



## Privacy. Balance. Trust.

### A complete approach to managing your privacy risks

Privacy is moving to the forefront of executive agendas as information is increasingly stored and transferred digitally. A more stringent regulatory environment, the significant reputational impact of a privacy breach and the competitive advantage of good privacy practices are all drivers for investment in a robust privacy program.

**D**eloitte's national privacy practice comprises multi-disciplinary privacy professionals specializing in technology, policy, security, law, information governance and management, project management, communications and privacy regulatory affairs. The practice has helped clients in both the public and private sectors, many of whom must manage sensitive financial, personal and medical information in accordance with a myriad of regional and international standards and regulations.

The Deloitte privacy team offers an enterprise-wide, risk-based approach that addresses privacy mandates under a comprehensive framework. Taking an enterprise-wide approach to privacy protection encourages and facilitates stronger overall management of personal information. This method also allows for privacy specific solutions to be integrated with broader data protection and information management strategies. This approach moves privacy away from what can be an expensive and time consuming compliance-driven approach to a streamlined risk-based approach. Commonalities among various business requirements are examined and then specific strategies and programs are developed to take advantage of these commonalities through process simplification and consolidation.

The Deloitte privacy team offers clients a holistic approach to designing, implementing, sustaining and evaluating privacy programs to help organizations stay one step ahead of emerging privacy risks, including risks related to information confidentiality and security, copyright, records management, and digital rights management.

Specifically, Deloitte's national privacy practice offers services that help clients to:

- **understand** their data protection responsibilities, including compliance, assessment and reporting requirements, information taxonomies, information management and protection industry leading practices, and industry standards
- **develop and implement** data protection strategies, policies and controls that help organizations and programs to handle information appropriately, while also ensuring the right balance between data protection and efficiency
- **evaluate** the privacy, confidentiality and security requirements of new projects, programs and technologies by conducting privacy impact assessments, threat risk assessments and reviews
- **select and train** privacy staff, such as Chief Privacy Officers and Privacy Specialists
- **contain, investigate and remediate** privacy, confidentiality and security breaches, and liaise with stakeholders such as customers, privacy regulators, and the media

Successful privacy management has tangible benefits for clients, including the following:

- improves efficiency and reduces risk around collecting, storing, maintaining and protecting personal information
- better positioning to enter new markets
- enhances ability to respond to changing markets and regulatory environments
- increases customer trust and confidence in organizations' information handling practices
- minimizes technical enhancements and alterations to comply with privacy requirements through building privacy into information systems
- better positioning to take advantage of new technological approaches

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