iapp

Building digital trust with *confidence by design*

Tuesday, 3 February
08:00–09:00 PST
11:00–12:00 EST
17:00–18:00 CET

Amy Reeder Worley

Managing Director & Data Protection Officer, BRG

Author, *The Confidence Advantage*

Dane McFarlin

Serial Founder & Technology Executive

Tara Cho

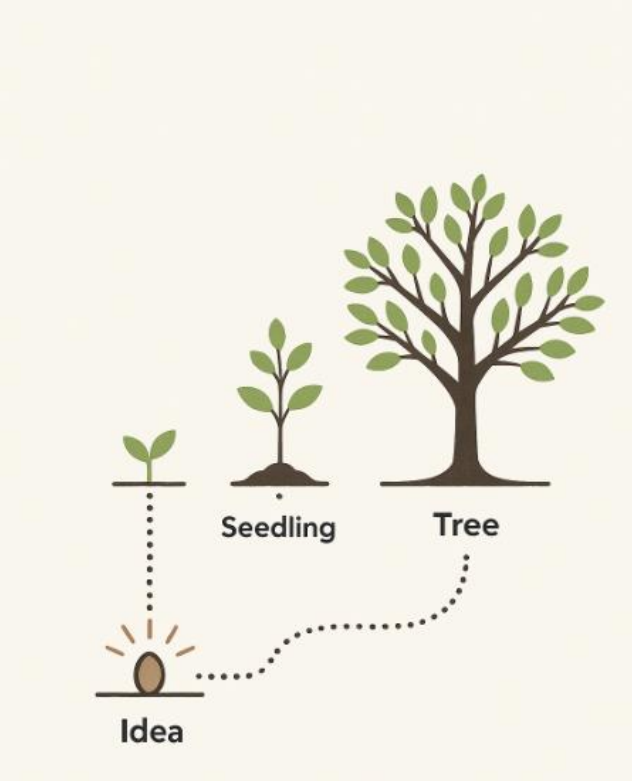
Partner, Chair of Privacy and Cybersecurity Practice, Womble Bond Dickinson, LLP

Poll

Tell us who you are:

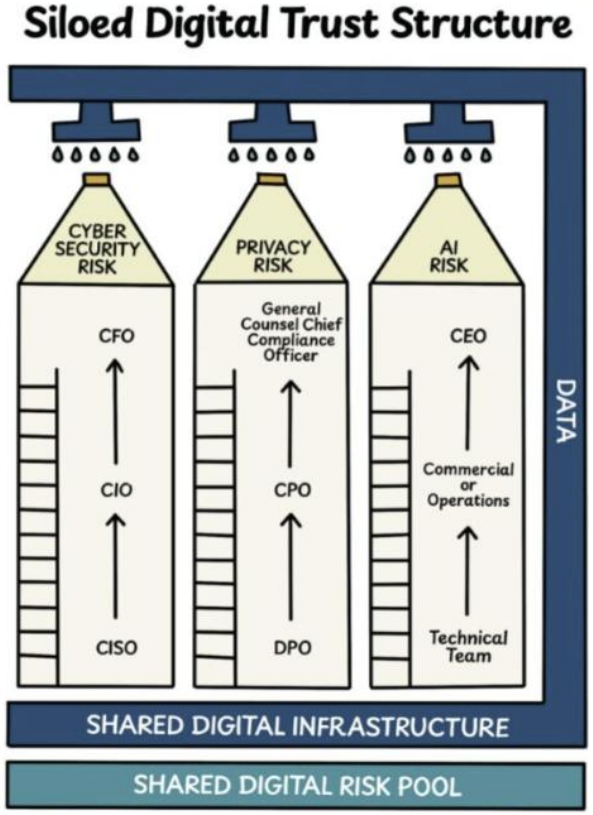
A. I am a business executive (not in legal, compliance, or IT).
B. I work primarily in cybersecurity.
C. I work primarily in privacy.
D. I work primarily in AI governance.
E. I work in a mixture of, cyber security, privacy and/or AI governance.
F. I’m just here for the CPE credits and the fellowship.

