TrustArc

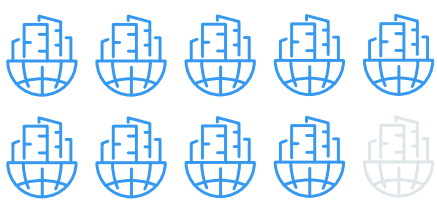
PRIVACY POWERUP

Welcome to the Privacy PowerUp Series — your go-to toolkit for mastering the privacy fundamentals. Level up your knowledge and explore every resource in the series.

Eight Steps to Privacy Program Management

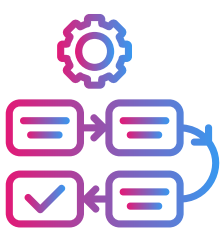
Did you know?

Privacy is a top-10 organizational risk for almost **93% of organizations**, and **36% ranked it** within the top five[1]



Managing this risk is essential for business continuity

Follow these 8 steps to establish a privacy program and gain buy-in from senior executives:

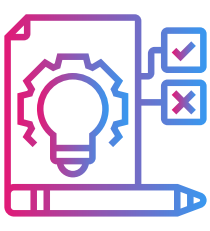


1 Know your audience

- **Understand strategic goals:** Align privacy initiatives with organizational goals
- **Eliminate ambiguities:** Avoid jargon and acronyms
- **Benchmark competitors:** Show privacy investments by verticals
- **Engage, don't overwhelm:** Hook them with a compelling story focused on the next immediate step

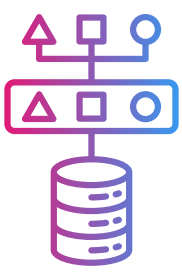
2 Identify key evangelists

- **Potential evangelists:** CIO, CISO, Chief Risk Officer, HR Lead, General Counsel
- **Determine their script:** Common script or specific story aspects
- **Engage and involve:** Simple story, clear ask, incorporate feedback
- **Goal:** Aim for their agreement to help tell your story



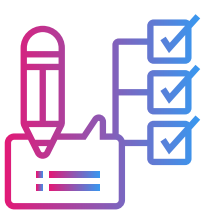
3 Define your approach: Strategy, structure, process, people

- Highlight how privacy aligns with strategic goals.
- Use a risk-based model to categorize risks as high, medium, or low



4 Identify personal data processing activities & collect requirements

- Identify areas likely processing personal data
- Conduct data discovery in talent recruitment, digital marketing, customer service, sales teams and others
- Gather minimum compliance requirements and set clear expectations



5 Analyze data as a story

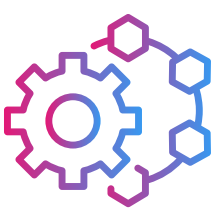
- Categorize processing activities by risk level.
- Reveal initial inherent risks, compliance issues, and best practices alignment
- Define and illustrate the story with data

6 PowerUp evangelist network and refine the initial storyline

- Share findings with evangelists
- Ensure they have a simple script
- Leverage team meetings to tell the story

7 Gain senior management buy-in

- Work with Evangelists
- Secure time with senior leadership
- Present a refined story in about four PowerPoint slides



8 Implement governance structure

Broaden governance post buy-in:

- Build a cross-functional coalition
- Choose the right governance model (Centralized, Decentralized, Hybrid)

Working committee:

- Data stewards providing practical advice

Executive committee:

- Executives providing strategic advice and budget authority

Are you ready to spend less and achieve compliance faster?

If you're still relying on manual efforts to track changes in privacy and security laws, it won't be long before it becomes impossible to keep up, much less get ahead.

Start automating your privacy compliance and governance program with PrivacyCentral today.

REQUEST A DEMO

[1] IAPP Privacy Risk Study https://www.google.com/url?q=https://iapp.org/resources/article/privacy-risk-study-summary/&sa=D&source=docs&ust=1727883578191392&usg=AOvVaw1bKTa2xt8nDbP79HJz7Ejcs

© 2024 TrustArc Inc. All Rights Reserved.