Privacy & Data Protection

A balancing act

Organizations have to strike a balancing act when it comes to data protection and privacy. Information assets must be used effectively and efficiently for the organization to be successful. However, there is a complex range of standards to meet, both in terms of regulatory requirements and arising from customer and employee expectations. It is a constant balancing act to make sure that the information’s value is realized while ensuring stakeholders such as customers, markets and regulators remain satisfied.

Deloitte member firms can use scales to illustrate the balancing act that organizations are expected to achieve when it comes to data protection and privacy. At one end of the scales are regulatory requirements; at the other end, customer and employee expectations. An organization must consistently ensure that the scales stay level, in other words, that information is used most effectively whilst marketplace trust and confidence are on equal footing with customer satisfaction.

The privacy and data protection balancing act is complicated by a host of issues:

- Complex regulatory environments at the local, national and global levels – privacy and data protection laws, customs and practices vary dramatically from country to country
- Globalization – businesses today are compelled to interact beyond traditional market borders, organically and through acquisitions, outsourcing and emerging markets
- The extended enterprise – success today often demands that you open, if not remove, the “walls” around your business and broaden access to your organization and its IT systems
- Rapidly changing technology – every advance in data-handling technology, including the recent consolidation trend in ERP systems and data warehouse IT virtualization, brings new privacy and cross border data flow implications
- Outsourcing and offshoring business processes – companies are outsourcing more activities than ever to third-party providers, which introduces an entirely new level of complexity to data risk and privacy issues

The result? Complex and potentially conflicting influences on data protection and privacy. The solution? A system that can help you actively address the many facets of privacy and data protection.

A sustainable approach

There are many potential ramifications of failed data and privacy protection, including:

- Compromised brand and lost customer trust
- Regulatory scrutiny and penalties
- Missed opportunities and squandered resources

The Deloitte member firms’ Privacy & Data Protection specialists go beyond policy to help you evaluate, design and implement a privacy program and solution set that is both scalable and sustainable. This approach helps you actively identify and focus on those privacy and data protection issues that represent either the highest risk or the highest return on your investment. It also involves identification of your highest risk areas, while being flexible and focused enough to address local, unique privacy requirements on a case-by-case basis (see diagram overleaf). By doing so, Deloitte member firms can help you optimize market opportunities while reducing exposure to critical risks and potential damage to your brand.
Deloitte member firms’ methodology incorporates the development of a privacy strategy, rationalized privacy requirements, data inventory and classification, policies and procedures, technology solution design and implementation, training and awareness and programs for ongoing verification and evaluation. All of these are aimed at operationalizing your privacy program and reducing initial and ongoing operational costs.

Deloitte member firms’ specific Privacy and Data Protection service capabilities include:

- Privacy strategy and programs
- Intellectual property and data protection programs
- Rationalized requirements framework
- Environmental analysis
- Policies and procedures
- Communications, awareness and training
- Solution set design
- Vendor Risk Management
- System architecture
- Cultural transformation
- Monitoring and reporting

**Deloitte member firm services**

The ongoing mission of the Security & Privacy Services team is to work with clients to achieve robust security through the delivery of end-to-end solutions, utilizing proven methodologies and tools, in a consistent manner globally, by world class experienced professionals. By working together, Deloitte member firms can assist you in improving enterprise security and value, bring new solutions to market and develop risk aware programs and processes.

Security & Privacy Services form part of the Enterprise Risk Services (ERS) practice. Deloitte member firms have over 16,000 professionals helping clients manage risk and uncertainty, from the boardroom to the network. They provide a broad array of services that allow clients around the world to better measure, manage and control risks to enhance the reliability of systems and processes.
The Deloitte member firms’ Security & Privacy services include:

- Security Management
- Identity & Access Management
- Privacy & Data Protection
- Business Continuity Management
- Application Integrity
- Vulnerability Management
- Infrastructure & Operations Security

Deloitte member firms offer broad, customizable solutions that will help clients enhance opportunities and master their most pressing and complex challenges. Deloitte member firms value clients and commit themselves to their success.

Practice highlights

- Approximately 10,000 IT Risk Management and Security & Privacy Services professionals globally, including over 1,000 CISSPs (Certified Information Systems Security Professionals), more than any other professional services organization
- Over 80 Certified Information Privacy Professionals (CIPP), including 11 CIPP/G (government) and 15 CIPP/C (Canada)
- Certified professionals in many other technologies and designations including CISA, CISSP, CIPP, ISO 27000 series, GEAC, ITIL, CISCO, DRII, BCI, Novell, Tivoli, Checkpoint, Microsoft, Sun, Entrust, IBM, WebSphere, CA, Siemens, SAP, PeopleSoft and JD Edwards