

# **From Defensive Privacy Compliance to Proactive Privacy and Information Management**

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# Data privacy – business and legal issue and risk for organisations

Raising and  
conflicting  
regulation

Restricted  
and  
regulated  
global data  
transfers

Inherent  
security risks  
in data and  
technology

Rising global  
enforcement

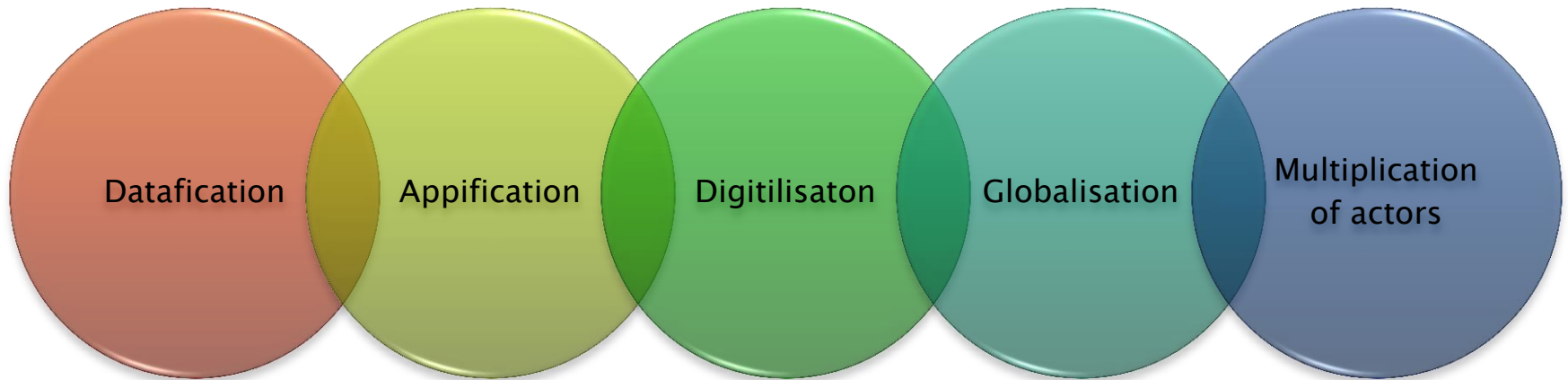
Digitalisation  
of business  
and business  
processes  
pushing  
boundaries

