

THE SECURITY STANDARD

Adapting Enterprise Security to New Realities, Threats and Endpoints

September 10-11, 2012 | New York Marriott at the Brooklyn Bridge | New York City

Produced by

CSO

How to 'Brand' the Privacy Program for Maximum Effectiveness

Al Raymond

CIPP/US, CISSP

V.P. Privacy & Records Management

ARAMARK Corporation

Agenda

How do you position privacy as a value proposition to customers – both internally and externally?

How can you evangelize the importance of privacy so that it is viewed as any other core corporate value?

Creating the Framework – *What are the goals?*

- Direct the Privacy Program and support the Privacy Office(r) in overall development and implementation of an enterprise-wide privacy strategy
- Ensure privacy is built into core business practices and technology decisions by joining discussions about design and strategies

Creating the Framework – *What are the goals?*

- Effect positive cultural changes to support ‘privacy’ as a critical component of:
 - protecting company's reputation
 - managing risk
 - serving as outward sign that privacy is taken seriously.
- Create a governance and leadership framework via policies and procedures, training, & awareness.
- Higher profile and visibility,* and focus on protecting Personal Information (PII/NPI).

*where does the position sit in the organization?

Laying the groundwork

To position the Privacy program as a competitive advantage :

Build the business case!:

Begin with compliance and risk aversion, then eventually use privacy to attract opportunity, enhance customer confidence, trust and ultimately loyalty.

Laying the groundwork

Why privacy matters especially now:

- When the Business slows, demonstrate ‘value added’ services rather than just being a cost center.
- Everything helps for companies who compete on price.

Laying the groundwork

- Sell privacy to companies that will relinquish control to you or provide you access to their data
- Demonstrate oversight of employees and access controls – e.g. Entitlement reviews
- Leverage internal and external audits, assessments and oversights
 - -independent attestation gives the client and sense of comfort, and relieves them of significantly overseeing you as a service

Industry Trends in Privacy – *How do you stack up?*

- **Promote consumer privacy throughout the organization** and at every stage of the development of products and services.
 - Deal with data security from the beginning and not an afterthought!
- **Alignment of the privacy program with the business interests!!!!**

Industry Trends in Privacy – *How do you stack up?*

- Lessen the emphasis on tactical side of protecting information, and more movement toward evaluating use and governance of data from a more strategic aspect.
 - Questions that should now be asked:
 - How much risk is the organization willing to accept?
 - For what purposes is the business collecting information?
 - How does the business intend to use the info today? Is there a plan to migrate to a different model as the business matures?
- Link privacy & security controls in order to achieve organizational objectives. (Complementary and mutually reinforcing). (InfoSec is your friend!)

The 'Silent' Asset of The Firm

- Privacy can be the unstated value proposition to your existing clients
- The Privacy team must (already) deliver a world class service of privacy & security
- Data privacy and protection then become core corporate values and become the 'jewel' in the crown

‘4th Leg’ of the Value Proposition

Privacy & Security is the 4th leg of the value proposition:

1. Products/Programs
2. Experience
3. Service
4. Privacy & Security of customer data

The Privacy team should be selling confidence and piece of mind as ‘protector of the brand’

- ”You can outsource services, but not accountability”

The Icing – ‘Review and Reduce’

- Prioritize what data is at risk by classification and location - incrementally
- Inventory high risk inputs and outputs of sensitive data collection throughout the company
- ‘Back of the House’ actions:
 1. Minimize redundant data collection; data masking
 2. Reduce unnecessary and excessive data storage
 3. Privacy by (re)design

The Icing - ‘Training, Education & Awareness’

- Broad-based and targeted curriculum employee awareness/training
 - Create a privacy essentials (101) and advanced privacy training (102) set of modules.
- What does privacy mean to our company?
- What do you (as an employee) need to know?
- What do you (as an employee) need to do?

Thank You!

Questions?

Al Raymond

V.P. Privacy & Records Management,
ARAMARK

Raymond-Al@aramark.com

Twitter: @al_raymond

Blog: <http://privacynsecurity.blogspot.com>

THE SECURITY STANDARD

Adapting Enterprise Security to New Realities, Threats and Endpoints

September 10-11, 2012 | New York Marriott at the Brooklyn Bridge | New York City

Produced by

CSO