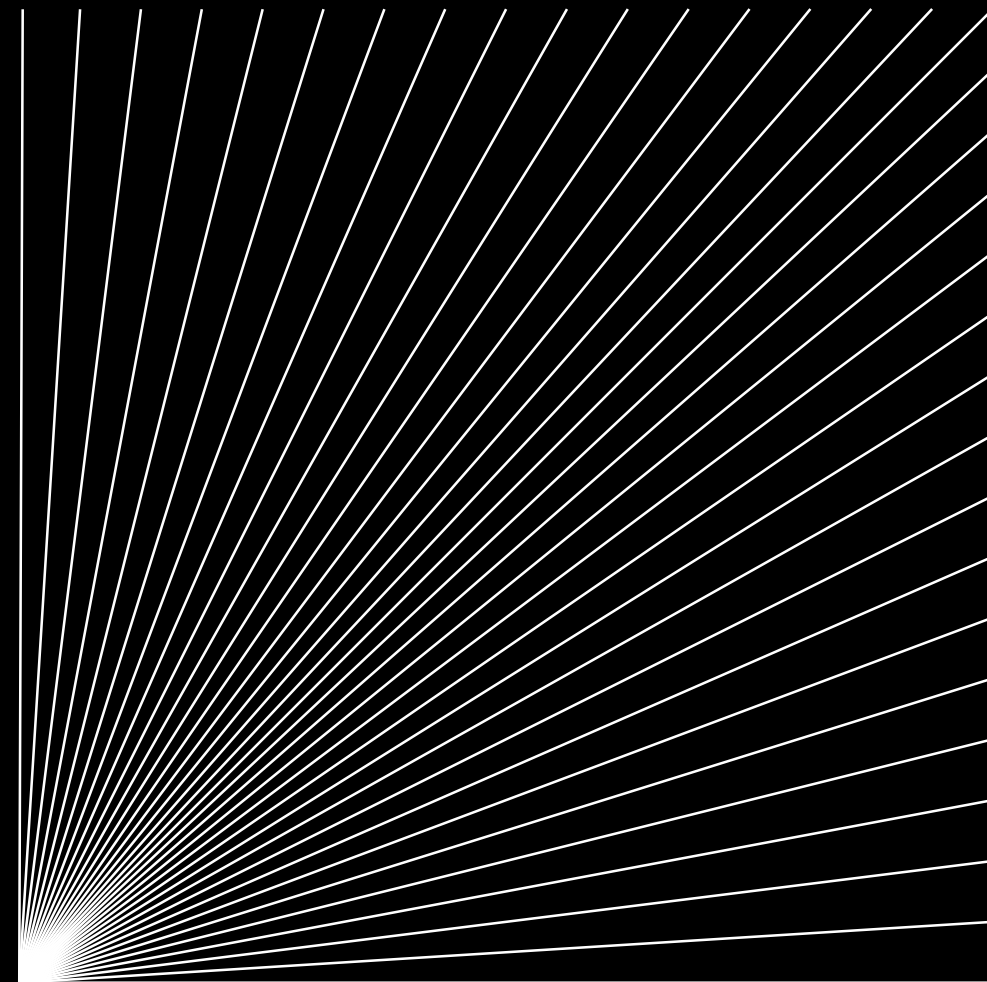


# DIFC Data Protection Talks

Talk #8: Benefits of a Data Privacy  
Management Program

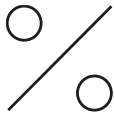
Date: 24 January 2023

**The future is here.**

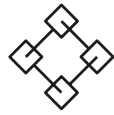




Where do we find information about the tangible, monetary benefits of a data privacy management program (DPMP)?



What are the benefits and costs?