Growing  
calls for  
Privacy by  
Design

Expectations  
of effective  
and  
evidenced  
compliance

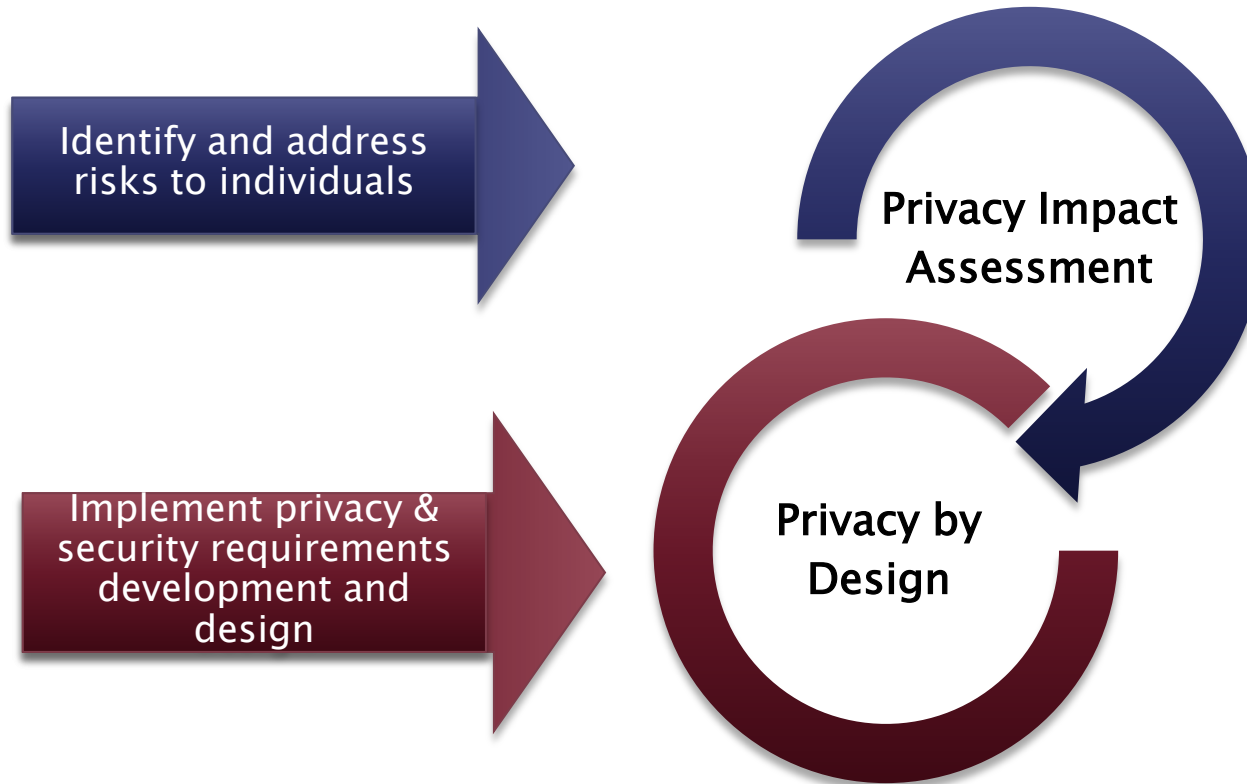


# Digital business and business processes are pushing boundaries





# Privacy by Design in Products, Services and Systems



**Requires organisations to:  
Embed early, expert and multifunctional review in project lifecycle.  
Think about risk in a novel way**

