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EMELIE KOGUT

Chilean-American Chamber of Commerce August 2019

Accenture Security

Challenge #1: Shifting Privacy Landscape



Challenge #2: Increase in Data Breaches



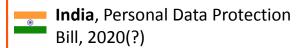
Challenge #3: Global Consumer Base

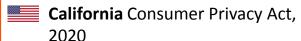


Challenge #1: Shifting Privacy Landscape



Example New Laws





- 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



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



Challenge #1: Shifting Privacy Landscape



Challenge #2: Increase in Data Breaches



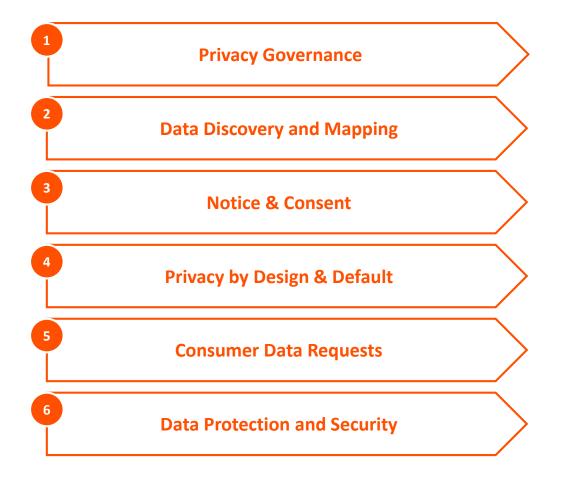
Challenge #3: Global Consumer Base



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

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ACCENTURE'S PRIVACY FRAMEWORK





BENEFITS OF GOOD DATA PRIVACY

From Burden	to Opportunity	to Strategic Market Differentiation
Stricter Consent	Refine consent language and review customer lists	More Loyal and Engaged Customers
Consumer Rights to Data	Create lines of communication with customers	Better Customer Relations
Privacy by Design	Enhance services and products with privacy embedded	Business Differentiator
Third-Party Requirements	Update contracts and re-engage third parties	Trusted Market Partner
Data Minimization	Delete records outside of retention periods	Reduction of Data Costs and Risk of Data Breach
Transparency & Accountability	Review notice statements and privacy policies	Trusted Brand

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