Data Privacy with 2020 Vision

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Speaker Biography – Diane Del Re, CCEP

Experience over the last decade:

- Global Compliance and Records Program Manager; Fortune 150 Diversified Manufacturing Company
- Records and Information Manager; Fortune 85 Technology Company
- Senior Manager, Cybersecurity (Information Governance, Assurance and Compliance); Fortune 125 Pharmaceutical Manufacturing Company
- Privacy and Compliance Manager; Holland & Knight, LLP
  - Implementing a 'Best-In-Class' Global Privacy Program
  - Client-driven and Regulatory Compliance
  - Data Privacy and Protection
    - Data Loss Prevention, Incident Response, HIPAA Compliance
    - Client and Third Party Risk Assessments
    - Privacy Impact Assessments

Topics and Agenda

- How to keep up with an evolving privacy landscape
  - Keeping up with trends and establishing your baseline
  - Understanding your obligations related to data privacy, data protection and incident response
- Are you working closely with IT? If not, you should be!
  - Your Privacy Program needs Cybersecurity
  - Using tools and automation to ethically engineer your infrastructure
  - How technology can monitor and enforce compliance
- Where's the data?
  - Data identification, asset mapping and governance
  - How to create and update an effective asset inventory
- Q&A Session

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The Evolving Privacy Landscape

- EU Privacy Law
  - General Data Protection Regulation (GDPR)
  - Data Privacy Act 2018 (Brexit, UK)
- North America Data Privacy Law
  - US Law (CCPA)
  - PIPEDA (Canada)
- South America Data Privacy Law
- Asia-Pacific Privacy Law
- Will there be a federal US Privacy Law?

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The Evolving Privacy Landscape

- Tracking Privacy Laws
  - Heat Map

- Establishing your baseline
  - What is most important to your program and organization?
    - Intended use?
    - Consent?
    - Minimal data processing necessary?
    - Limited access to data?
    - Opt-in/Opt-out?
    - Responding to data requests?

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The Evolving Privacy Landscape

- Is there a one size fits all?
  - Using a one size fits most approach
    - Managing exception and cross border data transfers
- Creating a comprehensive Privacy Policy
- Transparency in processing
- CCPA and GDPR – Handling data requests
- Incident Response and Data Breach Notifications
- Diversity and inclusion data usage
- What is your organization really doing with data?
  - Fostering innovation and avoiding becoming the No Police

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Are you working closely with IT?

- Establish a working relationship with Cybersecurity, IT and IT Risk
- Working with IT
  - Do you use data classification?
    - Building a Classification Policy
    - Using tools and AI for data classification
  - Do you have a DLP tool?
    - Building a framework for classification, monitoring and enforcement
  - Do you use Shadow IT for custom applications or cloud-based solutions?
  - CMDB and why configuration management can help you
    - Using a CMDB to identify compliance impact of data, retention, classification and more
  - Privacy By Design

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Where's the Data?

- How do you start data mapping?
  - What are the goals?
- Understanding a network flow diagram and data flow diagram
- Identifying where the Big 3 reside:
  - Where is your personal information?
  - Where is your restricted information?
  - Where is your protected health information?
  - Who has access?
  - How is it protected? (Export, share, print, email, external?)

- Using tools, databases, software or a spreadsheet – Starting somewhere

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Building an Asset Inventory

- Information is a valuable asset
  - Think of a budgeting tool or a personal asset inventory for an insurance policy

- Using a spreadsheet

System or Application Name	Department or Functional Area	Data Elements	Personal data?	Sensitive or Restricted Information?	Protected Health Information?	Purpose for Processing Data	Data Subject
The Payroll System	Payroll, HR	Employee Information, Restricted Financial Information	Name, address, phone number, email, employee ID	Yes (Social Security Number, Bank Account Information)	No	To process payroll	Employees

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Questions?

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