# Emerging global trend of corporate privacy governance and program

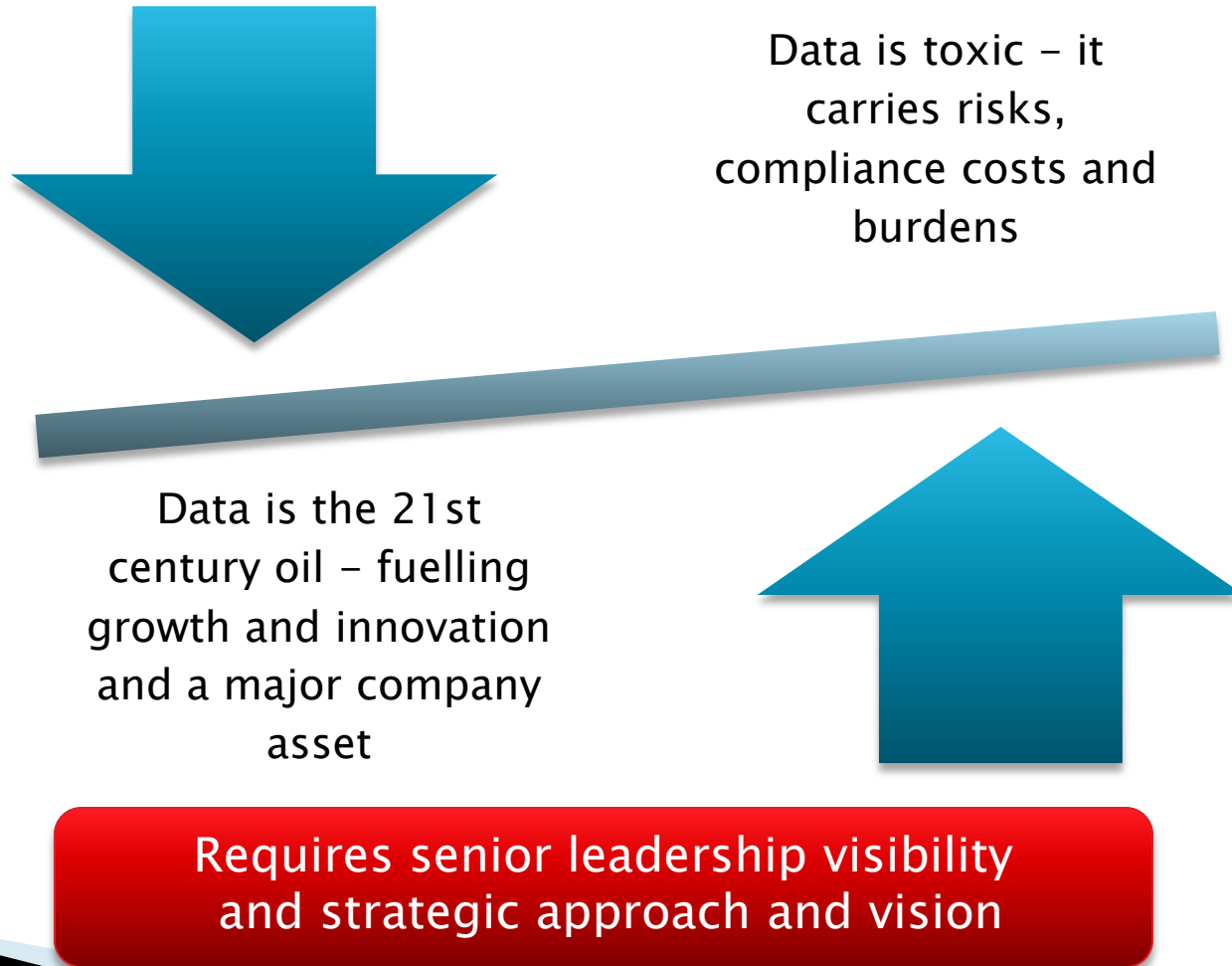


# Looking beyond the law and risk

Data privacy is more than just legal compliance;  
it is a business opportunity and business imperative



# Finding the balance



# Legal rules alone are not enough to protect privacy



Growing societal expectations for privacy protection, yet realisation that laws alone cannot deliver that protection



The speed of technology change and digitalisation of society challenge traditional approaches to regulation and legal compliance



Laws are either vague or too specific and do not offer global solutions to global problems

