

DG DATARAIL[®]



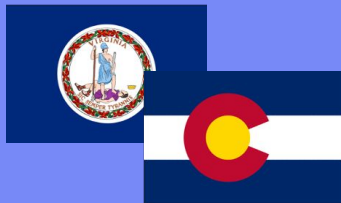
Building a Privacy Program to Drive Institutional Change in Your Organization

February 24, 2022

* Although we will be providing legal information during this webinar, we will not be providing legal advice.

Data Privacy Laws

Changes in every jurisdiction



California

- CPRA 2023
- New privacy agency
- Opt out of sales **and** targeted ads
- Risk assessments
- Right to limit use of Sensitive PI
- Right of correction
- Security requirements (& audits)
- Regs on AI, dark patterns, B2B/employee exemptions

Europe

- EU: new SCCs
- UK: brand-new SCCs
- Adequacy decision
- Guidance on int'l transfers
- Need a separate UK rep
- Implementing *Schrems II*
- Supplementary measures

Virginia + Colorado

- New laws in 2023
- Fortunately pretty similar
- Opt out of sales **and** targeted ads
- Risk assessments
- Right of correction
- Right to appeal
- Colorado has more enforcers and will require universal opt-out

China

- Waiting on promised regulations
- New terminology
- Legal mechanisms for overseas transfers
- SCCs MIA
- Large companies have additional obligations

DataGrail Privacy Overview



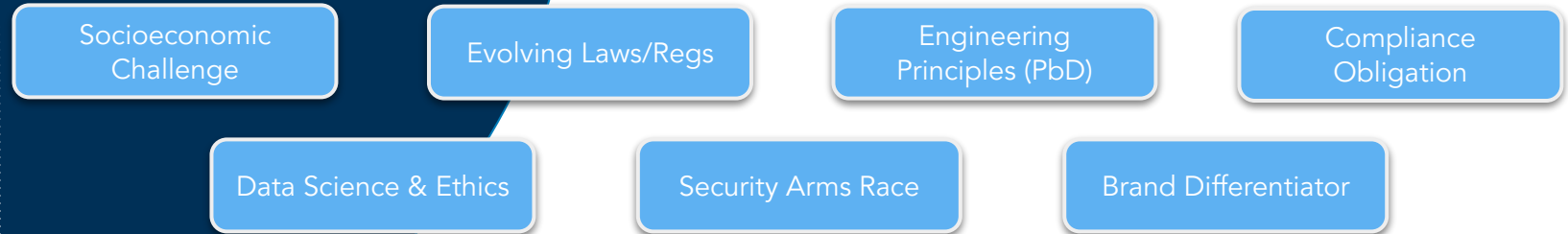
Alex Krylov, Senior Privacy Advocate

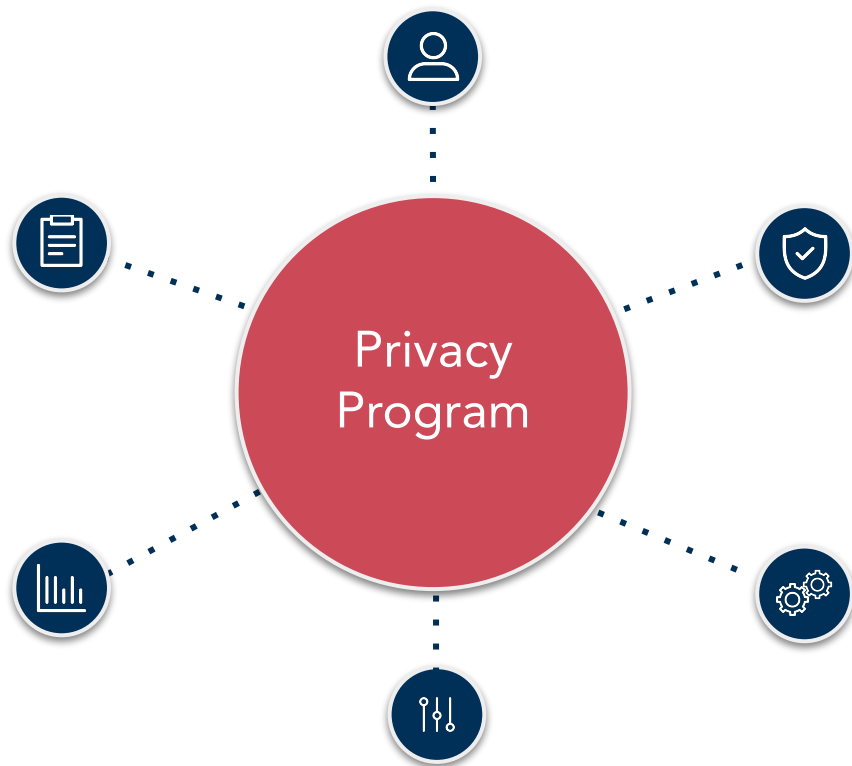


What does
data privacy
mean today?

