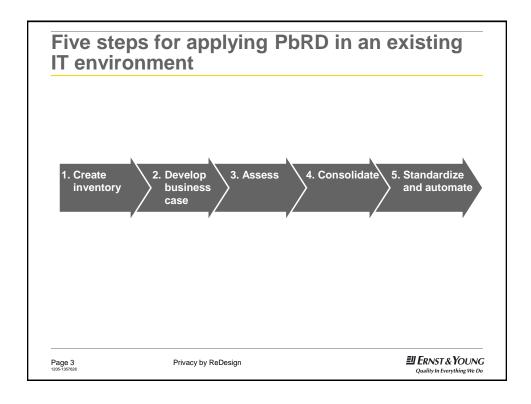


PdD and PbRD

PbRD PdD ▶ Rethink existing mitigation strategies, 1. Being proactive and preventative 2. Making privacy the default setting in IT systems and processes with a view to finding new privacy-focused approaches systems 3. Embedding privacy into IT system ▶ Redesign system functionality to achieve design and architecture 4. Taking a positive-sum rather than a better standards of privacy protection, without losing sight of business objectives zero-sum approach 5. Embedding privacy from end to end within an IT security system ▶ Revive systems through an IT 6. Providing visibility and transparency transformation that incorporates privacy 7. Respecting user privacy protection as a fundamental tenet **■ Ernst & Young** Page 2 Privacy by ReDesign Quality In Everything We Do



1. Create business case

2. Develop business case

3. Assess 4. Consolidate 5. Standardize and automate

Key activities

Conduct full system inventory.

Profile active system inventory (e.g., region, department, function, est. decommission date).

Identify portion of population classified as high regulatory impact systems (e.g.,PII, PCI, SOX, HIPAA and business criticality).

PbRD considerations

As organizations determine the universe of systems and databases, keeping in mind the principle of positive- sum, win/win results is important (e.g., factoring out systems to be decommissioned or systems with only a handful of users).

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Quality In Everything We Do

1. Create inventory

2. Develop business case

3. Assess

4. Consolidate 5. Standardize and automate

Key activities

Assess operational impact (e.g., volume of user activity, current level of control automation).

Calculate current-state operating costs, cost of compliance, potential savings, ROI, NPV, etc.

PbRD considerations

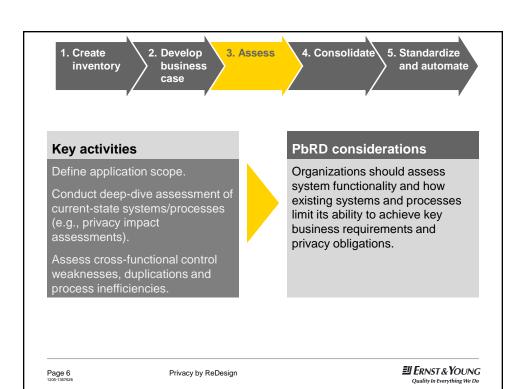
Organizations should **rethink** their risk mitigation strategies, existing systems, and processes as they evaluate the pros and cons of implementing possible solutions that are more privacy-protective.

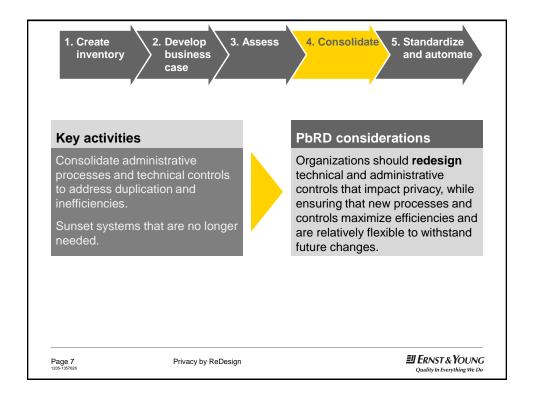
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Key activities

Standardize processes and supporting structures.

Employ standard policies and procedures.

Consider process automation for systems with high volume and high impact.

PbRD considerations

Reviving the system in a new, privacy- protective way is the ultimate goal!

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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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Questions



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