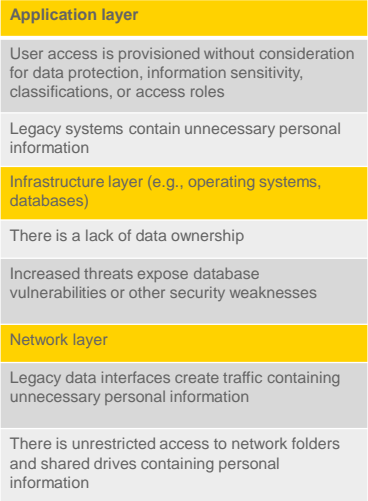




## Challenges with existing and legacy systems

- ▶ Regulatory pressures and high-risk operations
- ▶ No single view of user activities
- ▶ Duplication, inefficiency and non-compliance
- ▶ A high cost of controls operating model
- ▶ Limited means to assess and report privacy or security posture
- ▶ Complex compliance requirements
- ▶ Reactive risk mitigation strategy and perpetual remediation
- ▶ Persistent privacy challenges across the network layer, application layer, and infrastructure layer

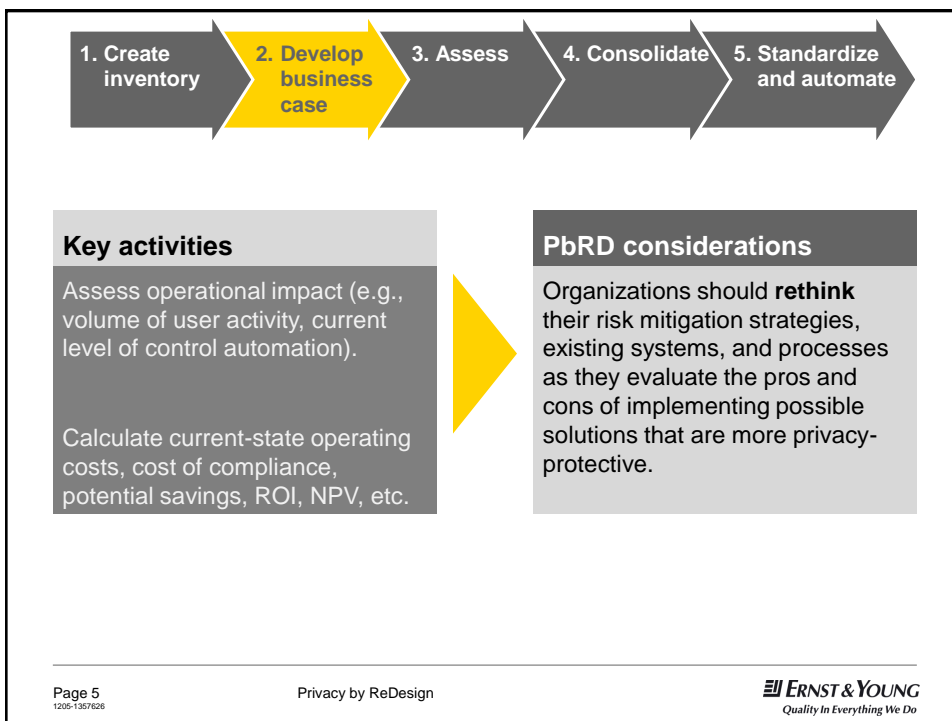
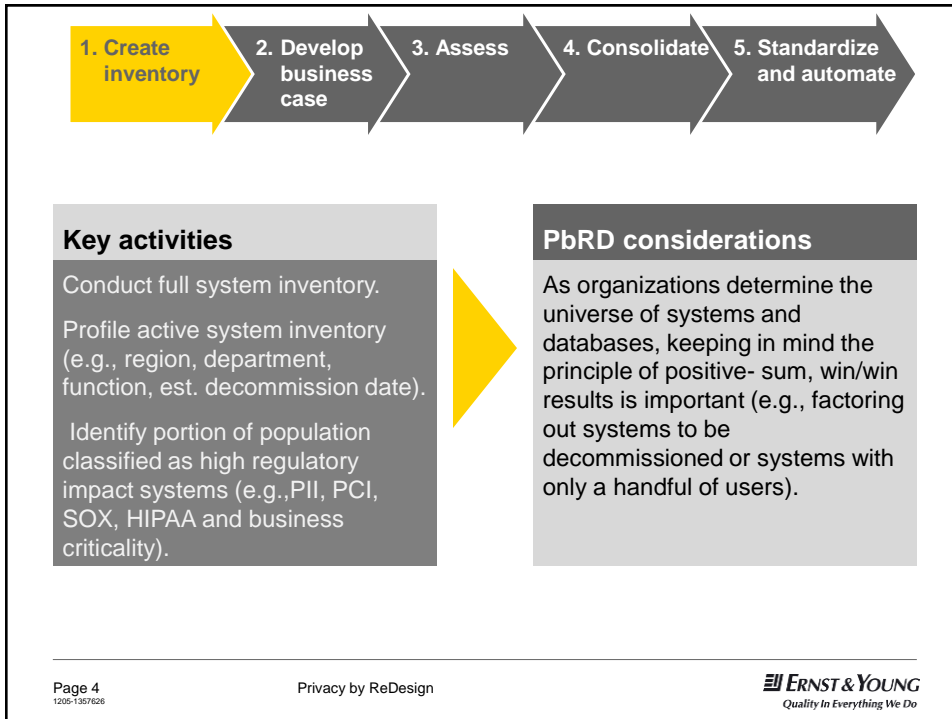