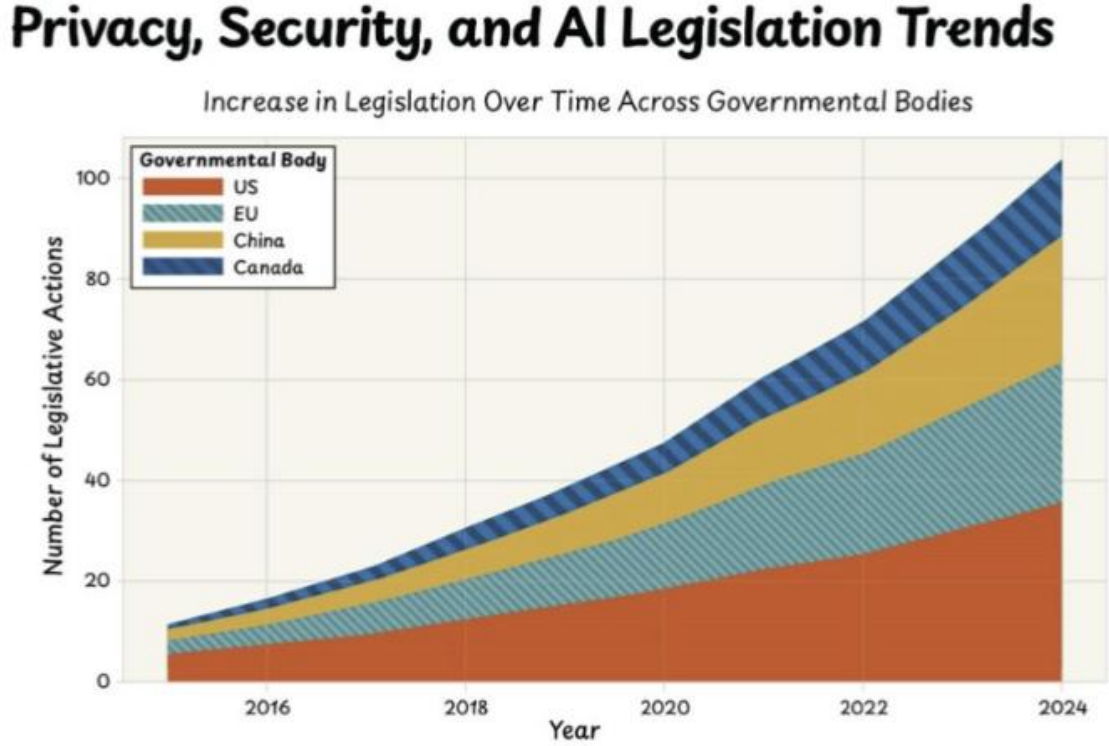
The Confidence Advantage: Optimizing Privacy, Cybersecurity and Privacy for Growth. An origin story.



- Working with clients across industries and domains to help them reduce risk & create value.
- 3 a.m. **eureka** moment – What if cyber, privacy and AI are not three problems?
- What if they are **one problem** in need **a common language**?
- That idea is the seed that grew into *The Confidence Advantage.*

The problem





Cumulative legislative activity over time by region

The stakes

According to Gartner, the worldwide spend on AI in 2025 was ~$1.5T

According to McKenzie, companies that have evidenced-backed systems in place to ensure digital trust are 1.5X more like to grow by 10% annually

The average cost of a data breach in the US in 2025 was $10M

The answer – It is *not trust; it is confidence*

Regulatory compliance is necessary

Evidence-based **CONFIDENCE IS TRANSFORMATIVE**

Poll

Does your company consider digital trust to be a component part of the products or services you sell?

A. No, digital trust is not considered a value add to the products or services we sell.
B. Somewhat, my company understands that digital trust can impact our reputation in the market.
C. Yes, my company views digital trust as part of a growth strategy
D. I don't understand the question.

The market wants to be confident in your product

Two key concepts:

1. law is the (often belated) codification of a market demand, and

2. earned trust, i.e., **confidence**, is how you meet that demand.

This is not your father's marketplace. The compliance structures that worked 5 years ago no longer meet today's market demands.

Deflecting the buzz kill: “Aren’t we in a deregulatory period?”

- **No**, we’re in a **differently-regulatory** period
  - Global regulation affects multinationals and establishes business expectations
  - State and provincial level rules proliferate
  - Commercial “table stakes” – AI is changing everything about contracting
  - Per Pew, the public is concerned about these issues in a way that impacts buying

“Differently-regulated” markets are less predictable—some might say mercurial—and require confidence building programs to allow businesses to weather shifting tides

Poll

Do you think your company, or your clients, would benefit from a **common framework** to understand digital risk (cyber, privacy, and AI) across the enterprise to help break down silos?

A. Yes
B. No

The Framework

- Legislation neutral
- Aligns to cyber, privacy, and AI accepted frameworks
- Top down and bottom up- build a culture of confidence around a **shared language** and framework
- Security, Privacy and Responsible AI by Design
- Multiple implementation methodologies
- Focuses on accountability, measurement, and culture

Framework allows clear, enterprise-wide understanding of digital risk and opportunity creating accountability

CONFIDENCE BY DESIGN
CONFIDENCE BUILT IN.

PRINCIPLE ONE: We are proactive, not reactive.

PRINCIPLE TWO: We design for transparency and explainability.

PRINCIPLE THREE: We empower users by giving them meaningful control over their data.

PRINCIPLE FOUR: We use data to create value for users and customers, generating positive-sum outcomes rather than zero-sum trade-offs.

PRINCIPLE FIVE: We implement Privacy, Security and Responsible AI by Design.

PRINCIPLE SIX: We practice data minimization.

