IMPLEMENTING SECURITY, PRIVACY, AND FAIR DATA USE PRINCIPLES
Agenda

• Introductions

• Overall data risk and benefit landscape / shifting risk and opportunity landscape and market expectations

• Looking at data use beyond the compliance lens:
  • How are business, individuals and societal expectations changing

• Broader stakeholders and interest
  • Why and how companies can establish nimble methods that incorporate information security, privacy, ethics and fair data use into innovative product and service design
Today’s Panel

**Toby Spry**  
Director, PwC Cybersecurity & Privacy

Toby works with companies to help them design, implement and operate privacy programs in which the personal information they collect is handled in a manner that’s consistent with its privacy commitments and maintains trust and transparency with its customers. Toby works closely with CPOs, General Counsels, Chief Marketing Officers, CISOs, and Product & Engineering teams to collaborate on strategies to create and improve their enterprise-wide privacy programs. He also advises Chief Audit Executives and Chief Compliance Officers on their programs to continuously monitor, audit, and improve companies’ existing data protection and privacy programs.

**Barbara Lawler**  
Chief Privacy Officer, Intuit

Barbara is an experienced business and privacy leader who has successfully designed and implemented market-leading global privacy programs. As CPO for Intuit, she engages directly with product and technology leaders in product development, data science, digital marketing and customer care to design and drive great customer-focused strategies, products and experiences through the impactful and responsible use of their own data.

**Peter Cullen**  
Privacy Innovation Strategist

Peter currently serves as a Privacy Innovation Strategist with PwC, helping a broader set of clients understand the future of new information use risks and the risk solutions they will need. Peter provides strategic leadership to organizations, helping them leverage big data information use to achieve business value and differentiation, as well as advance their reputation and image. He brings over two decades of expertise in corporate governance, privacy and risk management as well as extensive background in building sound organizational practices.

**Troy Sauro**  
Senior Privacy Counsel, Google

Troy works in the Google legal department as Senior Privacy Counsel, where he provides legal and regulatory counsel on privacy compliance to the teams that develop and run Google’s services. He also represents Google in front of regulators, advises the company on its development and ongoing maintenance of Google’s internal compliance program, and helps manage the company’s product privacy review process and data protection tools.
Big data, Big opportunities, Big risks

68% of CEOs see data and analytics technologies as generating the greatest return for stakeholder engagement.¹ However; as big data, cloud computing and the Internet of Things become even more important in modern business, organizational capabilities to manage the risks around data use must keep pace.

The median Fortune 1000 company could increase its revenue by more than $2 billion a year if it increased data usability by just 10 percent.³

“81 percent of executives agree that as the business value of data grows, the risks companies face from improper handling of data grow exponentially”²

¹ PwC 19th Annual Global CEO Survey (January 2016)
² Accenture Technology Vision Survey 2016
The privacy/data use opportunity - it’s bigger than legal compliance - so are the market pressures

Organizations are experiencing elevated privacy risk across the three threat vectors described below.

**Global Data Revolution**
- 75% of companies funding IoT initiatives in 2015
- 24b connected devices by 2020
- 1000% growth of global data by 2020

The data revolution is outstripping our clients’ governance capacities to manage data-use risk. As clients aim to establish more connectivity to consumers using advanced tracking and predictive analytics, they’ve never been more at risk of deploying uses of data that revoke public trust in their brands.

**Europe’s Privacy Crisis**
- U.S. clients’ continued ability to operate in Europe will depend on demonstrating the strength of their privacy controls to EU business customers and regulators. EU mistrust in U.S. government surveillance has spurred landmark court decisions and regulator enforcement plans.
- $4b potential EU privacy fine on a company with $100b revenue
- 500m EU citizens empowered to file privacy complaints
- 28 EU privacy authorities ramping up enforcement

**U.S. Privacy Enforcement**
- $1b privacy fines and damages issued in the U.S.
- 350 privacy audits U.S. HHS to conduct in 2016
- 1100 privacy class-action lawsuits in U.S. courts

Relatively minor gaps in U.S. privacy controls can result in substantial privacy fines, penalties, and damage awards. To mitigate this risk, companies in all industries need an end-to-end privacy program overhaul throughout the personal-data lifecycle.
Business Case for Data Use (Privacy) Governance

The explosion of data collection and use has resulted in increased risk; however, when combined with the changing business, individual and societal expectations of fair and ethical data use, the controls in place to manage these risks have not kept pace.

The corollary: As organizations use more data they can realize investments in both their data quality and security of that data have also not kept pace with their growing needs.
Key Questions

• Why, what, and where is there a market shift on privacy expectations?
• How are “ethics” or “fairness” affecting innovation and data use?
• What does this mean for organizations? For consumers?
• How does this impact areas such as “Information Governance,” Risk Management, Product Design & Delivery? Do we need new models or can we adapt existing approaches?
• How are leading organizations evolving their practices - how are they integrating changing business, individual, and societal expectations into product and service design?
• Time for your questions
Audience Q&A
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