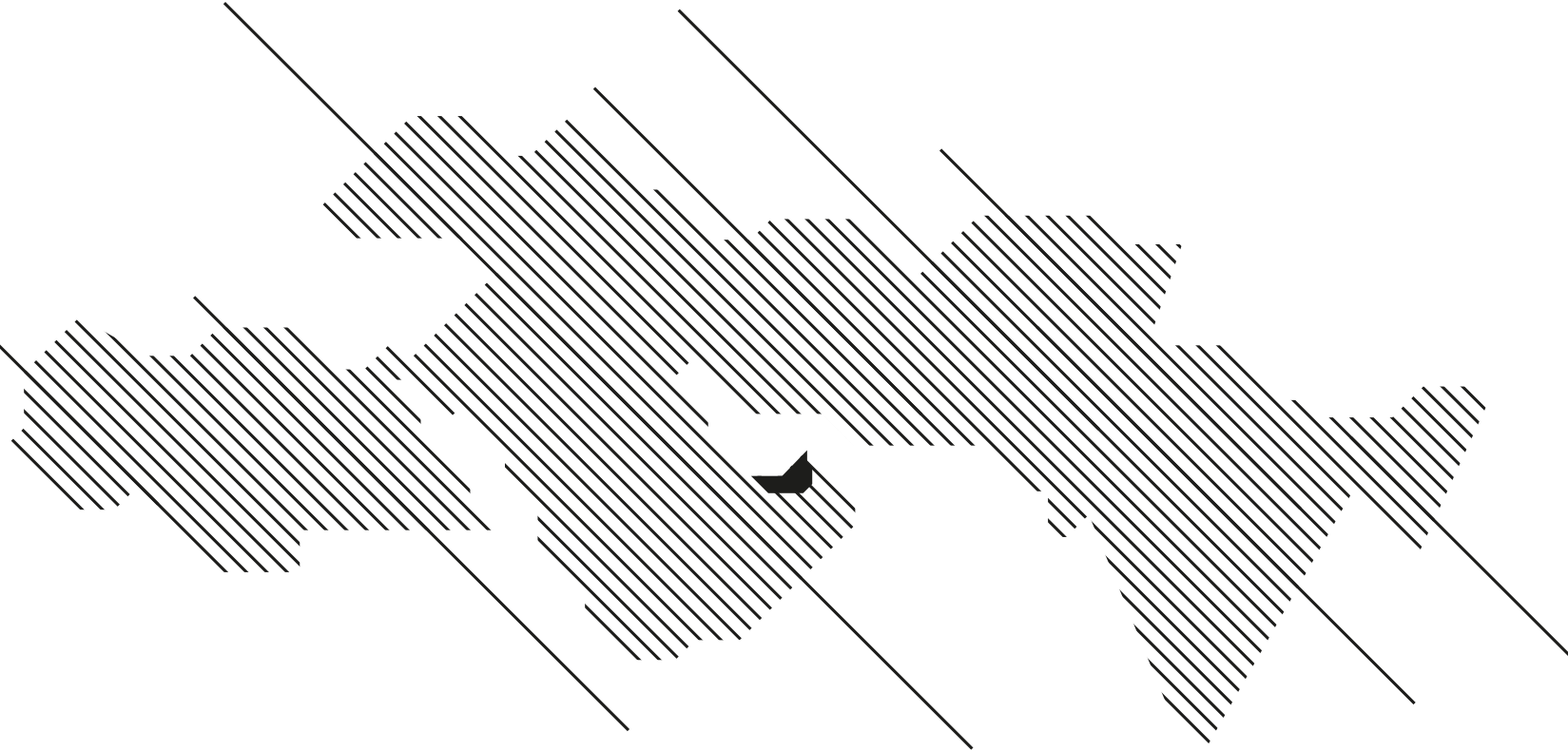
What re your burning questions?

# Where do we find information about the tangible, monetary benefits of a data privacy management program (DPMP)?

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Historically, as data protection law and enforcement was developing, it was easy to opine on the need for a DPMP, but difficult to put a finger on the benefits. It was much easier to only see the cost of compliance.

Studies are now becoming available to help privacy professionals make this argument.



**€832m**

European authorities issued fines totaling **€832m (€731m)** for violating GDPR in 2022, of which Meta paid over 80 per cent

**28%**

Most of the participants in a recent study experienced at least \$1 million in benefit from investing in privacy over the past year. **Twenty-eight percent** experienced **over \$10 million in benefit.**

**Guidance**

The CIPL / Cisco study and report is available [here](#).

# Cisco / CIPL Business Benefits of Data Protection Management Programs: Key findings

1

Risk and compliance benefits are the most significant benefits experienced by companies implementing a privacy program

2

Increasing recognition that a privacy program can enable broader use of data, provide a competitive advantage and build trust

3

Investing in privacy programs can yield high monetary benefits – 56% of study participants experienced at least \$1 million in benefit

4

Most organizations use privacy maturity models to implement a privacy program (e.g., CIPL Accountability Framework, ISO, NIST Privacy Framework)

5

Corporate leadership, including the board, is increasingly focused on positive impacts of privacy programs

6

Companies identified the need to develop the right KPIs to measure and report performance/effectiveness of privacy program

# Range of perceived benefits from privacy investments

Survey participants were asked to report what degree they experienced the following 12 distinct benefits