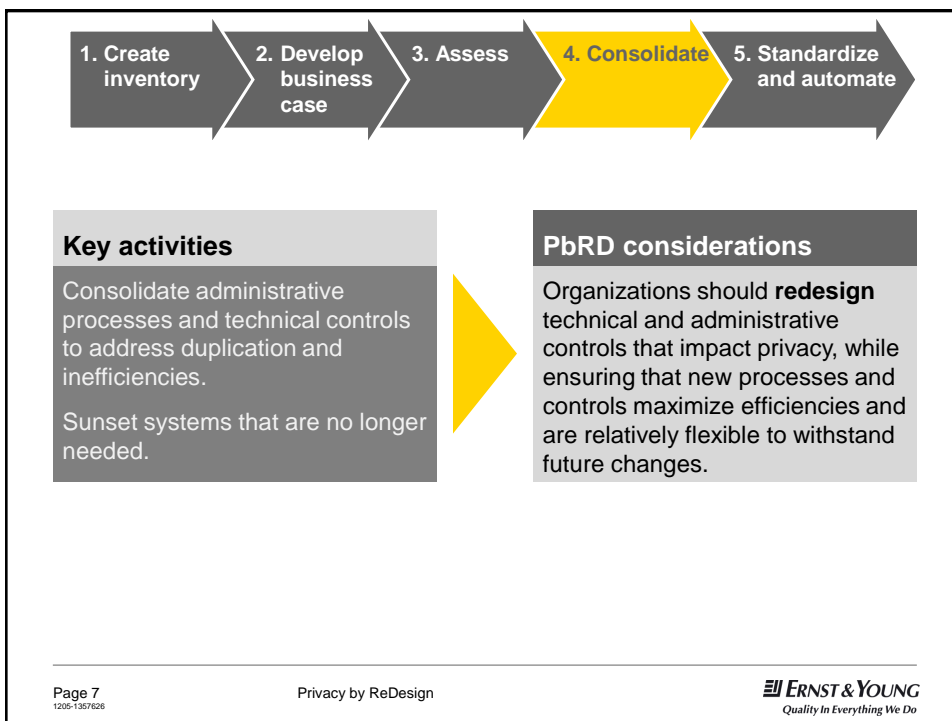
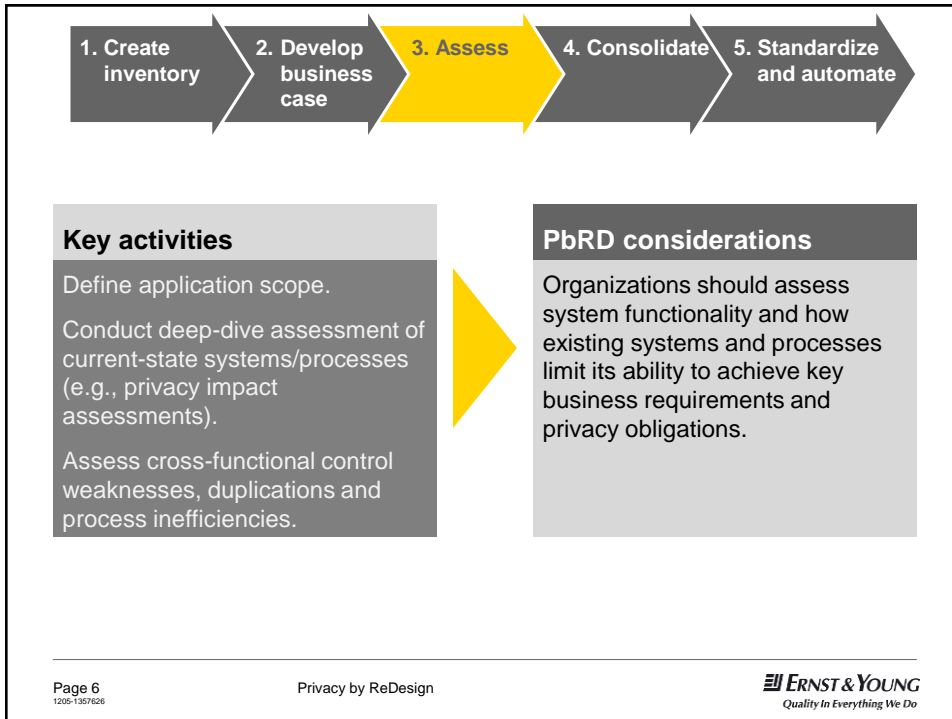
## PdD and PbRD