Privacy is a "hyperobject":

*It means a lot of different things to
different people...*



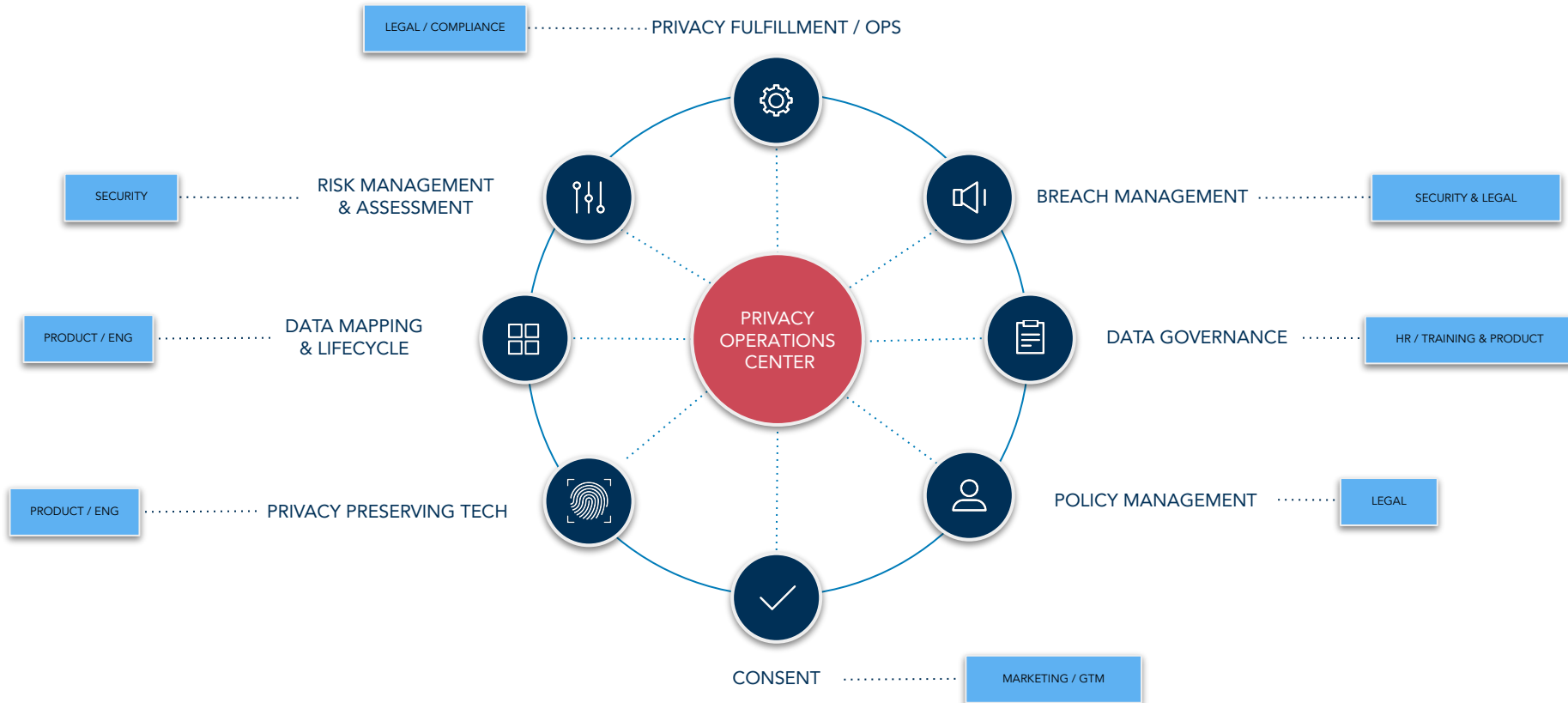


Privacy is a business problem...

It's highly cross-functional and relies on collaboration with Legal, Security and Engineering.

