Applied
Privacy by Design:

Embedding Privacy in Organizational Culture, Policy, and Process

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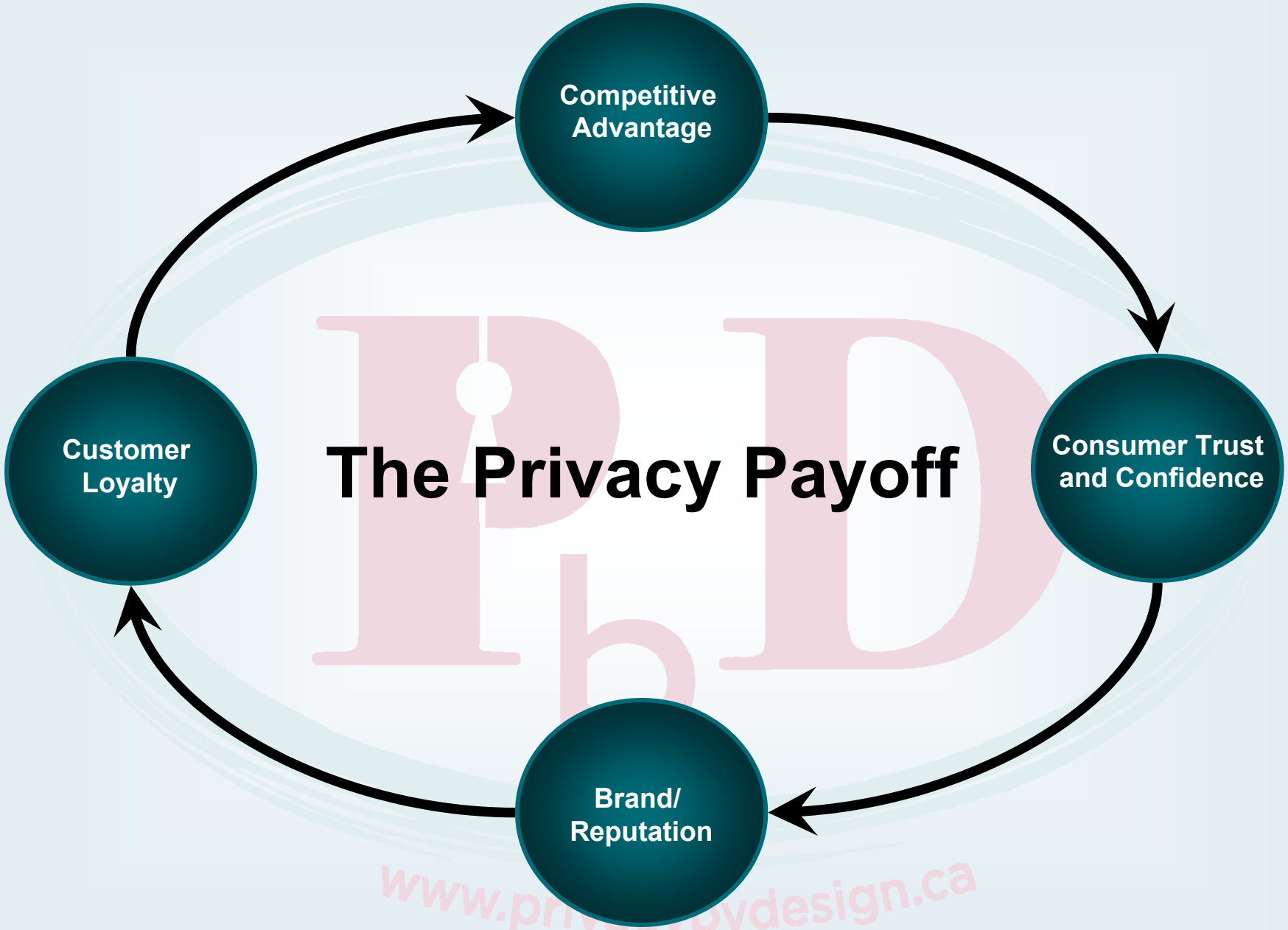
Competitive Advantage
Consumer Trust and Confidence
Brand/ Reputation
Customer Loyalty
The Privacy Payoff
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How can your organization reap the rewards of privacy?

