



Getting bang for your buck: Spending your 2025 privacy budget wisely

Wednesday, 29 January

10:00-11:00 PST

13:00-14:00 EST

19:00-20:00 CET



Meet Your Speakers



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Today's Agenda

- Poll
- The state of modern privacy budgets
- Best practices for securing the budget you need
- How to think about prioritizing the budget you have + examples
- Overarching advice
- What not to do
- Q&A

Poll

What is the top priority for your budget this year?

01

Technology, tools, & software

02

Hiring and staffing

03

Training and education

04

Outside counsel, external audits
and consultants

05

Litigation

06

Other

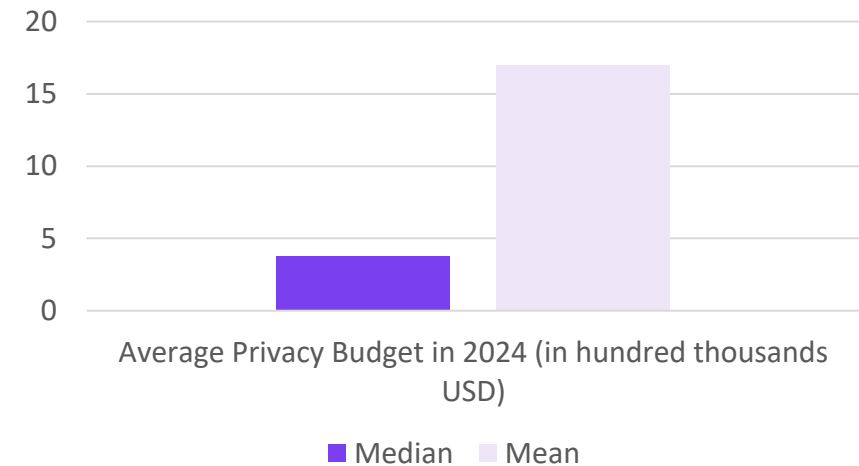
Privacy Budgets Are Growing But Not Fast Enough

The top challenge of delivering on privacy compliance in 2024 was budget constraints, as reported by 56% of surveyed privacy pros.



- Identified budget constraints as top challenge
- Identified other top challenges

The median budget in 2024 was \$375k, while the means was ~\$1.7 million (skewed by a few outlier orgs that invested heavily in privacy).



- This data was sourced from IAPP's [2024 Data Privacy Governance Report](#), which sampled organizations with dedicated privacy pros.
- That means unsampled organizations with hybrid roles or which are just ramping into privacy aren't represented **and may have even less to work with.**

What Does a Fully Resourced Privacy Program Need?

	People	Tech	Process
Internal	<ul style="list-style-type: none">• Privacy pros• GRC, Security, IT pros	<ul style="list-style-type: none">• A full-scale privacy tech stack: Consent management, DSARs, data mapping, vendor assessments, etc.• Project and collaboration tools	<ul style="list-style-type: none">• Situational & regulatory awareness• Assessment & subject rights workflows• Data mapping/inventory/RoPA workflow
External	<ul style="list-style-type: none">• Legal counsel• Auditors• Consultants	<ul style="list-style-type: none">• Excellent vendor support	<ul style="list-style-type: none">• Audits• Consultations

How to Get the Business to Say “Yes” to the Dress

Best Practices for Securing Buy-In

1. Align Privacy & Business Goals

- Digital transformation
- Auditability
- Expansion into new markets
- Consumer trust

2. Gather Your Champions

- Start with the level below C-suite
- Understand needs and where privacy overlaps
- Once you “speak their language,” then approach the C-suite leader

3. Report on What Matters to Others

- For the privacy team: PIA completion times, # of consents managed, etc.
- For others: FTE hrs saved through automation, deals influenced, etc.

Privacy Strengthens Brands

81% of consumers say that protecting customer data is important to building trust in an organization.*

Privacy is table stakes for third-party relationships

31% of cyberinsurers say privacy is their primary concern^a

*Voice of the Consumer Survey, PwC, May 2024

^aLooking Ahead: Cyber Liability Insurance Concerns in 2024, Woodruff Sawyer, January 2024

eBook

Get the Business to Say “I Do”

Find out more tips on building the business case and arguing for budget, like:

- How to build a project plan that clearly articulates the strategy, timeline, and support you need for implementation
- How to speak to stakeholders in legal, GRC, security, and other functions and turn them into your fellow privacy champions
- What objections you might encounter when advocating for data privacy at your organization

[Click here](#) or scan the QR code





There's Only So Much You Can Do

- At a certain point, you have to assess what you have to work with and make do.
- How do you prioritize where to spend the budget you have and achieve outcomes that:
 - Support compliance?
 - Protect the business and its consumers?
 - Prove privacy's value?
 - Do it all efficiently without slowing down the pace of business?

