TrustArc

PRIVACY POWERUP
2 of 10

Welcome to the Privacy PowerUp Series - designed to help professionals master the privacy essentials. This is infographic number two of ten in the series. Be sure to fully PowerUp your privacy knowledge and check out all of the resources in the series!

Understanding
Data Collection, Minimization, Retention, Deletion & Necessity

Did you know?

Currently, there are **over 147 zettabytes of data** in the digital universe, and more are created every day.[1]

Despite that, AI developers claim they are running out of data to train their models.[2]

However, collecting massive amounts of data without a purpose or to maybe use it in the future comes with risks.

The risks of collecting too much data

Data Accuracy & Quality
- Ensuring data accuracy at scale is challenging
- "Garbage in, garbage out" – poor quality data degrades over time

Data Volume
- Storing large amounts can be expensive
- Requires scalable and cost-effective storage solutions

Privacy Infringement
- Improper handling can infringe on privacy rights
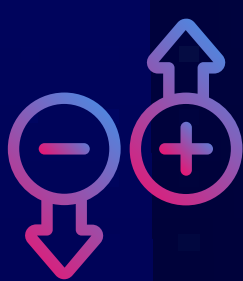- Risks increase with third-party sourced data

Security
- Large amounts of data increase breach risk
- Breach costs include fines and loss of trust

Data Integration
- Integrating data from multiple sources is complex
- Creating a complete business picture is challenging

Why less is more

- **Reduce noise:** Focus on relevant information
- **Faster decision making:** Fewer errors, quicker insights
- **Cost reduction:** Lower storage and maintenance costs
- **Increased security:** Fewer records reduce breach risk
- **Environmental impact:** Lower digital carbon footprint

5 tips for implementing data minimization

1 Review acceptable data use policies
- Limit data collection to necessary and relevant purposes
- Ensure data is deleted when no longer needed

2 Embed privacy by design
- Integrate from the start with product/service development
- Raise awareness among employees about data minimization

3 Leverage data minimization techniques
- **Anonymization:** Remove sensitive identifiers
- **Pseudonymization:** Replace personal info with unique codes

4 Conduct a data system inventory
- Include third-party vendor systems
- Understand what data is collected and its purpose

5 Use risk assessment processes
- Conduct PIAs and DPIAs
- Assess data collection risks and necessity

Mitigating risks & enhancing trust

Save time and reduce privacy risk with TrustArc's Data Mapping & Risk Manager. Achieve continuous compliance with automated data flow mapping, risk analysis, and remediation.

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