

PrivEx Community Call Links & Notes 3-14-19



Links:

FROM DEBRA FARBER

[Cisco 2019 Privacy Benchmark Study](#)

[U.S. Technology Advisory Group \(TAG\) for the ISO/PC 317 Privacy by Design Commercial Goods & Services](#)

[BLOGPOST: *The Advent of Privacy Engineering* by Debra Farber](#)

[NIST Privacy Engineering Framework](#)

[BigID-Google Local Privacy Engineering Meetups](#)

FROM COLLIN WALLIS

[ISO Standard: ISO/IEC 29190:2015\(en\) - Privacy Capability Assessment Model](#)

(Can be used to help an organization assess its level of data privacy maturity.)

[OASIS standard for PbD for S/W Engineers](#)

(A guide to embedding privacy into the design and architecture of IT systems, without diminishing system functionality.)

[NISTIR 8062 - An introduction to privacy engineering & risk management](#)

[Strategic Privacy by Design - IAPP Book on Privacy By Design](#)

Supplemental Links:

[Trends in Consumer Trust by Salesforce Research](#)

[Consumer Attitudes Towards Data Privacy Survey 2018](#)

[SAS Survey Data Privacy: Are You Concerned? July, 2018](#)

[PwC Survey: How Consumers See Cybersecurity & Privacy Risks September, 2017](#)

Additional Notes:

PrivEx Community agreed to follow **Chatham House Rules conversations** - roundtable approach to problem solving to ensure openness via privacy. Group understanding to maintain privacy on the names of companies and individuals addressing these challenges.

Where should companies start when tackling PBD in the organization?

- Start with PIAs to uncover areas where privacy may be lacking
- Use a PIA to run thru the life-cycle of the product development process and asses each area as a relates to data privacy to uncover areas for improvement.
- Doing the PIA first will make addressing DPIAs much easier.

ACTION ITEMS:

1. **Identify 3-4 statements from privacy studies the community can use to communicate "privacy-as-an-asset vs an expense" in their interviews, blog posts, social media, etc.**

Candidates:

- A 2019 Cisco study reports that **87% of non-GDPR ready vendors are experiencing up to 60% longer sales cycles** with customer and prospects. A significant increase from 2018.
- 64% of non-GDPR-ready businesses reported breach-loss of \$500k or greater compared to only 37% of GDPR-ready businesses.
- GDPR-ready businesses are **less likely to experience data breaches** (74% vs 89%), **fewer data records impacted** in the event of a breach (79K vs 212K), and **shorter system down-time** (6.4 hrs vs 9.4hrs)
- Privacy maturity is becoming a **key competitive advantage** for companies with their customers, clients, and vendors.
- ???

2. **Leading organizations and industry implementing privacy best-practices.**

Candidates:

- Apple – demonstrating privacy as a competitive advantage.
- State of California
- ???

3. **Quick-hit approaches for organizations to bridge current practices to a PbD approach?**

Candidates:

- Implement new roles of Data Stewards and/or Data Custodians
- Identify processes and systems in your organization that manage personal data.
- Incorporate existing privacy frameworks like [NIST](#).
- ???

NEXT STEPS

- Allow 2 weeks for PrivEx Community member feedback via Linked-In Group or group email
- Hosts distribute call summary with Key Finding & action items as PrivEx community resources to evangelize.
- Archive call recording, summary & action items on privacy, password-protected section of OneMe.io
- Set Q2 event & topics