Determining What to Prioritize

Understand Your Privacy Drivers

Each of these factors will be at play in your organization—but the form they take and their weight will be different from business to business.



Compliance

What regulations are you subject to?



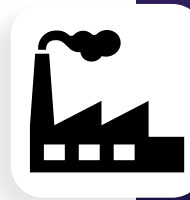
Operational

What systems do your organization rely on the most?



Business Imperatives

What has the business already prioritized, and where does privacy fit in?



External

What outside forces might factor into your thinking?

Another Way to Think About What Should You Prioritize

Keep these overlapping factors in mind:



Evergreen Best Practices We've Seen



Building Privacy Holistically & Proactively*

*Our recommendation

- Leadership buy-in from the top down
- Building a unified privacy framework
- Privacy by design
- Strong vendor management
- Customer-centric transparency
- Iterative processes



Thorough & Repeatable Response to Inciting Initiatives

- A project involves using personal data in a new way → The org explores and builds out an assessments process.
- The org wants to expand into new European markets → GDPR compliance with subprocessor and contractual agreements becomes a priority.
- M&A Opportunity → The org focuses on privacy-driven data mapping and ROPAs to facilitate due diligence.

Priorities Specific to the Business

Subject to MHMDA?

- Consumers have a right to receive a list of third parties that received their data → **data mapping/inventories** could be a priority.
- MHMDA heavily regulates the use of geofencing → **PIAs & privacy by design** can help you avoid relying on non-compliant geofencing technology
- The MHMDA only permits health data collection with affirmative opt-in → **Consent management** might be a priority.



B2B or B2C?

Priorities Specific to the Business

	B2B	B2C
Needs to:	<ul style="list-style-type: none">• Build trust with individual customers• Manage large amounts of personal data, like biometrics or location	<ul style="list-style-type: none">• Ensure secure and compliant data handling for their customers/clients
Privacy challenges:	<ul style="list-style-type: none">• Ensuring consumers understand their rights and the business's privacy practices• Handling SRRs at scale• Reducing consumer friction while staying compliant	<ul style="list-style-type: none">• Minimizing the risk of data breaches• Proving trustworthiness to potential customers/clients• Knowing where data lives and whether its being handled appropriately
Areas for prioritization:	<ul style="list-style-type: none">• Consent & preference management• Subject rights flows across jurisdictions• Privacy policy management	<ul style="list-style-type: none">• Data mapping/inventories• Data pseudonymization• Privacy and security certifications

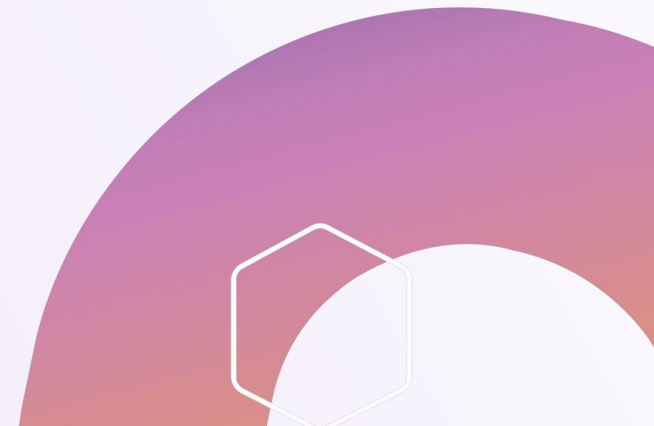
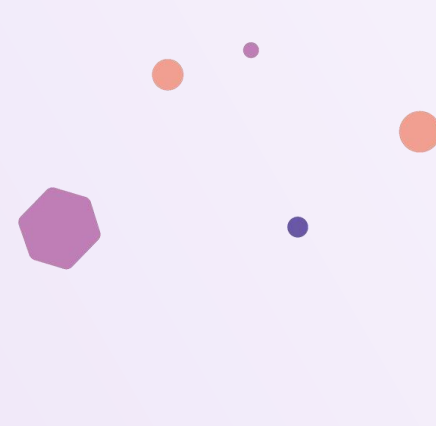