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Implement
Privacy by Design

Develop strong privacy practices

Use privacy to gain a sustainable competitive advantage

Build in long term customer value

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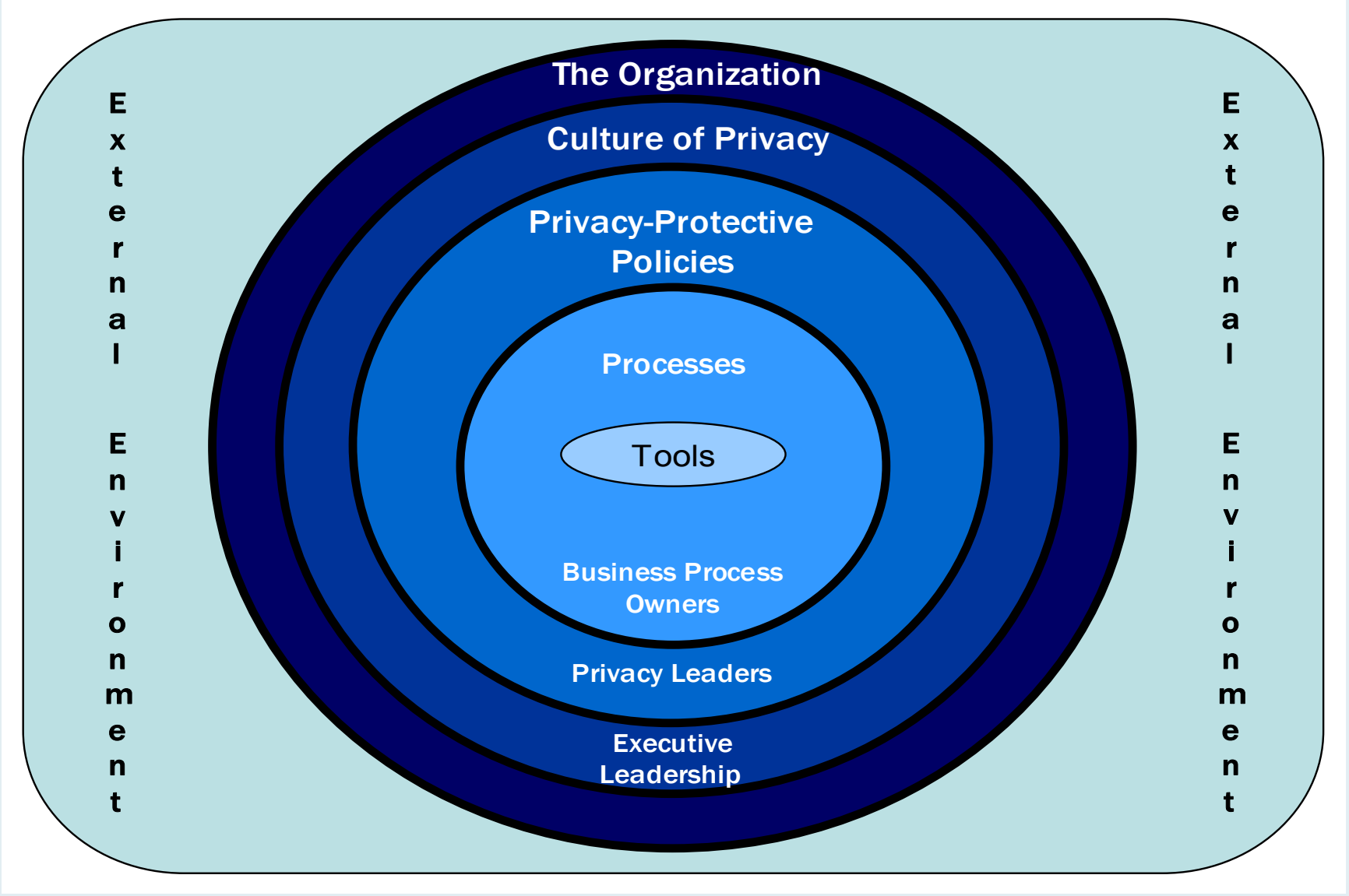
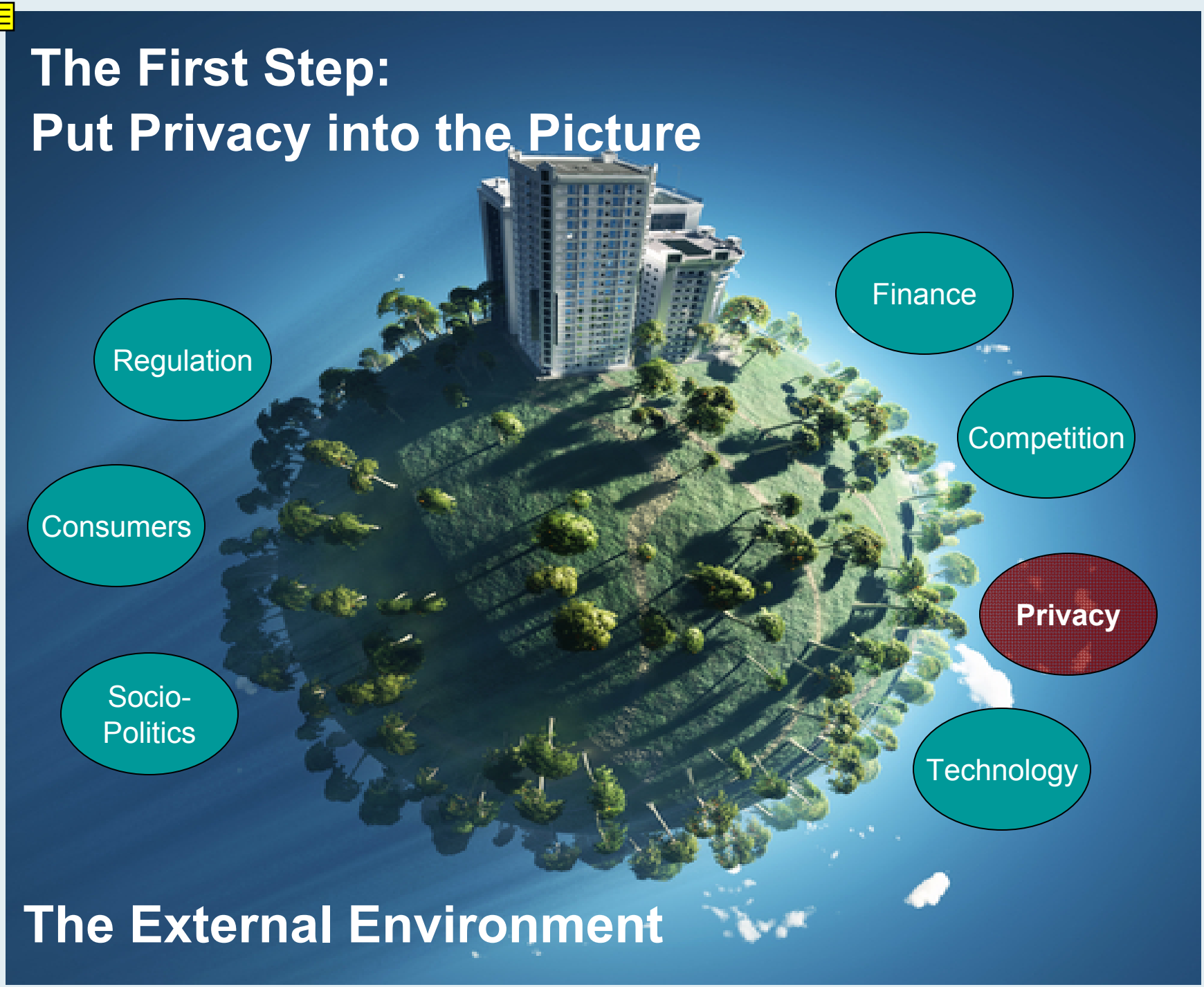
PbD inside the Organization



