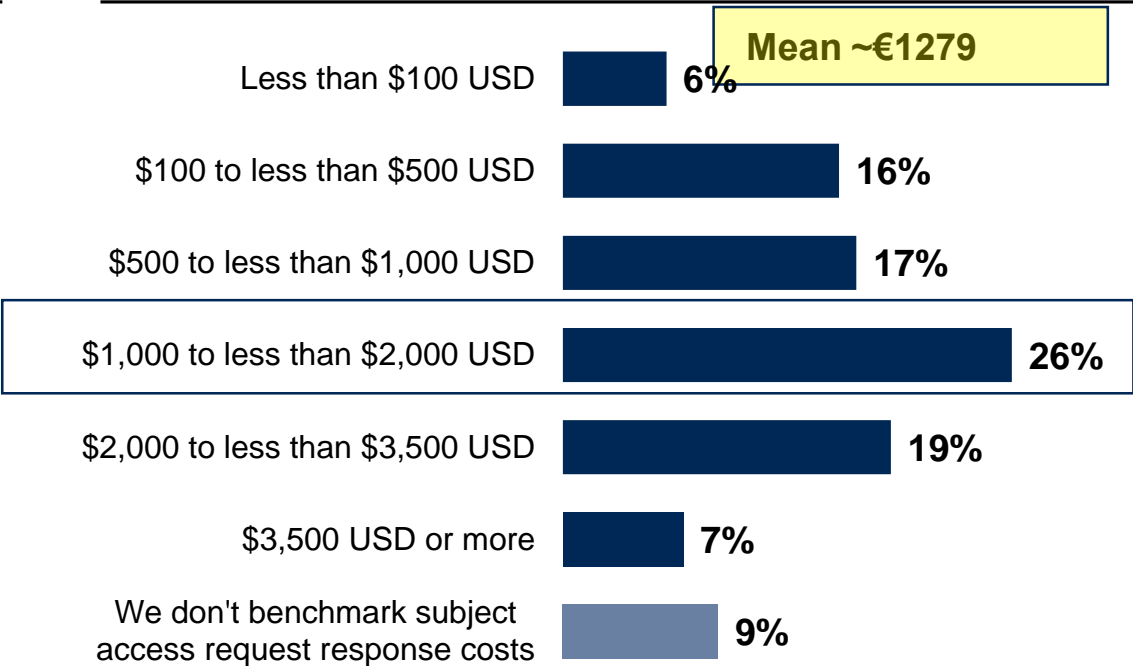
**Scale**

# Subject Access Request – An Exposure

Average Response time



Average Total Cost



Base: Privacy, excluding "Not sure": n=347  
E07. What is the average response time to a subject access request?

Base: Privacy, excluding "Not sure": n=327  
E08. What is the average total cost (including man hours, external costs, etc.) of responding to a subject access request? US Dollars (USD)



**What's the Goal?**

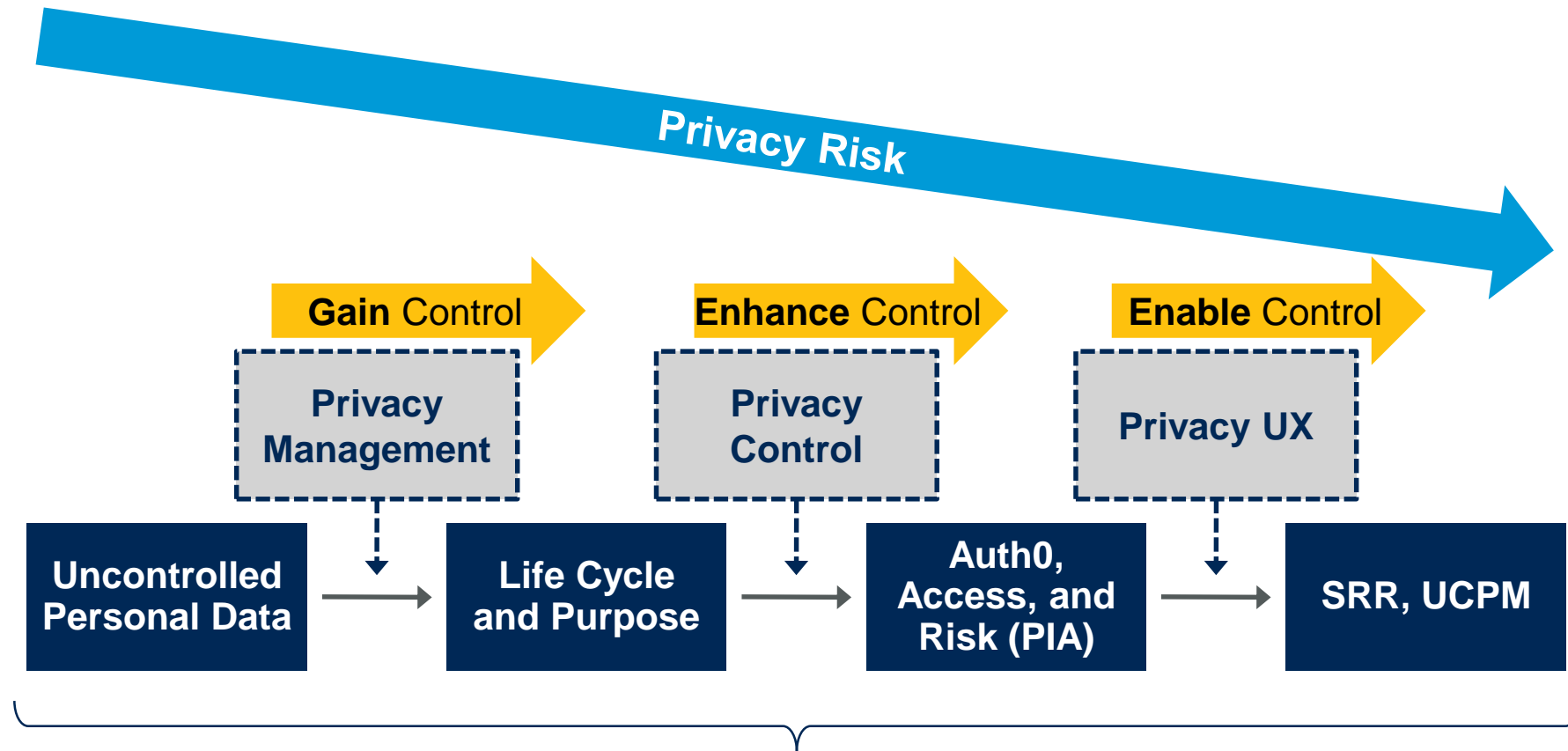


# Address the Privacy UX...

## What Does Your Client Experience?



# ...As The Next Stage Of Privacy



***Reducing* privacy risk, while *gaining* insight and control**

A man and a woman are looking at a smartphone together. The man is on the left, holding the phone, and the woman is on the right, looking at the screen. They are standing in front of a window with a wooden frame. To the left of the window is a stone wall. The scene is lit with a teal or blue tint.

**What If (Almost) All Your Friends  
and Family Moved to Another IM?**

**The User Experience  
(Should Be) Everything.**

**THANK YOU FOR YOUR TIME**

**GOOD LUCK!**