2025 Privacy Laws

Priorities Specific to the Present Moment

- MODPA: Low thresholds for population; strict definitions; data collection and minimization requirements
 - You might prioritize notice & consent processes and TIAs
- Potentially hefty fines: DCDPA, NJPA, TIPA, MODPA
 - You might prioritize designating a team member to specifically track these laws & associated updates from regulators
- CCPA's Evolving Requirements:
 - With draft regs surrounding ADMT going into effect, you might prioritize PIAs and privacy by design

Overarching Advice



Overarching Advice

Consider Your Maturity Level

Crawl



Aim for Visible Privacy

- Make your program transparent to enable consumers (and regulators) to understand:
 - Consent management
 - Subject rights management
 - Public-facing privacy documentation

Walk



Automate Intelligently

- Automation for automation's sake results in more work of a different kind
 - E.g., maintaining integrations
- Identify the biggest bottlenecks and automate those first.
 - Vendor privacy risk discovery
 - Subject rights request orchestration

Run



Attain Operational Excellence

- Focus on backend frameworks and processes
 - Audits & certifications
 - Accelerating sales cycles
 - Develop your data map and automate data store discovery

Marathon



Monitor & iterate

- Cultivate a culture of privacy
- Measure and report on privacy operations
 - Do you see more subject rights requests from certain jurisdictions taking longer?
 - Are you consistently conducting assessments when necessary/desirable?

Overarching Advice

Define a Metrics & Reporting Plan

- Get prepared to prove your value for the next time budgets are being planned.
- Remember your privacy drivers? Use them to identify important metrics to track that will resonate with the business.

Compliance

- Mapping number of regulations compliant with
- Tracking vendors'/third parties' regulatory requirements
- Noting codes of best practice or guidelines
- Tracking enforcement decisions
- Compliance risks on risk registry

Business Imperatives

- Volume of privacy tickets received (SRRs, PIAs, DPAs)
- Privacy Inquiries
- Involvement in data lifecycle management
- Vendor risk scores
- Number of personal records held
- TIAs completed
- Unsubscribes, privacy policy views, privacy support enquiries

Operational

- Metrics for incident reporting, privacy incidents
- Measures related to data sharing with business partners and service providers, including cross-border data transfers.
- Response times/SLA
- Maturity ratings

External

- External conversations
- Blogs / Whitepapers published
- Feedback from externals
- G2 or similar scoring
- Privacy questionnaires/RFPs

Overarching Advice

Secure Cross-Functional Buy-In

- Privacy is a team sport
- Collaboration means you can more efficiently complete tasks like:
 - SRRs
 - PIAs
 - Vendor evaluation and onboarding
 - And more
- With champions on other teams, you're also more likely to win extra budget next year





What NOT to Do

Speak now or forever hold your peace

Don't:

- Be extreme about manual work vs. automation
- Ignore culture and education
- Overcomplicate your solution selection
- Misjudge where you actually are in your privacy journey
- Forget to tailor your program to your needs and organizational risks

How Osano Helps You Get More Bang for Your Buck



Localization for Global Compliance

Automatically provide your customers with cookie banners and subject rights compliant to their governing law in the language of their preference.



Smart Automation

Automate cookie classification, common SRRs like summaries and deletion, data store discovery, and assessment workflows while keeping a human in the loop for accuracy.