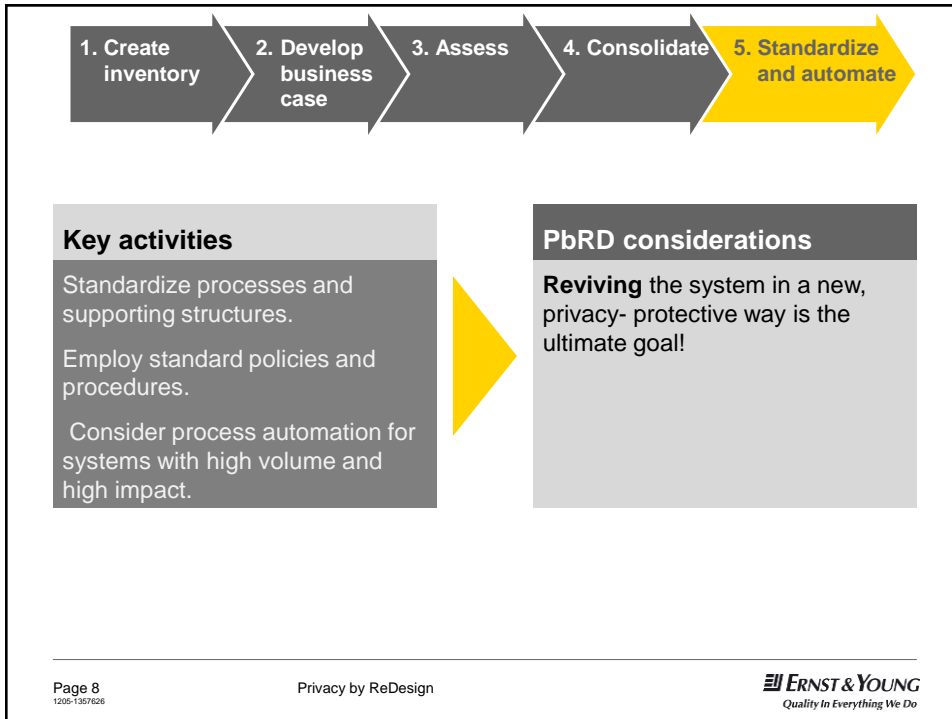
PdD	PbRD
<ol style="list-style-type: none"><li>1. Being proactive and preventative</li><li>2. Making privacy the default setting in IT systems</li><li>3. Embedding privacy into IT system design and architecture</li><li>4. Taking a positive-sum rather than a zero-sum approach</li><li>5. Embedding privacy from end to end within an IT security system</li><li>6. Providing visibility and transparency</li><li>7. Respecting user privacy</li></ol>	<ul style="list-style-type: none"><li>▶ <b>Rethink</b> existing mitigation strategies, systems and processes with a view to finding new privacy-focused approaches</li><li>▶ <b>Redesign</b> system functionality to achieve better standards of privacy protection, without losing sight of business objectives</li><li>▶ <b>Revive</b> systems through an IT transformation that incorporates privacy protection as a fundamental tenet</li></ul>

## Five steps for applying PbRD in an existing IT environment



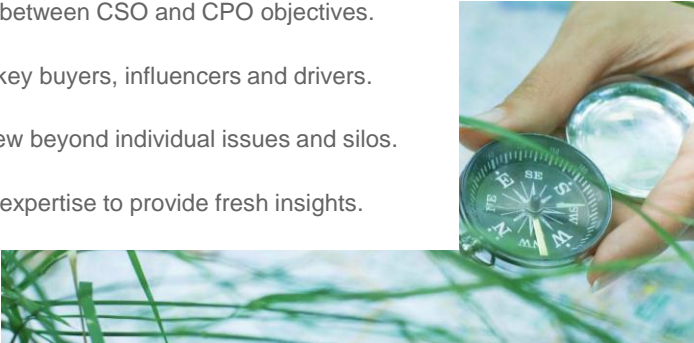






## Five tips for success

- ▶ Assign a privacy champion with the authority to influence key stakeholders.
- ▶ Bridge the gaps between CSO and CPO objectives.
- ▶ Understand the key buyers, influencers and drivers.
- ▶ Broaden your view beyond individual issues and silos.
- ▶ Involve external expertise to provide fresh insights.



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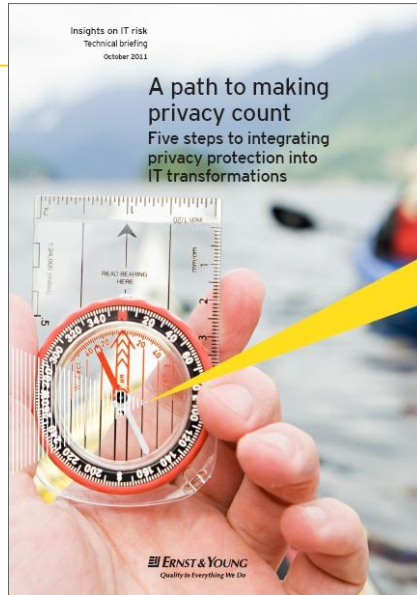
Privacy by ReDesign

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# Questions



Sagi Leizerov, Ph.D.  
Executive Director | Advisory Services  
[sagi.leizerov@ey.com](mailto:sagi.leizerov@ey.com)



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