Effective Controls for Data Privacy
The Role of Technology Professionals

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Agenda

Privacy Fundamentals
Key Controls of Data Privacy
Role of Technology Professionals in Implementing Data Privacy Controls
Challenges in Ensuring Data Privacy
Take Away
Fundamentals of Data Privacy - What is Data Privacy?

**Definition 1**
Data privacy refers to the protection of an individual's personal information and the right to control how their data is collected, used, shared, and stored.

**Definition 2**
Data privacy is essential in preventing unauthorized access, identity theft, and other malicious activities that can harm an individual or organization. It is also an important aspect of complying with various data protection laws and regulations.

**Definition 3**
Protecting data involves implementing measures such as data encryption, access controls, and data destruction policies, as well as ensuring that data is only used for legitimate purposes and with the consent of the individual concerned.
Fundamentals of Data Privacy - Data Security Lifecycle

**ACQUISITION**
The data may be collected manually or automatically, and may come from internal or external sources.

**STORAGE**
The data may be stored on premises or in the cloud, and it should be backed up regularly.

**PROCESSING**
This may involve cleaning and transforming the data, and running analysis on it.

**USAGE**
The data is used by the business to make decisions, improve processes, and create new products and services.

**DISPOSAL**
This may involve deleting the data, or archiving it if it needs to be kept for legal or regulatory reasons.
Fundamentals - Importance Of Data Privacy In The Digital Age

- Prevents Data Breaches
- Ensures Compliance with Laws and Regulations
- Enables Personalization
- Supports Trust (People & Organizations)
- Promotes Cross Boarder Relations
Key Controls For Data Privacy - Organizational Controls

- Privacy Governance (PPP’s)
- Data Visibility (Classification)
- Access Controls
- Encryption
- Data Retention
- Incident Response
- Training & Awareness
Key Controls For Data Privacy - Technical Controls

- Inventory and Control of Enterprise/Software Assets
- Secure Configuration of Enterprise Assets & Software
- Access Control, Account, Audit Log Management
- Continuous Vulnerability Management
- Email and Web Browser Protections
- Malware Defenses
Key Controls For Data Privacy - Technical Controls Continued...

- Data Recovery
- Network Infrastructure Monitoring and Defense
- Service Provider/3rd Party Management
- Application/Software Security
- Penetration/Security Testing (Independent)
The Role Of Technology Professionals

They are responsible for designing, implementing, and maintaining systems and applications that collect, store, and process data.

1. Designing Secure Systems

2. Implementing Data Protection Measures

3. Monitoring for Security Threats

4. Managing Data Lifecycle

5. Compliance with Regulations
Challenges In Ensuring Data Privacy

1. Rapidly Evolving Technology
2. Increasing Volume of Data
3. Cybersecurity Threats
4. Lack of Awareness
5. Legal and Regulatory Compliance Complexities
6. Data Sharing
Conclusion

Technology Professional ought to own the Data Protection aspect of Privacy and enforce privacy by design in all processes and controls to ensure the needed assurance is given to Key Stakeholders, Boards and Customers.

Technology professionals should ensure, data privacy is strengthened in the digital age by collaborating with stakeholders, policymakers, industry leaders, law enforcement, regulators, and individual users.
Take Away

Ultimately, it's not policy breaches that make the news or get exploited but our Personal Identifiable Information (PII).

Embed Privacy by Design in all Technology Strategy

Get/Be involved in Data Privacy Strategy & Operations

Be Abreast with Effective Privacy Controls to ensure Compliance

Monitor & Continually Improve Data Privacy to ensure Trust & Security
"The right to privacy is one of the cornerstones of our society, and it must be protected."

- Tim Cook, CEO of Apple Inc.
Thank you – Q&A

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