The First Step:
Put Privacy into the Picture



The External Environment

Create a

Culture of Privacy

Starting at the top –

Start at the highest levels of the organization

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Develop Strong
Privacy Policies

To provide structure for embedding privacy practices in day-to-day activities

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Use
Processes

To guide implementation of strong privacy policies

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Leverage Existing Processes

- In mature organizations, privacy can be incorporated into existing processes such as:
  - *Product development*
  - *Financial approvals*
  - *IT development and maintenance*
  - *Human resources management*
  - *Risk management*

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Example:

Adding Privacy to the Risk Management Process

Risk Management Discipline

+ *Privacy by Design* Principles

Privacy Risk Management

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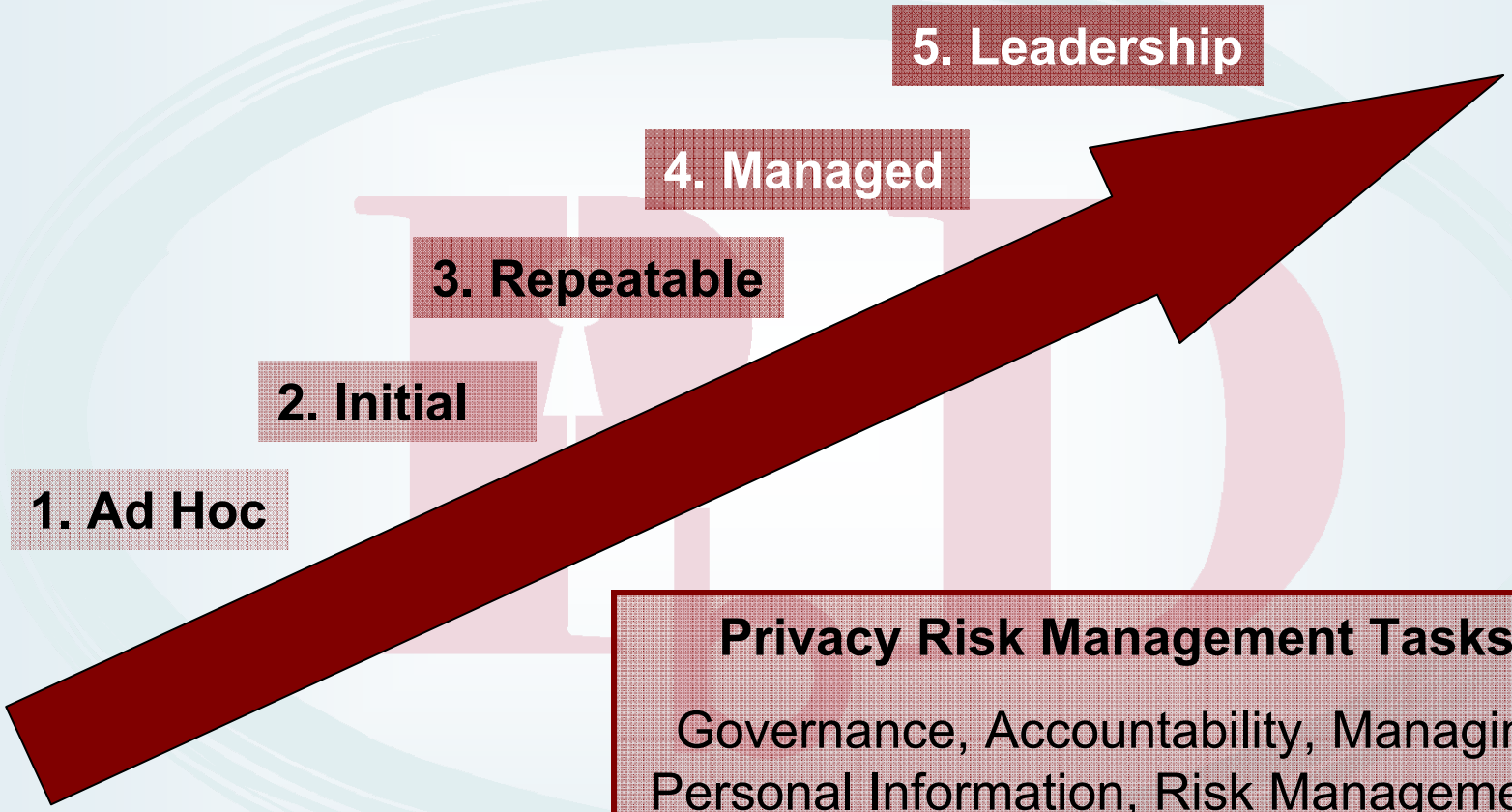
Privacy Risk Management Maturity Model