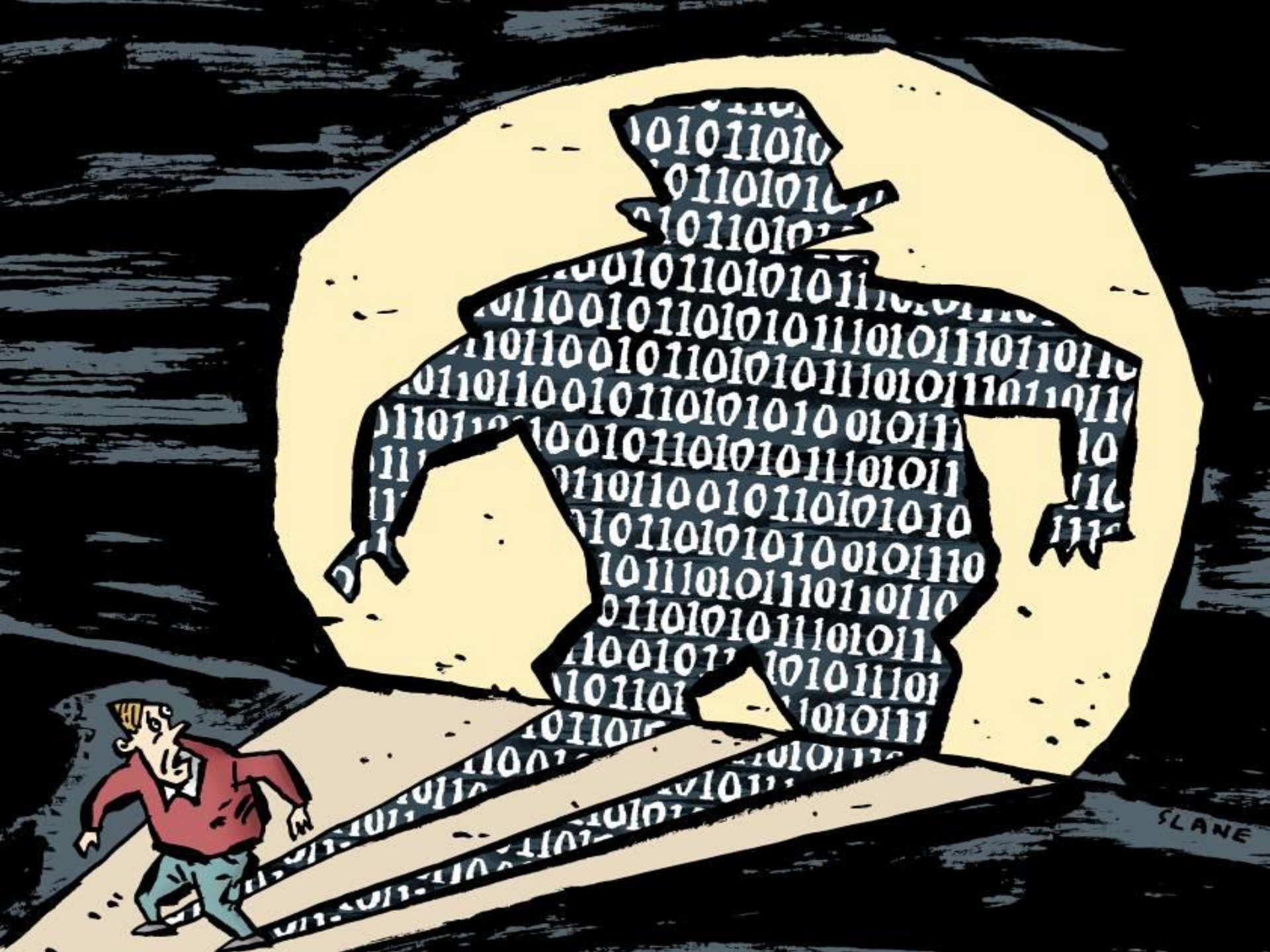


Focus on legal compliance only risks missing the wood for the trees



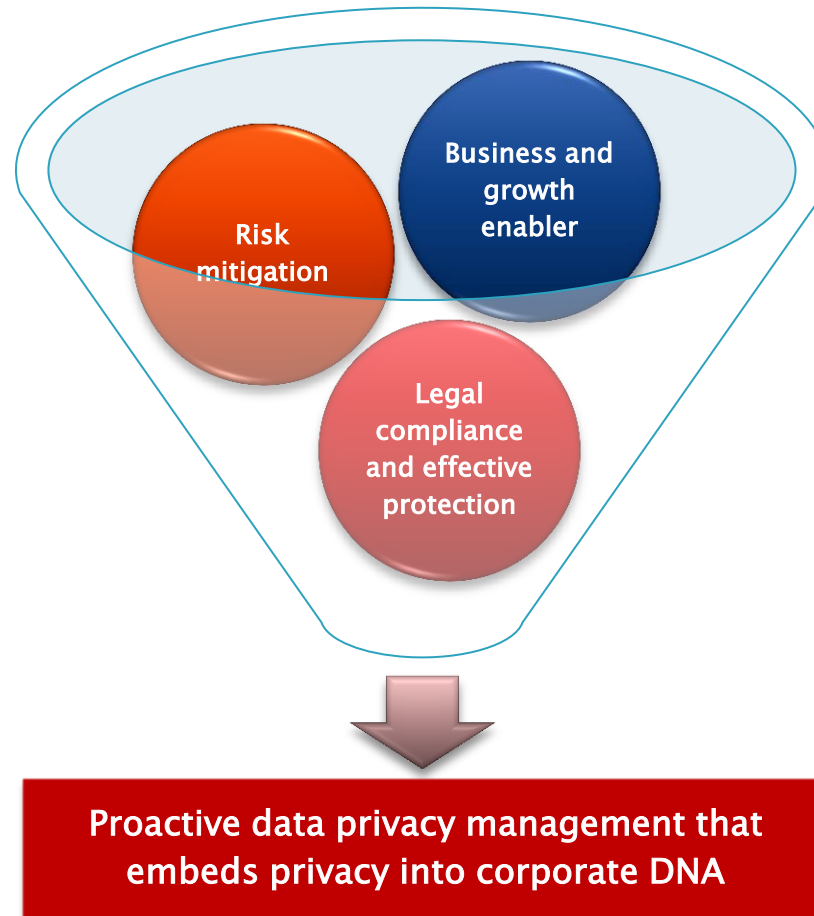
Organizations have to translate requirements into practice and deliver real protection





