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The Evolution of Privacy Programs: Practical Solutions for Today's Data Economy

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Not One-Size-Fits-All

- B2B vs. B2C
- Digital vs. Physical World
- Governing laws (International vs. Local)

- Privacy Program Metrics
 - Ex: data collected, DSAR responses, third-party disclosures, security Incidents, PIAs, employee training
- Value Add
 - Data maturity assessment / product development opportunities
 - Audience sentiment
- Risk Exposure
 - Regulatory enforcement
 - Security incidents / loss of data
 - Reputational fall-out

Future Proofing Your Privacy Program

- Leadership buy-in
- Synergy of company values
 - privacy + customer trust + diversity and inclusivity + innovation
- Privacy embedded in product development
 - Self-serve tools
 - Cross-functional partnerships
 - Backend operationalization
- [Global Data Privacy Survey](#)

- Industry partners and programs
 - BBB partners & programs (Unilever)
 - [Mindshare Data Ethics Tool](#) (Unilever+GroupM)
 - [Trust & Safety Advisory Coalition](#) (Airbnb)

- Lean on success
 - Privacy-driven initiatives
 - [Project "Lighthouse"](#) (Airbnb)
 - Positive business outcomes linking to privacy-protective product changes

Top Tips, Tricks & Challenges

- Golden Triangle
 - Privacy + Cybersecurity + Data Governance
- Tech data debt
- Training (breadth and frequency)
- Process iteration
- AI: tool vs. threat

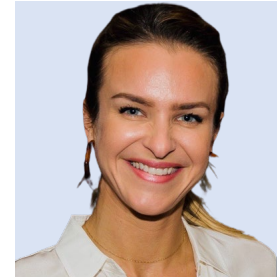
Questions?

Thank you!



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