

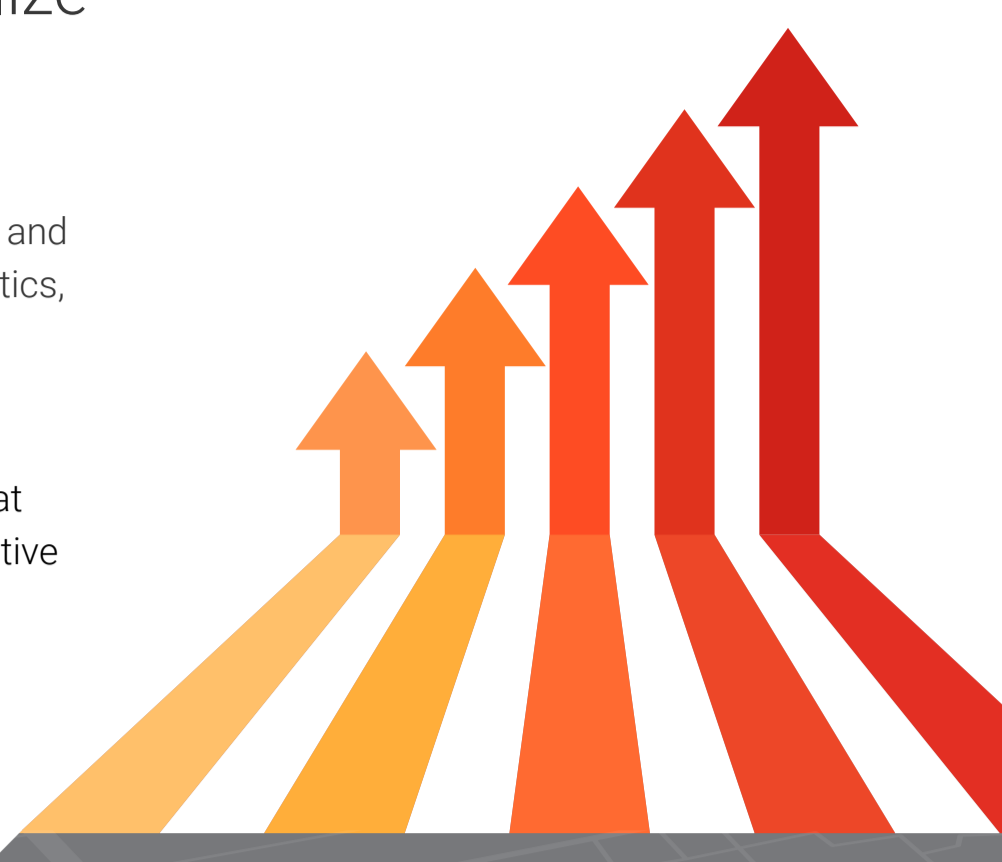
# Six steps to data privacy governance

Reduce data risks. Operationalize privacy. Unleash value.

Data privacy regulations continue to evolve as data abuses grow. But it's the untapped potential from safe and trusted data use for customer-centric programs, analytics, and app modernization in the cloud that may be your missed opportunity.

The upside of getting it right is huge. Organizations that establish trust by protecting customer and other sensitive data can see a greater return on each dollar spent.

**It's a journey, not a destination.**



Where are you on the road to data privacy governance maturity?



Six steps to operationalizing data privacy governance.

- ## 1 Define and Manage Governance Policies

**Companies that have been through GDPR and CCPA will tell you how vital it is to identify critical business-user stakeholders, and align them with the data and privacy processes they need to own.**
- ## 2 Discover, Classify, and Understand Personal and Sensitive Data

**Locate, classify, and analyze** data to understand risk across environments – such as multi-cloud and on premises, Hadoop and relational – for both structured data and unstructured file systems.
- ## 3 Map Identities to Personal and Sensitive Data

Build a data subject registry linked to personally identifiable information (PII), **enabling faster access** to data that belongs to customers and employees.
- ## 4 Automate Analysis of Data Risk and Keep Protection Plans Current

**Use automation to continuously measure** privacy risks and record them to ensure Key Risk Indicators (KRIs) for data privacy and compliance programs are still relevant and up to date.
- ## 5 Protect Data and Manage Subject Rights and Data Deletion Requests

**Use data masking and encryption** to ensure reliable control during the exposure, access, and use of personal data. Document the location, lineage, history, and retention periods for all the privacy classified data you hold. That's the only way to ensure a speedy and verifiable response to data deletion and **subject rights requests**.
- ## 6 Measure and Communicate Audit Readiness

**Track the current progress** of data protection programs for auditor visibility to demonstrate success or quickly remediate privacy gaps with the controls you've put in place.

THE ROI OF PRIVACY  
**'Businesses can see a 2.7x return in value for their spend on privacy protection.'**  
- Cisco

THE ROI OF PRIVACY  
**'Consumers are 5x more likely to give permission to businesses they trust on privacy'**  
- Boston Consulting Group



At a time when customer loyalty and safe data handling are top of mind, **data privacy governance** is more critical than ever.

Turn privacy compliance into a sustainable program to reduce data risks while enabling business agility and new revenues.

### To Learn More

- Six Steps to Intelligent Data Privacy
- Bloor InBrief - Data Privacy Management
- Best Practices to Adopt and Drive Data Privacy Governance