

DATA PRIVACY AND PRIVACY ASSESSMENT ESSENTIALS

AN EXECUTIVE SUMMARY

Data privacy has become a critical concern to a myriad of stakeholders, including customers, partners, employees, and even investors. Privacy is now considered a fundamental human right as evidenced by regulations in the European Union (i.e., General Data Protection Regulation, or GDPR) and the United States (i.e., California Consumer Privacy Act, or CCPA) and other emerging jurisdictions with ongoing efforts to expand data privacy regulation.

The purpose of the Data Privacy and Data Privacy Assessment Essentials Guide is to equip privacy leaders, data privacy officers (DPOs), chief privacy officers (CPO), and the data privacy team with context for their program and offer tools to support implementation of the program. The guide also seeks to demystify data privacy to facilitate communication between the data privacy team and the business units and senior management.

We have written this Guide for the person responsible for data privacy, whether or not you have the CPO or DPO title. We have also included background and explanations that are intended to help you build awareness in your company about the importance of data privacy and resources to help you implement an effective data privacy program.

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A GUIDE FOR PRIVACY, COMPLIANCE,
AND BUSINESS LEADERS



INCLUDED WORKFLOWS & TOOLS:

- **Key Considerations for Getting Started**
- **Privacy Impact Assessment Intake Form**
- **Screening Privacy Impact Assessment**
- **Extended Privacy Impact Assessment**
- **Steps to Identify & Assess Risk**

KEY FEATURES OF THE GUIDE:

- **Forms, decision trees, and privacy risk categorizations**
- **Insights on unique principles, risk classifications, and team structures that create and mitigate risk**
- **Clear definition of the privacy leader role, how to garner support for your program and the value of cross-functional collaborations**
- **Considerations for developing a process for data management and information flow**
- **Real-world examples of how major companies are building and managing their data privacy programs.**

THE GUIDE IS ORGANIZED IN TWO SECTIONS:

Section 1 of the Guide covers data privacy principles and why data privacy matters. It also includes strategies for taking a risk-based approach to data privacy and considerations for mitigating privacy risks within your network of third parties.

Selected data privacy principles common across regulations from Section 1:

- **Transparency and Visibility:** You must provide notification about the data you are collecting and how it is being used, and your organization must be aware, and have visibility, into where the data is being stored and how it is collected.
- **Data Minimization:** You should limit the collection of personal data in order to achieve the specific and intended purpose
- **Retention and Storage:** You should retain personal information only as long as needed to meet the intended purpose, and then take steps to destroy the data or render unidentifiable as the intended purpose is exhausted.
- **Accountability:** You will be responsible for compliance controls as required by law and regulation and that your program has reasonable measures to properly manage risk

Section 2 of the Guide covers key considerations when building and managing the data privacy risk assessment process and workflows. Here's a diagram showing an overview of such workflow. We go into more details on each step in the process in the Guide.

Privacy Impact Assessment (PIA) Overview



A two-stage Privacy Impact Assessment (PIA) Intake Form is also included with the Guide as part of a step-by-step process for two levels of data assessment in order to streamline your workflow based on data involved, the risk and your company's risk tolerance.



The Guide was developed in cooperation with these leading companies as part of the Business Ethics Leadership Alliance (BELA) Data Privacy Working Group.



The full guide is available exclusively to BELA members. To learn more about BELA and ways to access our research and reports, contact Jonathan Whitacre at bela@ethisphere.com. For information about BELA, visit bela.ethisphere.com.