



Getting Started in Privacy

Did you know?

As of 2024, **79% of the world's population** is covered by some form of data privacy law¹



68% of consumers are either somewhat or very concerned about their online privacy²



What is data privacy?

The responsible and ethical handling of data, especially focused on information that is considered personal, identified, or identifiable to a person or household, including how, where, and with whom it's collected, stored, managed, and shared.

Why prioritize data privacy?

- **Societal expectation** - Privacy is the default expectation and respecting privacy is now expected from businesses
- **Trust and loyalty** (Brand Reputation) - 65% of customers won't support untrustworthy companies³
- **Compliance** - Avoid legal risks and potentially hefty fines
- **Risk management** - Help prevent data breaches and improper use
- **Ethical responsibility** - Aligns with a values-driven approach to business



Familiarize yourself with key regulations

- **GDPR** – EU's General Data Protection Regulation
- **CCPA** – California Consumer Privacy Act
- **HIPAA** – Health Insurance Portability and Accountability Act
- **LGPD** – Brazil's General Data Protection Law
- **PIPL** – China's Personal Information Protection Law
- **Frameworks** – Nymity, OECD, APEC, NIST, ISO 27701

Fundamental principles of data privacy

1

Lawfulness, Fairness, and Transparency

Be upfront, reasonable, and lawful with your data handling practices.

2

Purpose Limitation

Collect data for specific, legitimate reasons, and only use said data for those reasons

3

Data Minimization

Collect only necessary data

4

Accuracy

Help to ensure data is accurately maintained or can be revised where inaccurate

5

Storage Limitation

Don't retain data longer than necessary

6

Integrity and Confidentiality

Secure data against unauthorized access or use

7

Accountability

Document and be capable of demonstrating your program practices



Individual Rights

Individual rights are a critical component of any privacy program. Here's an outline of some common rights that individuals can exercise regarding their personal data:

- | | |
|---|--|
| <p>1. Right to Know/Access
Individuals can ask to see and understand what data is held about them</p> <p>2. Right to Rectification
Individuals can request corrections if they find inaccurate or incomplete data</p> <p>3. Right to Erasure (Right to be Forgotten)
Individuals can request deletion or removal of some or all personal information</p> | <p>4. Right to Restrict Processing
Individuals can limit or preclude certain types of data processing by an organization</p> <p>5. Right to Data Portability
Individuals can obtain their data in a common, machine-readable format</p> <p>6. Right to Object
Individuals can object to data processing in certain cases.</p> |
|---|--|

These rights are not absolute and may vary by jurisdiction and geography.

Establish the foundation of your privacy program

- 1 **Identify Key Contacts**
 - Build relationships with key stakeholders
- 2 **Assess Current Practices**
 - Conduct gap analysis against key privacy laws or frameworks
- 3 **Create an Implementation Plan**
 - Consider focusing on high-risk areas first
 - Develop controls, standards, and procedures
- 4 **Develop Policies and Procedures**
 - Create privacy notices, data processing addenda, etc.
- 5 **Instill a Privacy-First Culture**
 - Build training and awareness programs
 - Conduct annual training and internal knowledge campaigns
- 6 **Continuously Monitor and Reinforce**
 - Regularly update controls to ensure compliance or handling
- 7 **Incident Response or Breach Response**
 - Build an incident response plan or process
 - Be ready to assess impacts and respond appropriately

Power your teams with on-demand knowledge

Nymity Research from TrustArc maintains an extensive privacy and regulatory database that includes 25+ years of comprehensive expert guidance, legal summaries, and operational templates. In minutes, you can easily understand your regulatory requirements and get started using expert-built templates for all your privacy and AI governance activities.

REQUEST A DEMO

¹ IAPP <https://iapp.org/news/identifying-global-privacy-laws-relevant-to-us>
² IAPP <https://iapp.org/news/identifying-global-privacy-laws-relevant-to-us>
³ Salesforce <http://www.salesforce.com/news/stories/state-of-the-connected-customer-report-outlines-changing-standards-for-customer-engagement/>