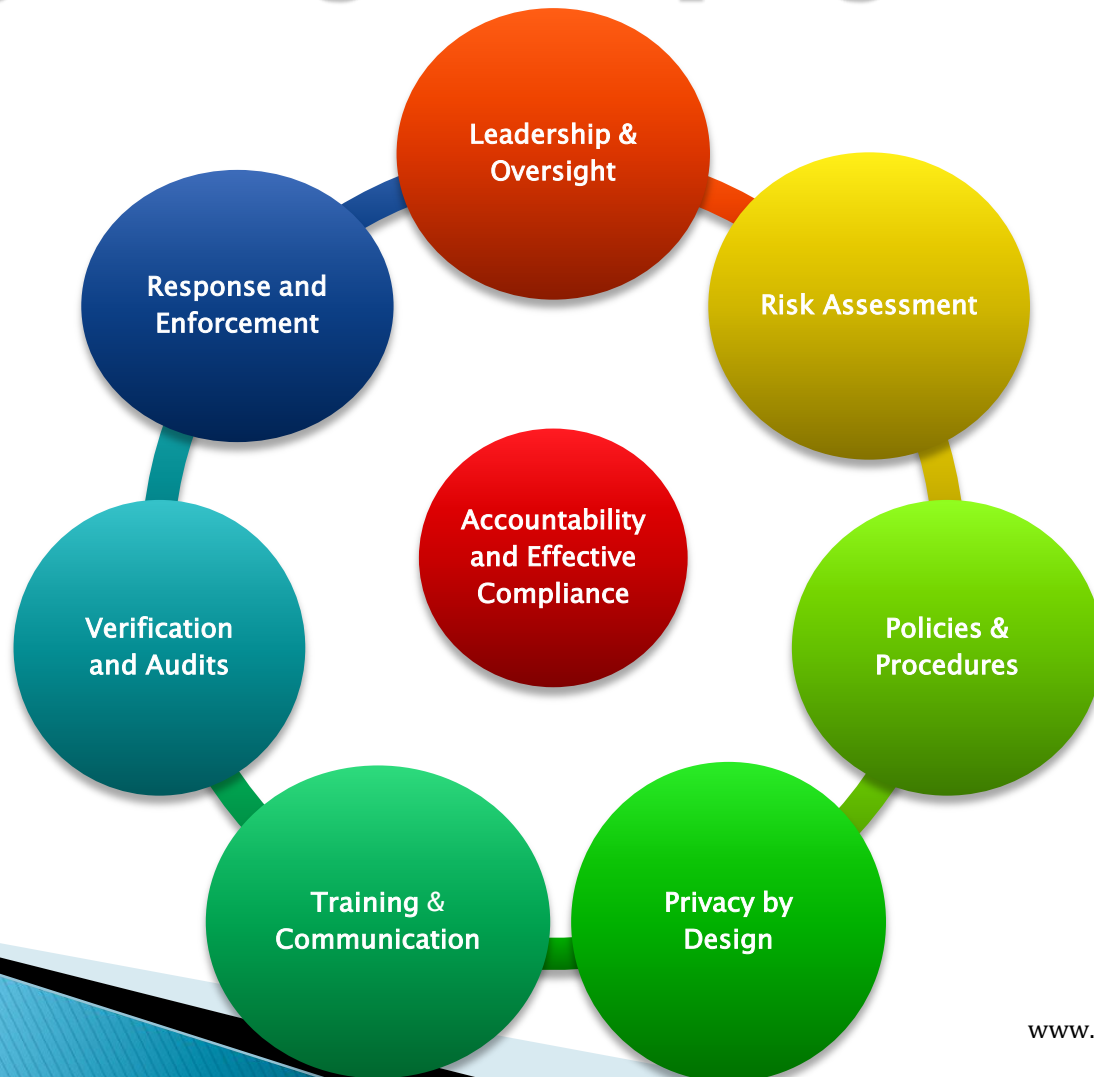
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# Organisations seeking enlightened self-interest





