The Building Blocks of
Privacy Program Management

Privacy Hero Resource
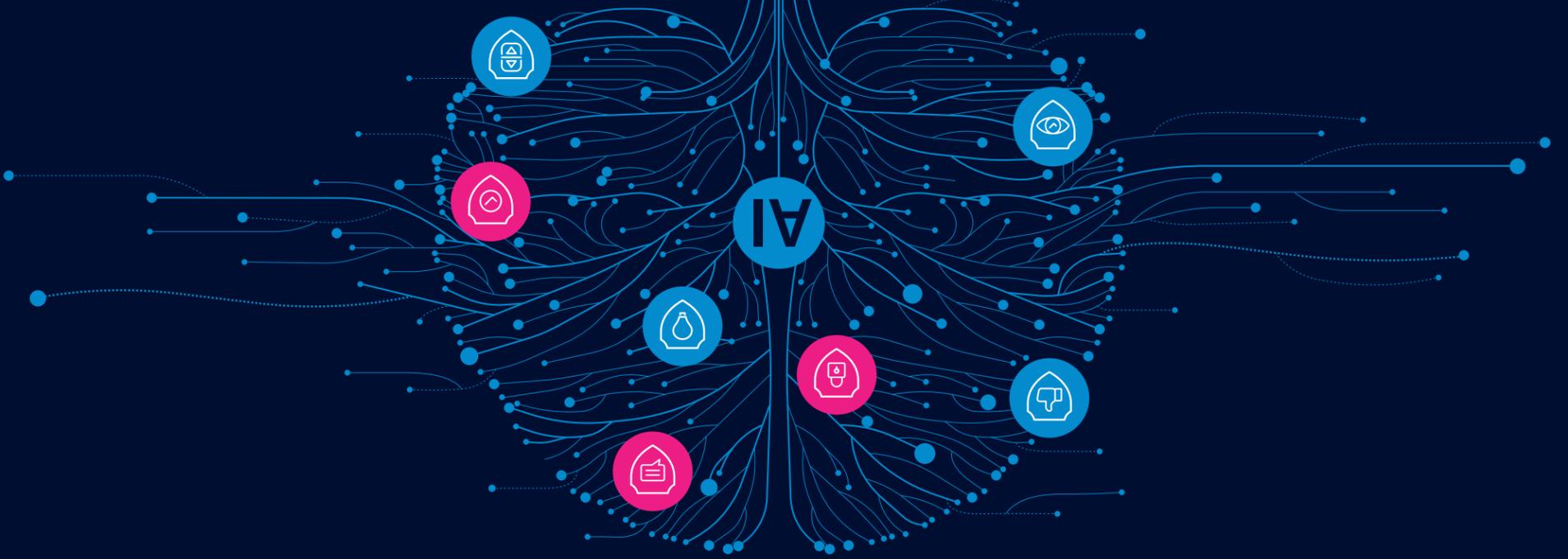
TrustArc

The Building Blocks of Privacy Program Management

Ac Accountability
Accountability
Be responsible and accountable for personal information under your control

DS Data Security
Data Security
Protect personal information with appropriate security relative to the sensitivity of the information

DA Data Accuracy
Data Accuracy
Keep personal information accurate, complete, and up-to-date

LF Lawfulness and Fairness
Lawfulness and Fairness
Process personal information according to a valid legal basis and in an honest and legal manner

DM Data Minimization
Data Minimization
Collect, use, and store only personal information needed for the processing purpose

PL Purpose Limitation
Purpose Limitation
Process personal information only for the purpose for which it was collected

DR Data Retention
Data Retention
Keep personal information only as long as required to fulfil the processing purpose

Tr Transparency
Transparency
Inform individuals about data handling practices

how to build a responsible AI program

TRUSTe
Responsible AI
Powered by TrustArc

Let us help you with the heavy lifting
with Responsible AI Certification

Privacy Hero Resource

TrustArc

Building Blocks of Responsible AI

Valid and Reliable

Explainable and Interpretable

Secure and Resilient

Privacy-Enhanced

Safe

Accountable and Transparent

Fair – With Risk of Harmful Bias Managed