Privacy Risk Management Tasks

Governance, Accountability, Managing Personal Information, Risk Management, Implementing Privacy Programs

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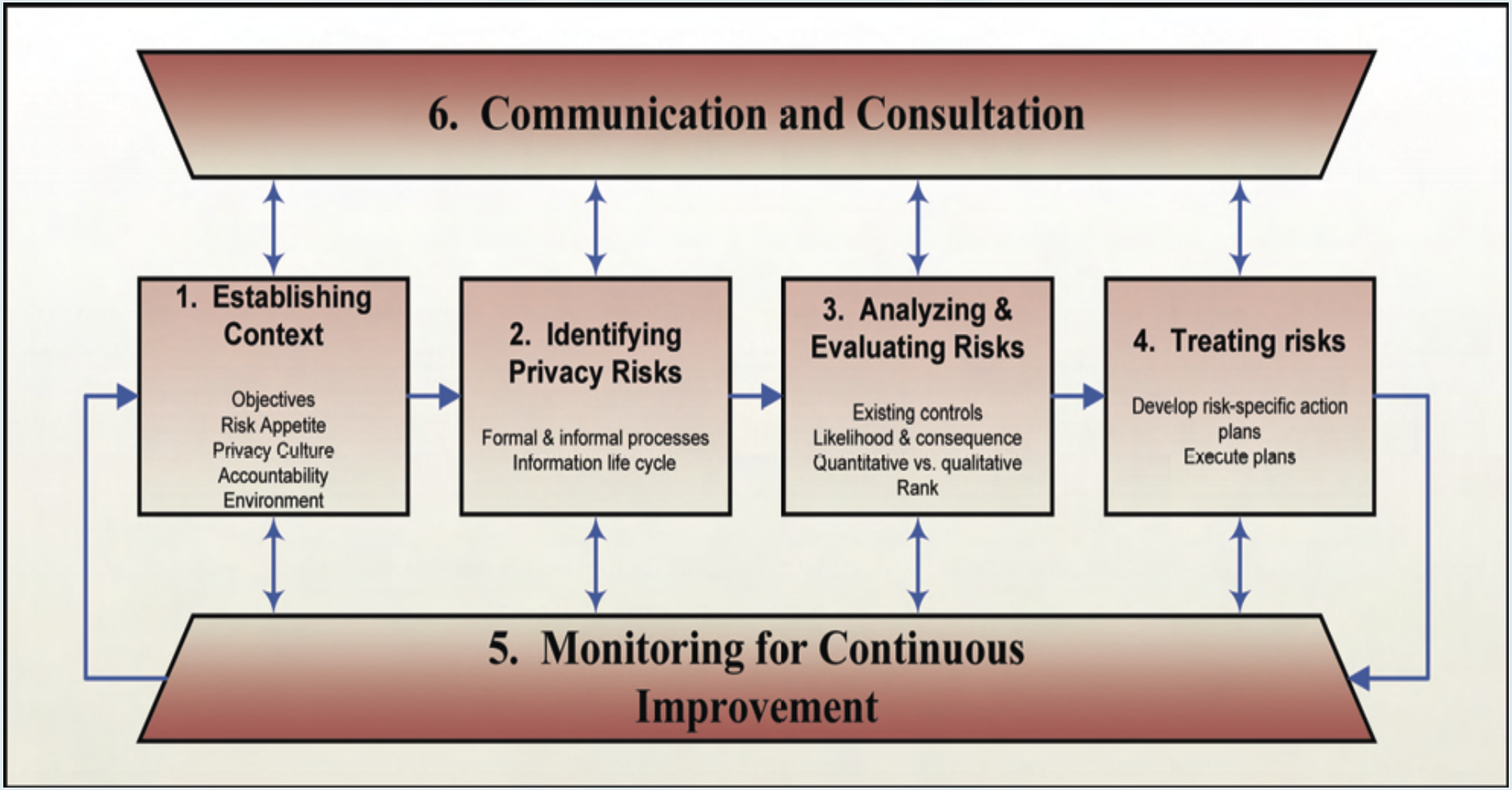
Privacy Risk Management Framework