(Not to mention IT, Marketing, HR, Risk/Compliance, and Finance)

ELEMENTS OF A DATA PRIVACY PROGRAM



Where do you start?

DATA PRIVACY STACK

Risk Assessments & Management

Privacy Fulfillment

Consent
Management

Breach
Management

Consumer
Privacy
Portals /
Tools

Privacy Policies
Management

Privacy Preserving
Technology

DATA DISCOVERY & MAPPING

DATA GOVERNANCE

PRIVACY PRESERVING TECH

SYSTEM DISCOVERY & PROCESSING INVENTORY

Know thyself!

Start here:

*Find and map
your unknowns.*



~50%

Third Party SaaS apps go undetected in a manual data mapping exercise.

This equals a lot of 'Shadow IT'... and unaccounted personal data.

DataGrail Approach

Enable a better privacy experience for people and businesses

DataGrail's Operational Privacy Center

simple



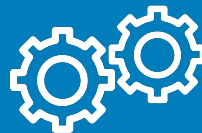
Detect

Find unknown systems containing personal data in an organization



Map

Discover and map personal data within your organization's systems, continuously.



Operationalize

Automate privacy workflows, DSRs, Consent



Compliance

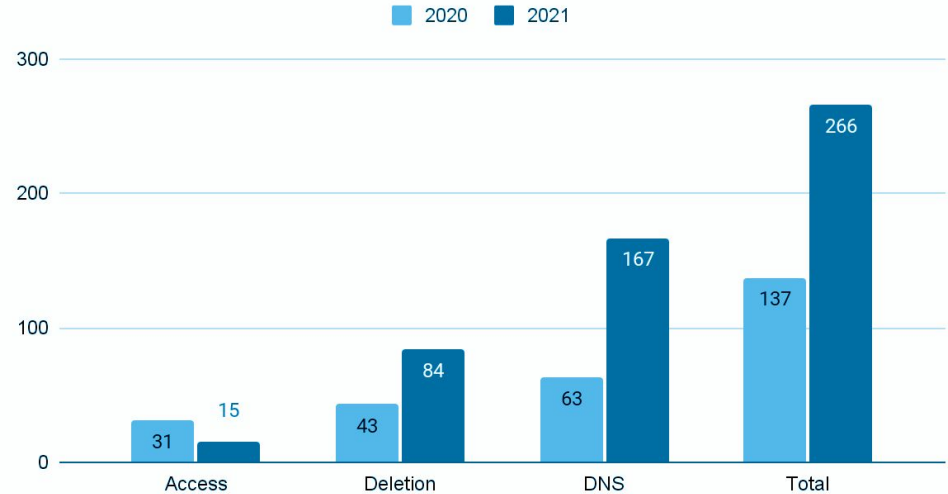
Monitor risk, audit trails, report on progress.

Looking Back To Prepare for What's Ahead

Benchmarking CCPA Trends

The total
volume of
DSRs nearly
doubled from
2020 to 2021

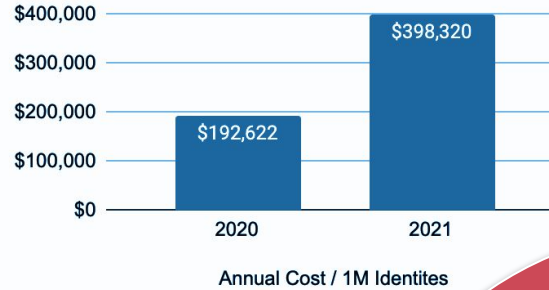
Volume of DSRs / Million Identities



Source: DataGrail's 2022 Data Privacy Trends: A CCPA Report, Benchmarking the cost, volume, and challenges of data privacy