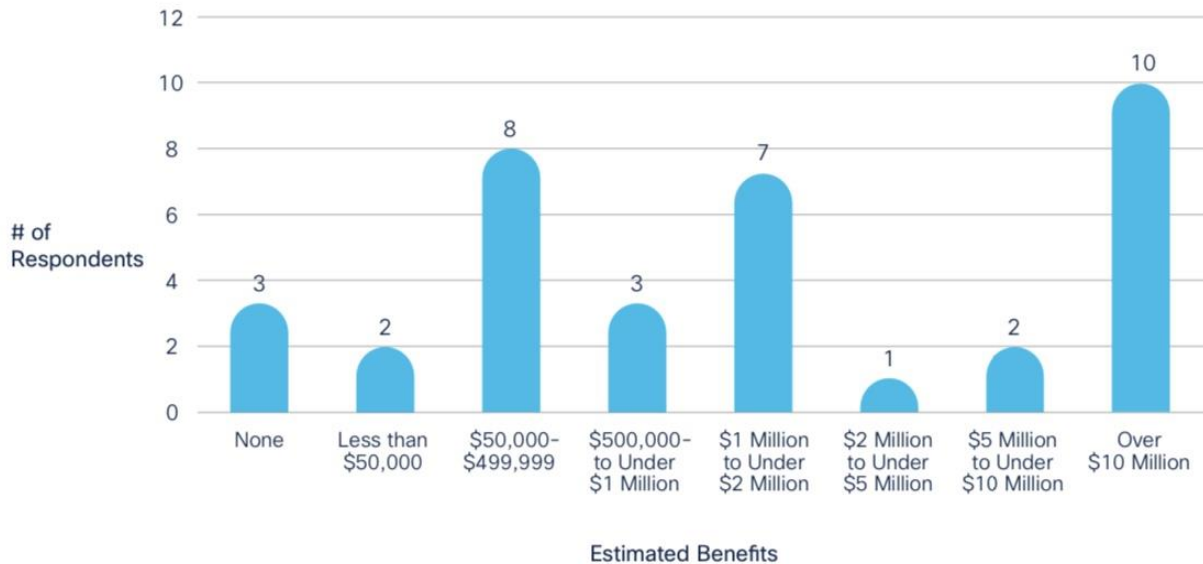
**25%**

of participants identified 10 or more of the 12 areas where their organizations are getting “significant” or “very significant” benefits

**78%**

of all participants identified at least 4 or more areas where their organizations are getting “significant” or “very significant” benefits

# ROI of investing in privacy programs



- 56% of survey participants experienced at least \$1m in benefit from investing in privacy last year
- 28% experienced over \$10m in benefit
- Only 8% reported not experiencing any monetary benefit from privacy investments
- The findings suggest that investing in privacy is beyond compliance and has a positive impact on the businesses' bottom line
- Additional work required to measure and quantify how organizations benefit from their programs consistently and systematically over time


# What else do I need to know about DPMPs?




What tools are available to help me “sell” compliance?




How many fines has the Commissioner’s Office issued this year and for what reasons?




How does the Commissioner’s Office learn and help my company learn about risk mitigation?



Are there any templates available to make it easier to comply?




Does compliance matter that much for a small company?



How can I benchmark with other organisations?



What does DP Law 2020 say about compliance program requirements?



Can I consult with the Commissioner’s Office if I need help?

# What are your burning questions?

DIFC DP Talks – Tuesdays with Lori #8

## Questions and Comments

**What is possible to put in place to avoid SCC repapering every time there are modal clauses changes. Is there a DP documentation structure accepted by DIFC for global/regional third-party contractor arrangements?**

*There is not at this time, but we are working on the concept of [multi-lateral adequacy recognition](#), which means that regulators and participants in a consortium agreement use a platform to input regulatory and compliance information to maintain an adequacy dashboard. For now, though, SCCs are the most commonly used mechanism and your sentiments are valid.*

**The provision suggested to be included in the employment contracts to get the consent from the employees to collect and store their data.**

*Consent from employees is a tricky matter – it's often not considered valid consent. You may wish to phrase it as an acknowledgement of the requirement to share data for employment purposes, i.e., payroll, insurance, etc., but remind them of their rights to manage how their employer processes their data.*

**What does the Commissioner's agenda look like for 2023?**

*This year, we many plans, but the top ones are to plan to further upgrades to our portal automations and to create new ones – happy to take suggestions! Updated regulations will be up for consultation and published as well. We are also working on further relationship building efforts and MOUs with other regulators, to hopefully establish more mutual recognition of the equivalence of our DP Law with others and thereby enabling less papering exercises. Finally, another key part of the plan is to further develop the [EDMRI](#) and due diligence survey.*

**How many cyber breaches has the DIFC seen in the last 12 months? Has the DIFC fined any of those companies who have been subject to a breach and if so what is the reason for the fine?**

*We get a handful of breach reports per year, maybe 5 or so are reportable and the others were not harmful. We are currently investigating one. Last year, one resulted in a fine, but it was not reported as a cyberbreach – it was, however, unlawful sharing of personal data. Please check out our [Supervision and Enforcement](#) page for further updates. We will add breaches to this page this year as well.*

**What's your thoughts on the UAE's statement re US international transfers**

*Personal opinion – it's a good step forward, and we are looking forward to building a similar relationship with the US as well. We have conducted workshops through our ever-growing privacy professionals network that have been co-sponsored by the US Commercial Service, here in September and tomorrow in ADGM, as well as collaborating on the CBPRs Global Forum. There are varying views on the "US privacy issue" – happy to discuss any time in detail.*

**Will the Commissioner introduce any mandatory exam for the DPO?**

*We are exploring recommended certification courses, but otherwise, no.*



Free  
for  
everyone

## Contact

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For further information  
please contact:

DIFC DP Commissioner's Office  
[commissioner@dp.difc.ae](mailto:commissioner@dp.difc.ae)

+971 4 362 2222

Gate Building  
Level 14  
DIFC, Dubai, UAE  
PO Box 74777