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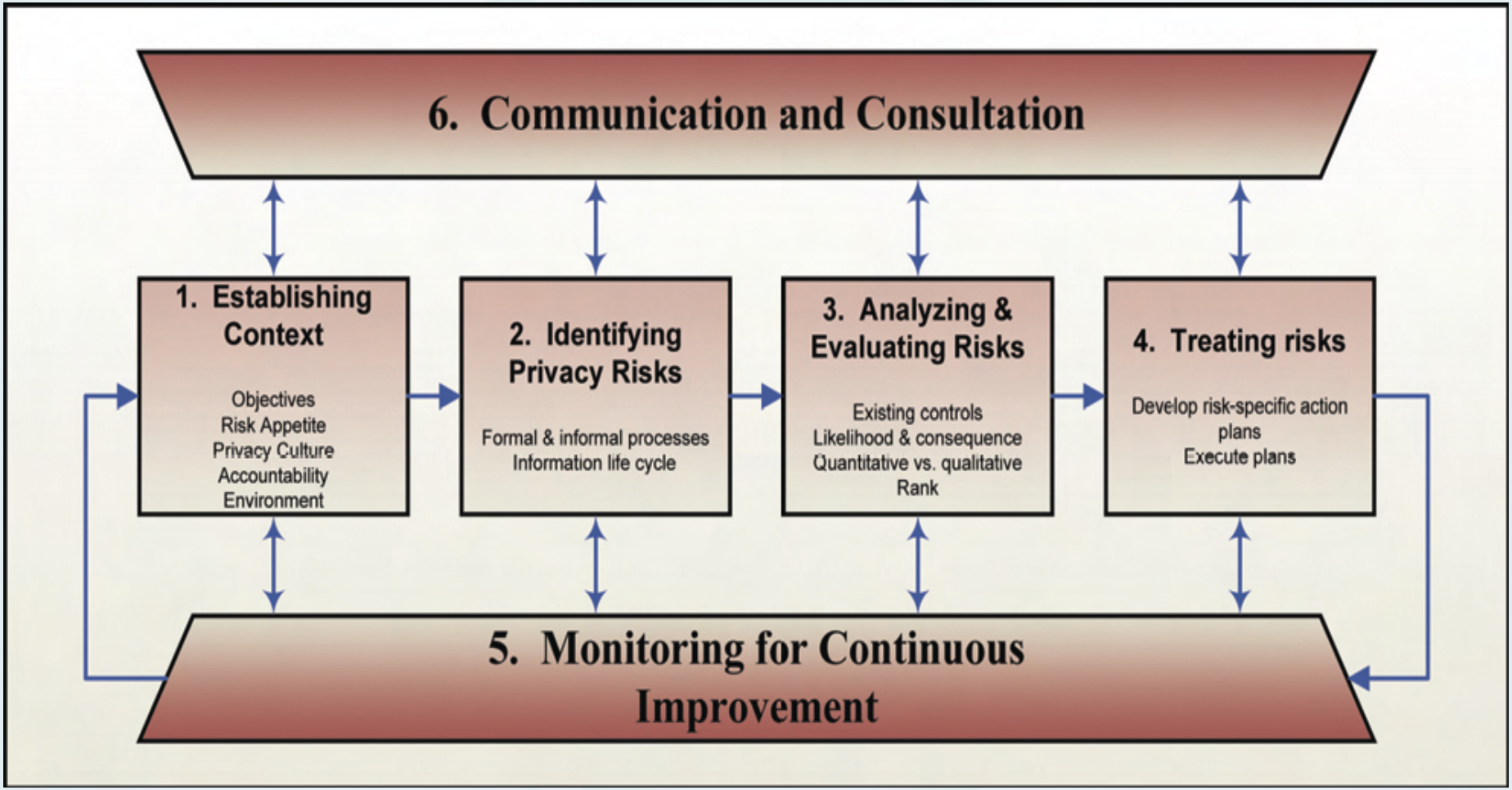
Based on ISO 31000:2009 - Risk Management -- Principles and Guidelines

Working Through the Process



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Based on ISO 31000:2009 - Risk Management -- Principles and Guidelines

Just as *PbD* can be integrated into Risk Management, it can also be incorporated into other management processes in much the same way.

