



iapp



# SPONSOR HANDOUTS

**IAPP ANZ Summit 2022**

23-24 November | **SYDNEY**




#ANZsummit22




# Every day you're Safer with Google

We keep more people **safe**  online than anyone else in the world.

**3B+**

accounts automatically  
**delete**  their data older  
than 18 months


**125B**

installed apps **scanned**   
for malware every day

**300M+**

**Privacy**  Checkups  
were taken in 2021

**1.5B**

inboxes **protected**   
from 99.9% of spam,  
phishing and malware

## Utilising Privacy Preserving Technologies

Privacy Preserving Technologies (PPTs) are protocols, processes, and protections built-in at a technical level to help **safeguard individual privacy and enhance data protection**.

Through the use of PPTs, companies, researchers, and governments can develop **meaningful, useful insights and services** while **protecting individual privacy**.

PPTs such as Google's Open Source **Differential Privacy**, **Private Join and Compute**, and **Federated Learning** are world-class data minimisation and anonymisation tools already used in a range of Google products every day.

These technologies can lead to **groundbreaking medical research, powerful analysis of financial markets, improvements to everyday apps**, and more. For example, hospitals could safely share patient data with medical researchers to measure the efficacy of a new diabetes drug. By bringing multiple datasets together through **advanced anonymisation and aggregation technologies**, researchers may arrive at results much faster, **without revealing any private information about a specific individual**.

**Differential Privacy:** Advanced anonymisation technology that delivers insights from data while protecting people's anonymity.

**Private Join and Compute:** A cryptographic protocol to help multiple organisations run aggregated computations on shared, sensitive data without revealing that data across organisations.

**Federated Learning:** A data minimisation technology that trains machine learning models, without any raw data leaving your device.

Choose what privacy settings are right for you at [g.co/PrivacyCheckup](https://g.co/PrivacyCheckup)

## Protect customer privacy – and your business

Be sure you're compliant with all privacy regulations by automatically detecting data that needs to be protected and handling it properly with RecordPoint.

### Know your data is complete and compliant

Manage privacy efficiently across hundreds of data sources and be confident you're protecting your customers – and your organisation.

### Protect personal information across all data

Accurately and consistently classify and destroy information based on privacy metadata.

### Understand and contain breaches faster

Quickly assess the breadth and effect of any breach that occurs so you can resolve it fast.

## Consistently showcase your privacy and security posture

Using the RecordPoint platform, you can respond swiftly to Freedom of Information, DSAR and other requests with high-value, accurate information.

[Learn More](#)

### About RecordPoint

#### Be the company your customers can trust with their data

RecordPoint is the Data Trust Platform, giving highly-regulated organisations a competitive edge with safer, more secure, better managed data. The platform brings calm to the chaotic world of data, letting organisations discover, govern, and control their data for tighter compliance, more efficiency, and less risk. Businesses can trust that their data is accurate, private, and safe everywhere, all the time, for consistent confidence that's backed by RecordPoint expertise and support.