

DEVELOPING A RIGHT-SIZED PRIVACY PROGRAM



Elements of an Adaptive Privacy Program



It Is Strategic

- Supports corporate needs and risk tolerances
- Designed around current realities
- Implementable
- Trainable
- Easily updated

It Is Customized

Accounts for appropriate personnel and training needed to support effort	Plans for targeted infrastructure needs for program
Tailored to deliver needed outcomes to internal stakeholders	Supports corporate financial goals

It Addresses the Law

Legislation

- Rapidly changing
- Ever-growing

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Litigation

- Increasing
- Global

It Helps the Company Use Appropriate Contracts

- Terms that protect
- Integrated into diligence efforts
- Address regulatory requirements

Roadmap to Get to Right-Sized Program

