Where does your organization stand?
2013 PwC data privacy survey results

Management
• The most common executive title held by privacy leaders is General Counsel, with CPO being second most common.
• Most privacy leaders are now reporting directly to CEO, with second most reporting to CCO.

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<tr>
<th>General Council</th>
<th>Chief Privacy Officer</th>
<th>Chief Security Officer</th>
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<tr>
<td>32%</td>
<td>24%</td>
<td>8%</td>
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Self-Assessment
• An overwhelming majority of board members consider their privacy programs similar in scale and effectiveness to those of their peers.

82%
Considered their program similar to peer organizations’

Communication
• More board members rely on internal communications than one-on-one briefings or presentations to the board to stay informed on privacy.

54%
Rely on internal communications or awareness materials

Awareness:
• Though most board members feel well-informed, fewer feel they are aware of the impact of those issues to their organization than who do not.

- Felt aware of impact and issues: 40%
- Did not feel aware of issues: 47%
- Did not feel aware impact or issues: 13%
Priority

- Most organizations are discussing privacy issues at board level annually, but an increasing number of organizations are discussing them at as high as a quarterly frequency.
- Consumer privacy continues to get mixed attention at companies, with most considering it a medium priority, being one of the business concerns that get some attention.

Strategy

- Compliance and governance are top of mind for most board members, with enhancing trust in brand rising in importance to be a close second.
- This view is shared by practitioners, who consider recent privacy incidents as the highest priority topic to present to the board, followed by impact of privacy on reputation and brand.
- Brand differentiation rated low on both board member and practitioner responses, probably explained by the compliance-heavy demographics of the respondents (mostly finance).
- When given a budget, the majority of practitioners would invest in streamlining existing processes and improve efficiency of current program rather than expand the program.

Operations

- Most practitioners view a hybrid model as the most effective operating model for the privacy function.
- Most practitioners believe that providing transparency is most important to meet consumer expectations, followed closely by demonstrating regulatory compliance.

Review

- Requests for validation of privacy controls from consumers are fairly infrequent, with most respondents receiving less than one per month.
- Companies are requesting validation of privacy controls at business partners, with most companies doing so when negotiating the contract and at least annually afterwards.

Feedback

- Despite availability of social media, phone trumps all other feedback channels as the most utilized to receive customer feedback, followed by website and email.