# Accountability and proactive privacy management program



# Essential elements of corporate privacy programs

- Board oversight
- Senior management endorsement
- Data privacy governance and accountability
- Data Privacy Officer /Office oversight and reporting

## Leadership & Oversight



- At macro level – overall program
- At micro level – product, service, system
- Risk to organisation
- Risk to individuals

## Risk Assessment



- Codified internal privacy requirements
- Vendor management
- Complaint and individual rights handling
- Marketing rules

## Policies & Procedures



- Templates for Privacy risk assessment
- Privacy by Design checklists

## Privacy by Design



- Mandatory corporate modules
- Ad hoc and functional training modules
- Awareness raising campaigns
- Data Privacy Day

## Training & Communication



- Internal verification and self –assessments
- Internal Audits
- External verification and audits

## Verification & Audits



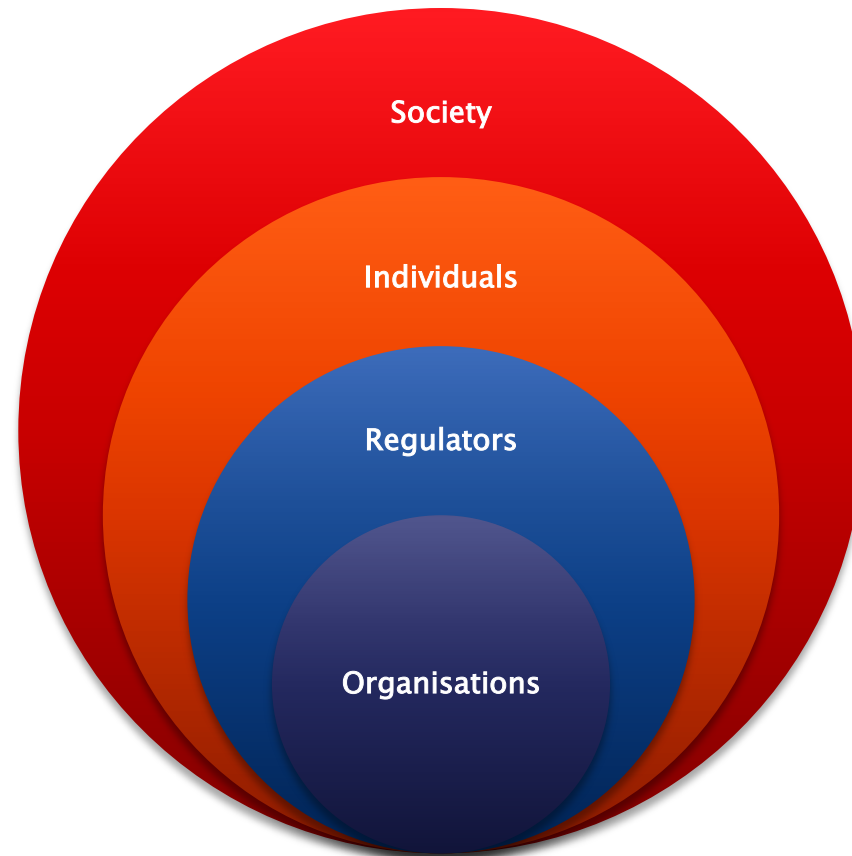
- Breach response and rectification
- Managing notification to individuals and regulators
- Internal enforcement of non-compliance

## Response and Enforcement





# Corporate privacy responsibility and management have multiple benefits



# Thank you

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