CYBERSECURE MY BUSINESS WEBINAR:
RESPECTING PRIVACY: MANAGING DATA COLLECTION IN YOUR BUSINESS

Tuesday, January 25, 2022
2:00pm Eastern, 11:00am Pacific
About Us

We empower a more secure, interconnected world.

Our alliance stands for the safe and secure use of all technology.

We encourage everyone to do their part to prevent digital wrongdoing of any kind.

We build strong partnerships, educate and inspire all to take action to protect ourselves, our families, organizations and nations.

Only together can we realize a more secure, interconnected world.
Speakers

Lisa Plaggemier
Executive Director,
National Cybersecurity Alliance

John Chen
Vice President, Legal: Intellectual Property,
Product & Privacy,
Trend Micro

Petros Efstathopoulos
Global Head,
NortonLifeLock Research Group
RESPECTING PRIVACY
MANAGING DATA COLLECTION IN YOUR BUSINESS

PETROS EFSTATHOPOULOS
GLOBAL HEAD OF RESEARCH – NORTONLIFELOCK
Data Privacy: Consumers Care

Norton Cyber Safety Insights Report Key Points:

• 73% of Americans spend more time online
  o 46% don’t know how to deal with a potential identity theft incident,
  o 59% worried about becoming victim of cybercrime
• 88% of Americans are concerned about data privacy
• 86% have taken steps to protect or hide their online footprint

Online tracking:

• 177 tracking entities encountered on average – in just one week of browsing!
  o Sensitive categories especially targeted: Political, Legal, Financial, Religion, Health, Sexuality

Based on an online survey of 1,000 U.S. adults conducted by The Harris Poll on behalf of NortonLifeLock, February 2021.
Data Privacy: Legislators Care

Numerous legislative and regulatory actions worldwide
- GDPR, e-Privacy directive, CCPA,…

Data breaches at an all time high
Data Privacy: Implications and Solutions

Implications for businesses (of all sizes!)
• Liability
• Reputational threats
• Compliance headaches

Things to consider
• The “principle of least data”
• Need for clear data processing policies (and enforcement)
• Embrace security best practices (e.g., 2FA, strong passwords, password managers, etc.)
• Embrace latest privacy-preserving data analytics techniques (e.g., federated learning, advanced encryption, etc.)
• Embrace data management policies (e.g., retention and deletion policies, data aggregation, etc.)
Data Privacy
John Chen
January 25, 2022
Privacy laws

- EUROPE - GDPR
- US - HIPAA, FCRA, FERPA, GLBA, ECPA, COPPA, AND VPPA
- CALIFORNIA - CCPA
- VIRGINIA - VCDPA
- COLORADO - COLOPA
Common principles

• DATA TRANSPARENCY
  • WHAT PERSONAL DATA ARE YOU COLLECTING
  • WHAT DO YOU DO WITH THAT DATA
  • WHERE IS THAT DATA STORED

• LEGAL BASIS FOR COLLECTING PERSONAL DATA
  • CONTRACTUAL OBLIGATION
  • OPT-IN CONSENT

• RIGHT TO ACCESS, DELETE, CORRECT, OR MOVE PERSONAL DATA
Compliance To Do list

• DATA MAPPING
  • WHAT PERSONAL DATA ARE YOU COLLECTING?
  • WHY ARE YOU COLLECTING THIS DATA?
  • WHERE IS THE DATA STORED/PROCESSED?
  • HOW LONG IS THE DATA STORED?
  • DO YOU SHARE THIS DATA WITH THIRD PARTIES?

• PRIVACY POLICY

• DATA DELETION PROCESS
Thank You!
Top Tips

1. Conduct a privacy assessment
2. Adopt a privacy framework
3. Educate employees

Learn more: https://staysafeonline.org/data-privacy-week/about-dpw/
Stay safe online.

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