Cost of privacy
is going up
and will only
get more
expensive for
businesses

Annual Cost / 1M Identities



2020

\$192K

Per million identities

2021

\$400K

Per million identities

DO-NOT-SELL

63

Per 1M
identities

2020

167

Per 1M
identities

2021

DELETION

43

Per 1M
identities

2020

84

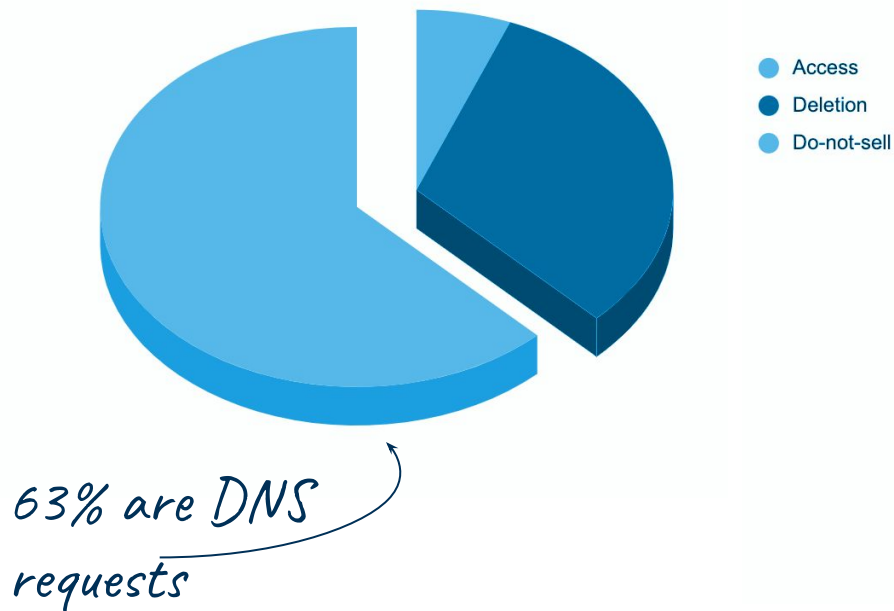
Per 1M
identities

2021

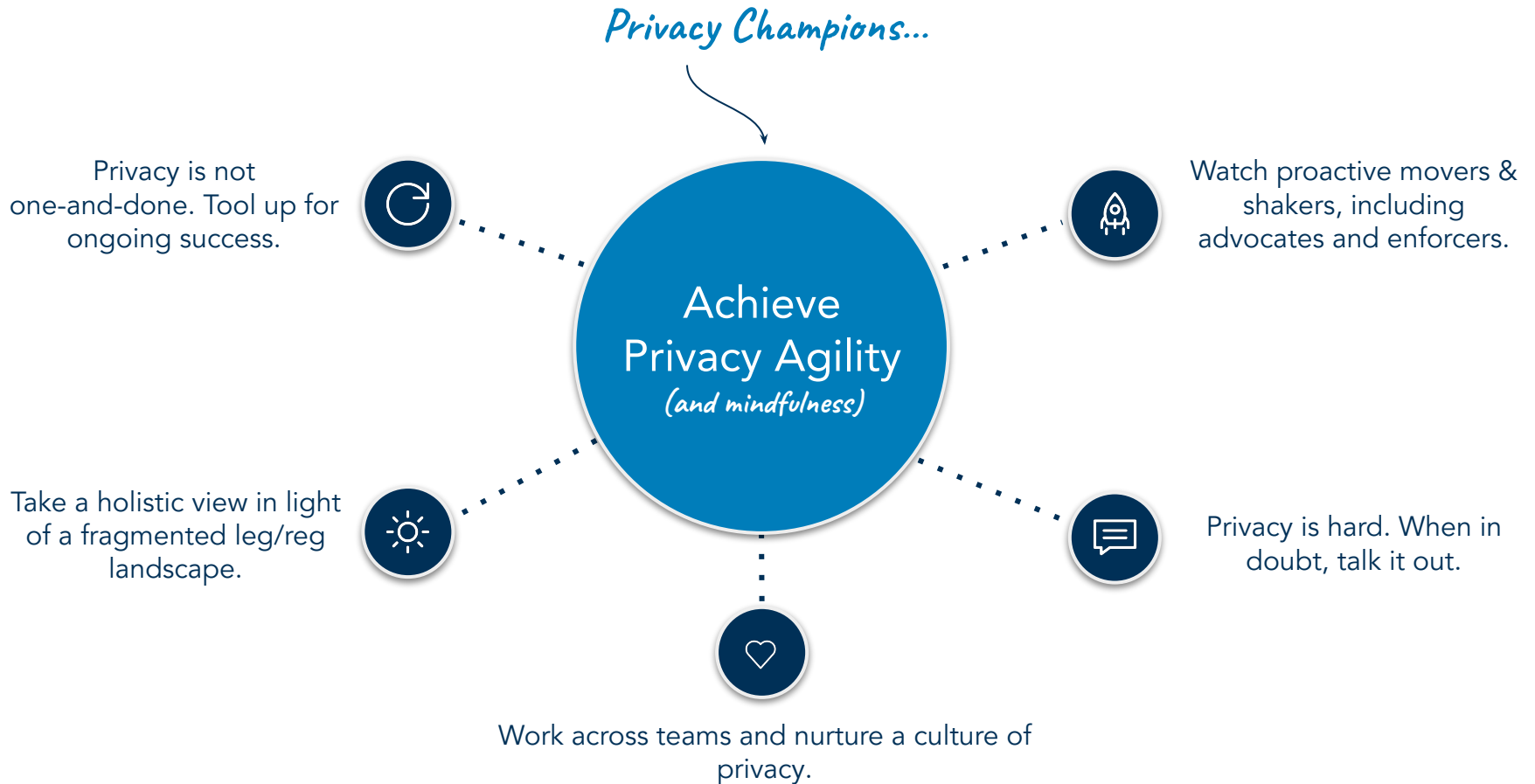
The volume
of deletion
& do-not-sell
requests nearly
doubled.

