

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

Getting Started in Privacy

Did you know?

As of 2024, **79% of the**

world's population is covered by some form of data privacy law1

either somewhat or very concerned about their online privacy²

68% of consumers are







The responsible and ethical handling of data, especially focused on information that is considered personal, identified, or identifiable to

What is data privacy?

a person or household, including how, where, and with whom it's collected, stored, managed, and shared.

and respecting privacy is now expected from businesses

approach to business

improper use

Why prioritize data privacy?

• Trust and loyalty (Brand Reputation) - 65% of customers won't support untrustworthy companies³

Societal expectation - Privacy is the default expectation

- Compliance Avoid legal risks and potentially hefty fines Risk management - Help prevent data breaches and
- Ethical responsibility Aligns with a values-driven
- Familiarize yourself with key regulations



CCPA – California Consumer Privacy Act

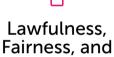
- HIPAA Health Insurance Portability and Accountability Act
- PIPL China's Personal Information Protection Law

Frameworks - Nymity, OECD, APEC, NIST, ISO 27701

LGPD - Brazil's General Data Protection Law

GDPR – EU's General Data Protection Regulation

Fundamental principles of data privacy



Transparency

Be upfront, reasonable,

and lawful with your data

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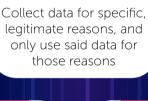


Storage



Purpose

Limiation

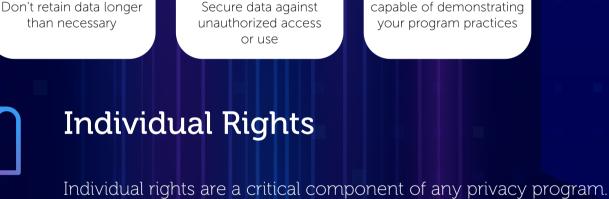












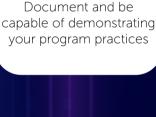
Limitation



Integrity and

Confidentiality

Here's an outline of some common rights that individuals can exercise regarding their personal data:





find inaccurate or incomplete data 3. Right to Erasure (Right to be Forgotten)

Individuals can request deletion or removal

of some or all personal information

Individuals can request corrections if they

Individuals can ask to see and understand

1. Right to Know/Access

what data is held about them

2. Right to Rectification

Establish the foundation of your privacy program

Create an Implementation Plan

Identify Key Contacts

certain cases. These rights are not absolute and may vary by jurisdiction and geography

4. Right to Restrict Processing

of data processing by an organization

5. Right to Data Portability

6. Right to Object

Individuals can obtain their data in a

common, machine-readable format

Individuals can object to data processing in

Individuals can limit or preclude certain types

Assess Current Practices Conduct gap analysis against key privacy laws or frameworks

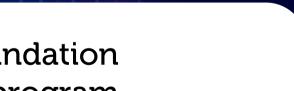


Instill a Privacy-First Culture

Conduct annual training and internal knowledge campaigns

Build training and awareness programs

Incident Response or Breach Response



Develop controls, standards, and procedures **Develop Policies and Procedures** Create privacy notices, data processing addenda, etc.

Consider focusing on high-risk areas first

Build relationships with key stakeholders

Continuously Monitor and Reinforce Regularly update controls to ensure compliance or handling

Build an incident response plan or process

Be ready to assess impacts and respond appropriately

Power your teams with on-demand knowledge

Nymity Research from TrustArc maintains an extensive privacy and regulatory database that includes 25+ years of comprehensive expert guidance, legal summaries, and operational templates. In minutes, you can easily understand your regulatory requirements and get started using expert-built templates for all your privacy and AI governance activities.

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