



DATA PRIVACY COMPLIANCE & STRATEGY

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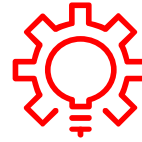
Accenture Security

DATA PRIVACY CHALLENGES

**Challenge #1:
Shifting Privacy
Landscape**



**Challenge #2:
Increase in Data
Breaches**



**Challenge #3:
Global Consumer
Base**



DATA PRIVACY CHALLENGES

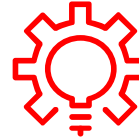
Challenge #1: Shifting Privacy Landscape



Example New Laws

-  **India**, Personal Data Protection Bill, 2020(?)
-  **California** Consumer Privacy Act, 2020
-  **Brazil**, LGPD, 2020
-  **China**, Personal Information Security Specification, 2018
-  **Australia**, Privacy Act 1988, 2018 amendment

Challenge #2: Increase in Data Breaches



Challenge #3: Global Consumer Base

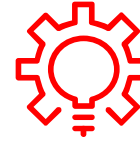


DATA PRIVACY CHALLENGES

Challenge #1: Shifting Privacy Landscape



Challenge #2: Increase in Data Breaches



Recent Data Breaches

- Capital One Bank, 2019
- Marriott, 2018
- British Airways, 2018
- Facebook, 2015-17
- Equifax, 2017
- Uber, 2016
- LinkedIn, 2016

Potential Consequences

- Regulatory fines
- Reputation damage
- Legal actions from data subjects/advocacy groups

Challenge #3: Global Consumer Base

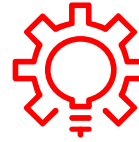


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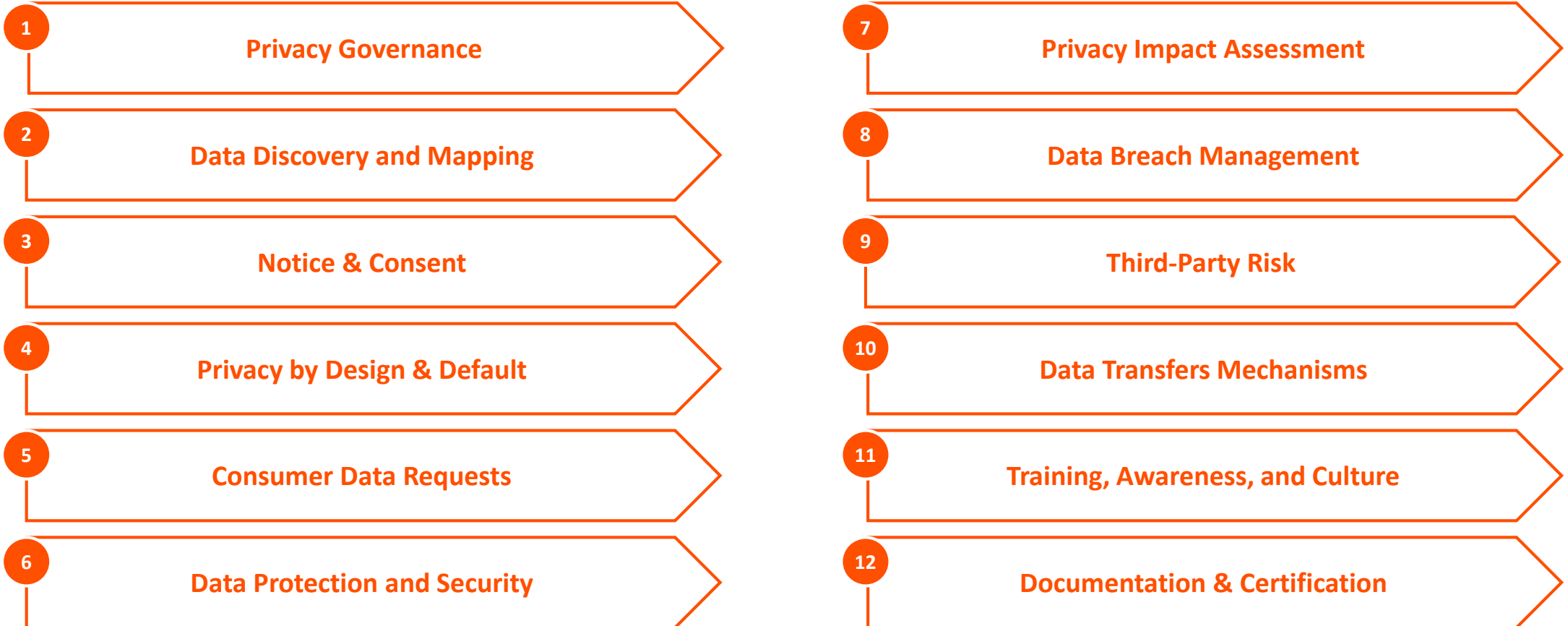


**Challenge #3:
Global Consumer
Base**



- Extraterritorial scope of privacy laws
- Internet activity is personal data

ACCENTURE'S PRIVACY FRAMEWORK



BENEFITS OF GOOD DATA PRIVACY

