IN TODAY’S MARKETPLACE, organizations of all sizes and industries confront information management challenges, from emerging data technologies to a constantly evolving regulatory environment. Businesses, government agencies, nonprofits and others must create effective operational responses to these challenges—chief among these is the creation of a privacy program. But how and where do you start such an effort? What are the essential issues to be considered and the first steps to be taken?

The International Association of Privacy Professionals (IAPP) has brought together leading privacy officers from the private and public sectors to provide practical insights and perspective on what it takes to put together an effective privacy operation. Whether you are starting a team, growing an existing program or benchmarking a long-established operation, Building a Privacy Program: A Practitioner’s Guide will give you the essential guidance you need to successfully create, implement, manage and measure a privacy program within your organization from the beginning.

"Thanks to this extraordinary work, corporate privacy officers will now have at their fingertips a best-in-class educational and professional resource."

-Robert R. Belair, Partner, Arnall Golden Gregory LLP

"Building a Privacy Program: A Practitioner’s Guide is an outstanding contribution to the administration of privacy in America. It combines sophisticated legal/regulatory briefings across the privacy landscape with practical solutions to the challenges privacy officers face. For new privacy officers, this book is a godsend. And even for seasoned privacy officers, this is a checklist of smart and seasoned strategies. I congratulate the IAPP for commissioning such a unique and valuable work."

-Alan F. Westin, Professor Emeritus of Public Law & Government, Columbia University

Contributors

Lori L. Mininger, JD, CIPP, CIPP/G, CIPP/C, CIPP/IT
Director, Chief Privacy Officer
Alliance Data

Rebecca Richards, CIPP, CIPP/G

Dorene Stupski, CIPP, CIPP/C
Director of Information Protection and Privacy
Marriott International

Chris Zoladz, CIPP, CIPP/G, CISSP, CISA, CPA
Founder
Navigate, LLC

EDITED BY

Kirk M. Herath, CIPP, CIPP/G
Vice President, Associate General Counsel and Chief Privacy Officer
Nationwide Insurance Companies