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Tools

All of these processes may be supported by a range of tools such as:

- Privacy Impact Assessments
- Staff Education
- Certification or privacy seal programs

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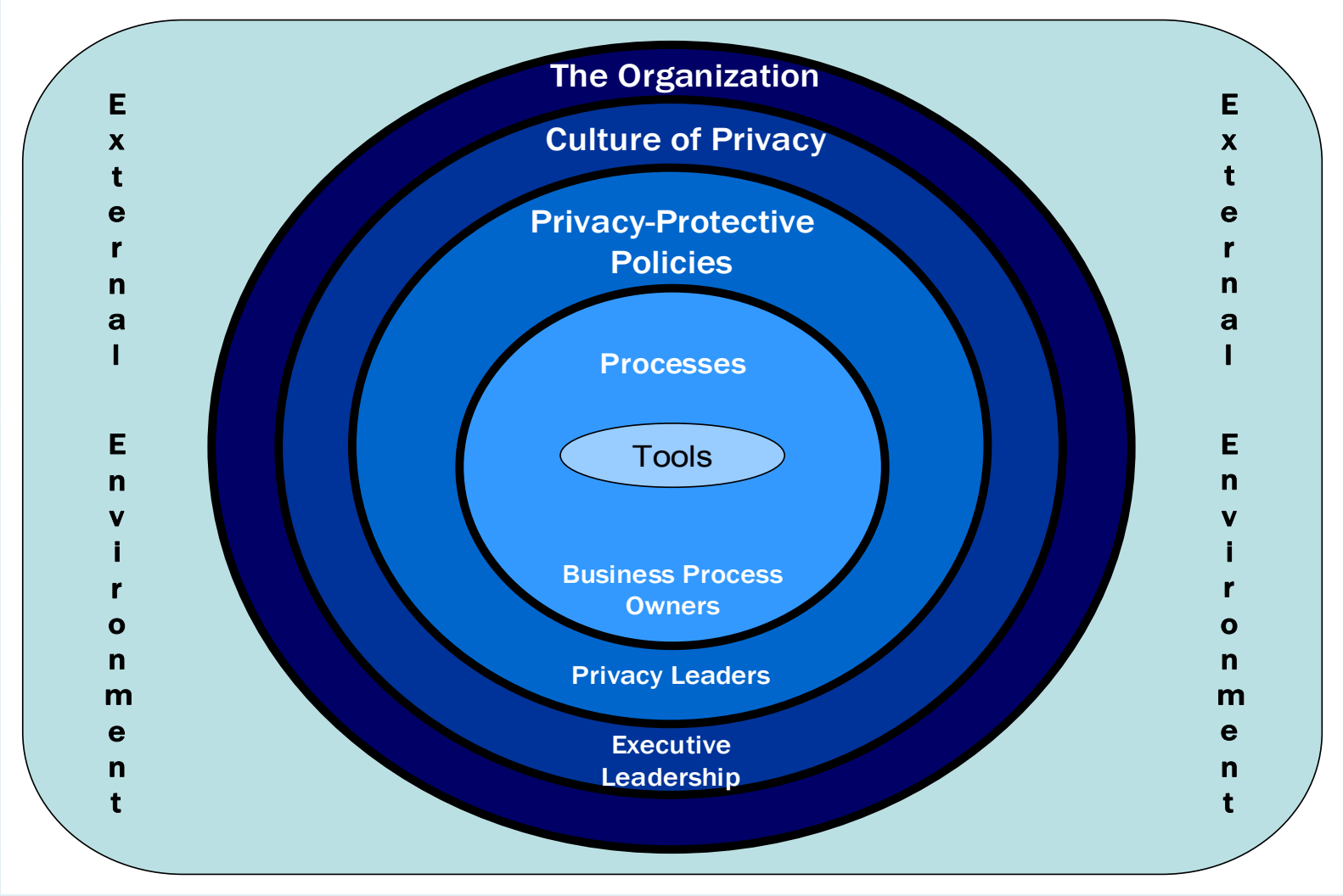
The End Result:
Privacy Embedded Throughout the Organization!



Reaping the Rewards…

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More information and a growing library of resources are available at

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