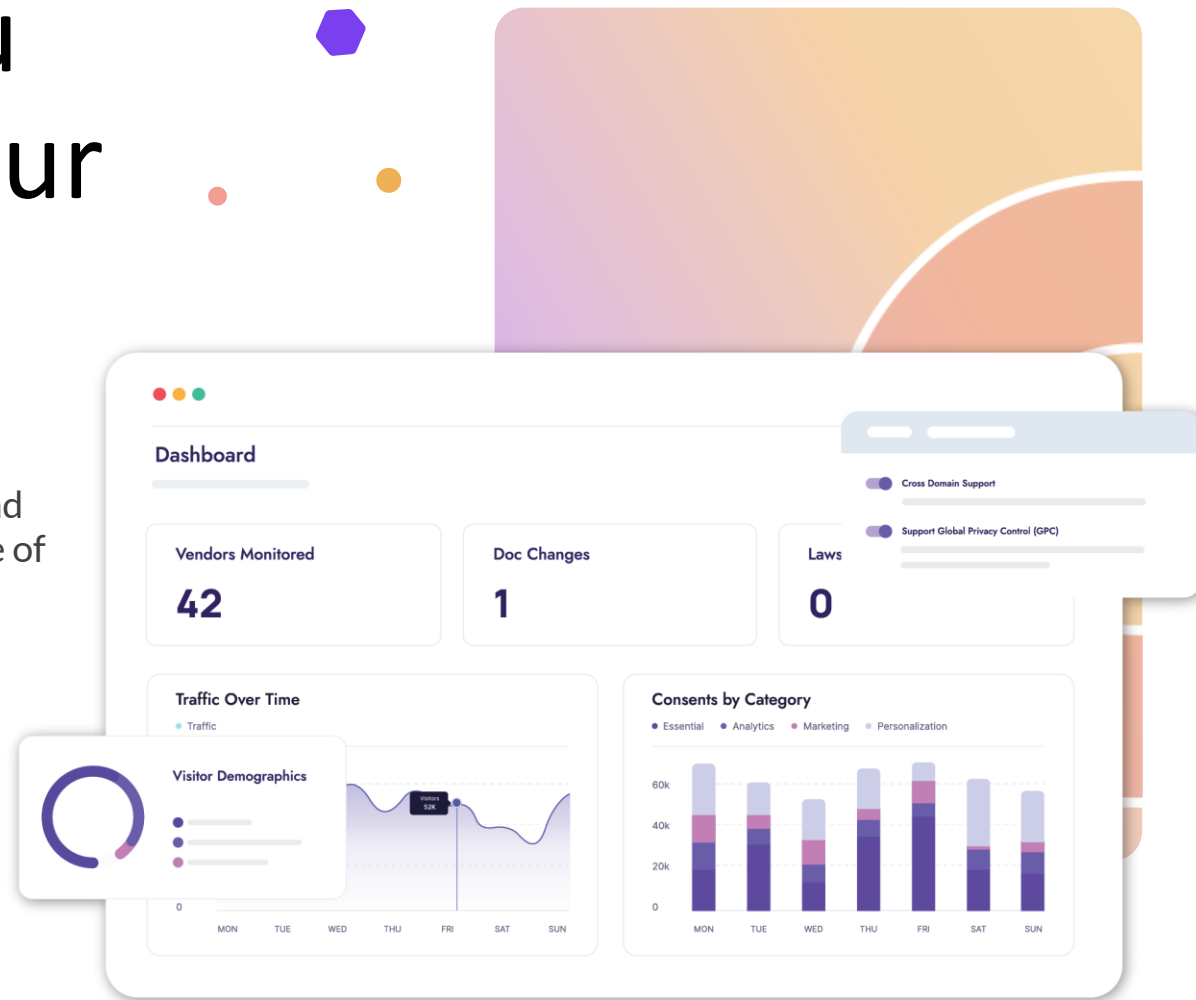


Privacy Expertise Baked In

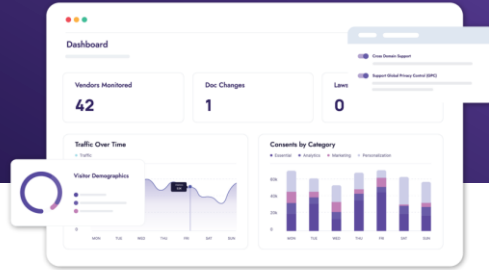
Osano is designed and maintained with a team of privacy experts' input. Consent, subject rights, assessments, and more are kept up to date with the latest best practices so you don't have to research privacy requirements yourself.



And more capabilities to support you on your privacy journey



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Q&A

Ask your most pressing data privacy questions.



Web Conference Participant Feedback Survey

Please take this quick (2 minute) survey to let us know how satisfied you were with this program and to provide us with suggestions for future improvement.

Click here: <https://iapp.questionpro.com/t/ACtQeZ46DY>

Thank you in advance!

For more information: www.iapp.org

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