Ripple Effect of CPRA & Increasing Do-Not-Sell Requests

DSRs by Type 2021



CPRA = Rising costs & a doubling of requests for company who data share



Fireside Chat



Heather Wood
Head of Privacy Programs

Outreach



Josh Pugmire
Director of Information Security,
Privacy, and Compliance

Podium

Q&A

Text slides

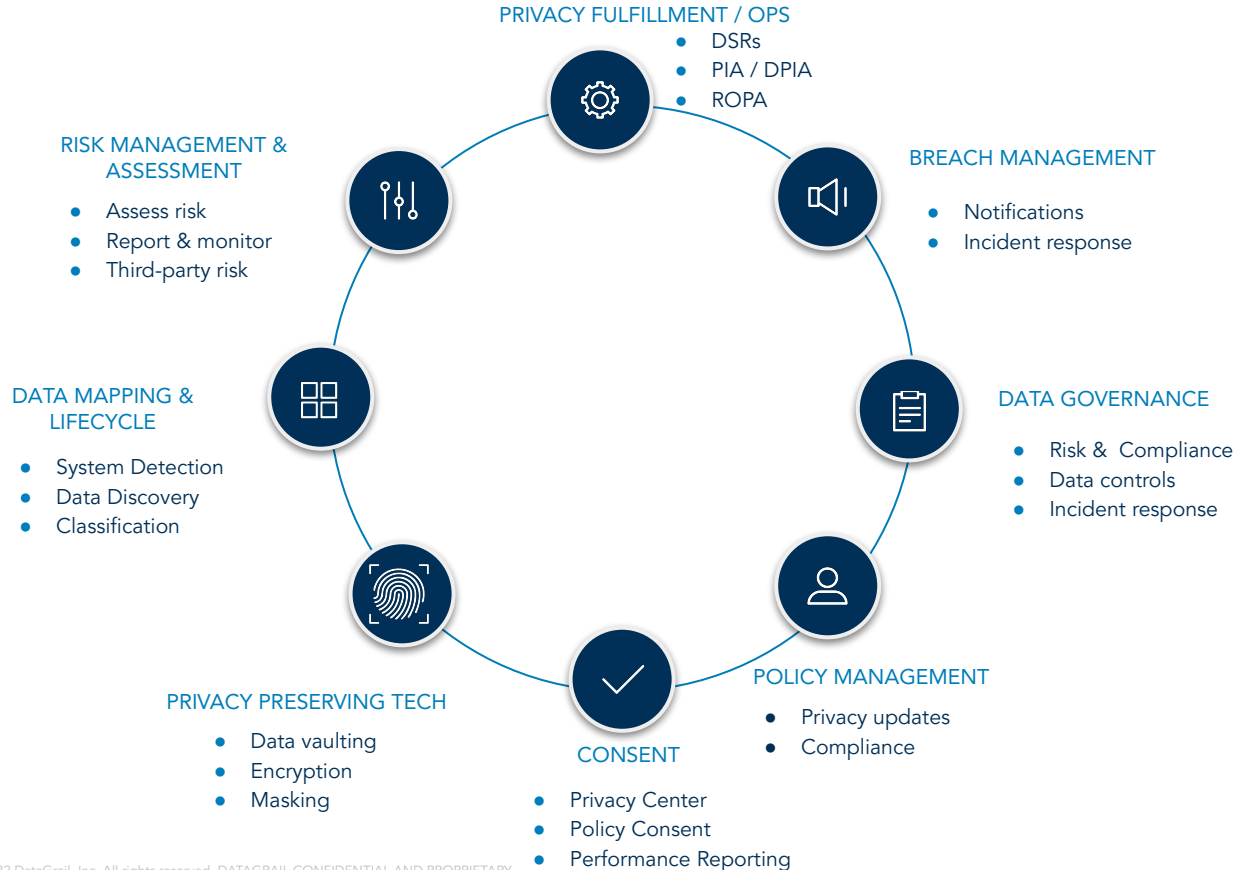
Thank You!

