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
DATA PRIVACY CHALLENGES

Challenge #1: Shifting Privacy Landscape
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Challenge #3: Global Consumer Base
- Extraterritorial scope of privacy laws
- Internet activity is personal data
BENEFITS OF GOOD DATA PRIVACY

From Burden...

- Stricter Consent
- Consumer Rights to Data
- Privacy by Design
- Third-Party Requirements
- Data Minimization
- Transparency & Accountability

..to Opportunity...

- Refine consent language and review customer lists
- Create lines of communication with customers
- Enhance services and products with privacy embedded
- Update contracts and re-engage third parties
- Delete records outside of retention periods
- Review notice statements and privacy policies

...to Strategic Market Differentiation...

- More Loyal and Engaged Customers
- Better Customer Relations
- Business Differentiator
- Trusted Market Partner
- Reduction of Data Costs and Risk of Data Breach
- Trusted Brand