BUILD **TRUST** WITH TRANSPARENCY

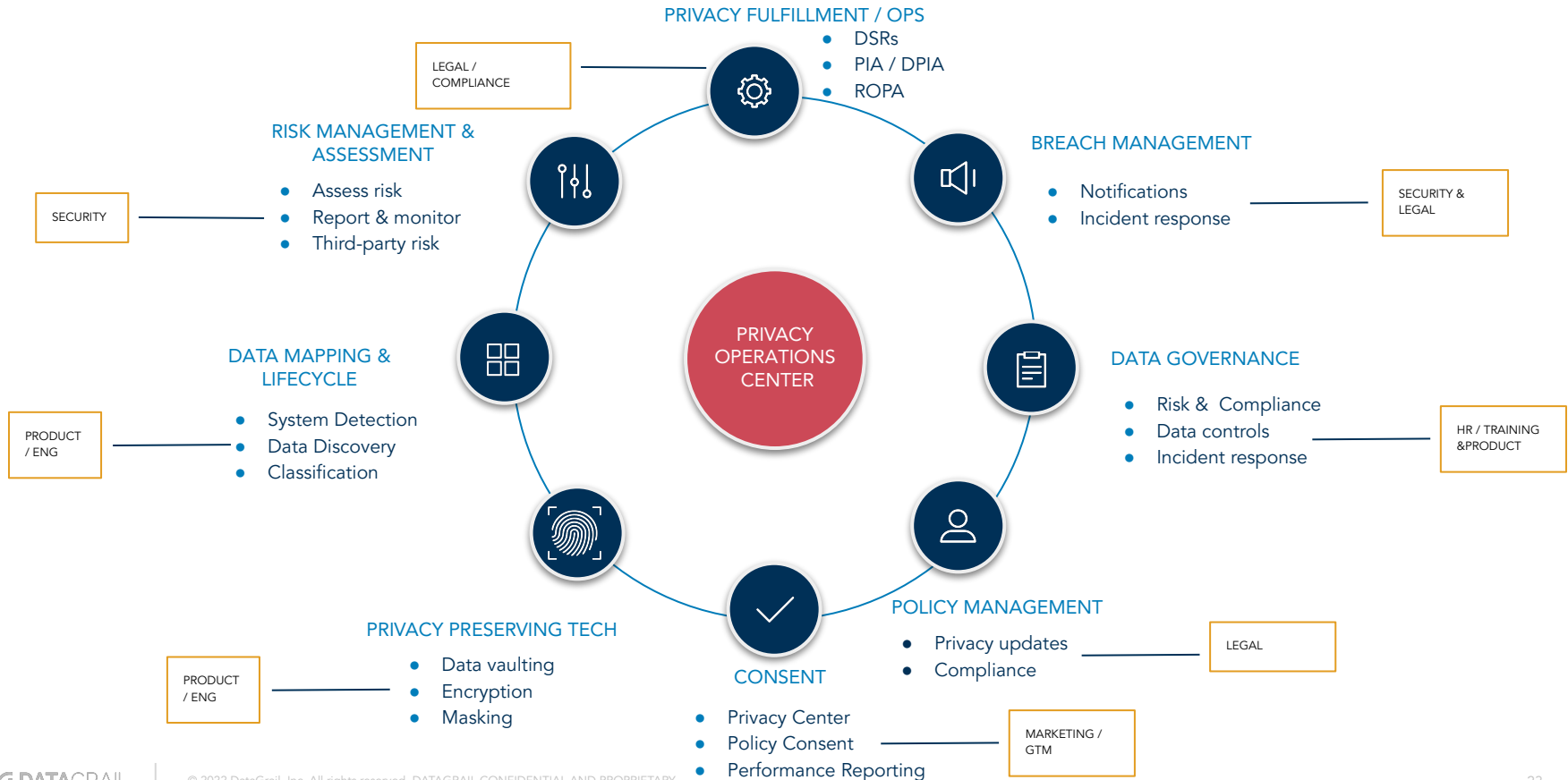
Questions?

DG DATA**RAIL**®

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