PRINCIPLE SEVEN: We ensure confidence in our vendors and partners.

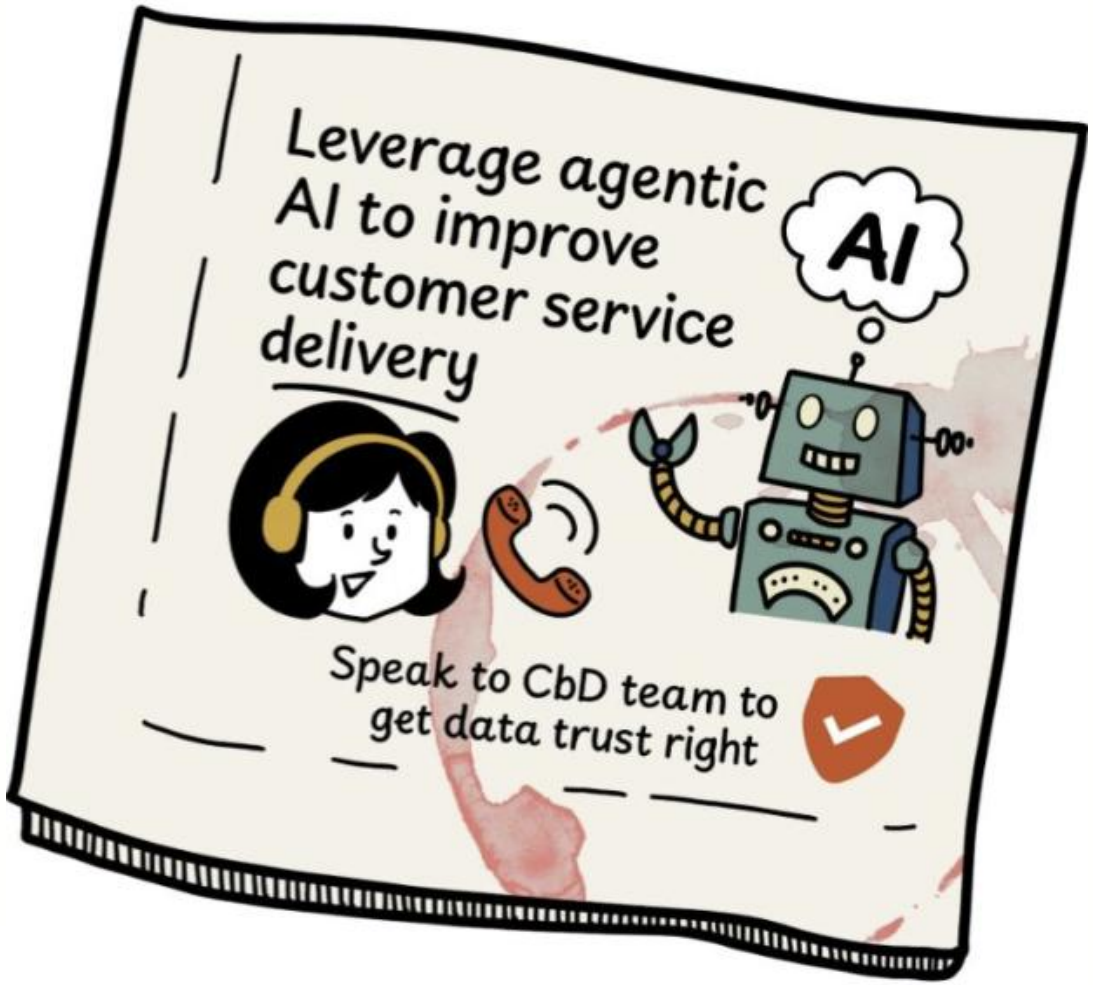
PRINCIPLE EIGHT: We hold ourselves accountable.

PRINCIPLE NINE: We design for resilience.

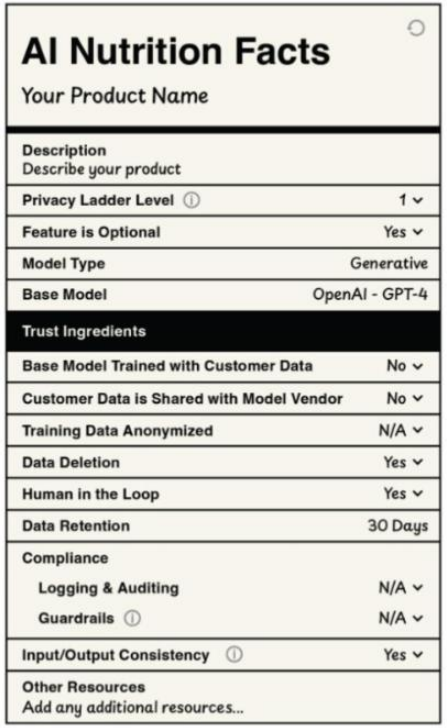
PRINCIPLE TEN: We design for safety and quality.

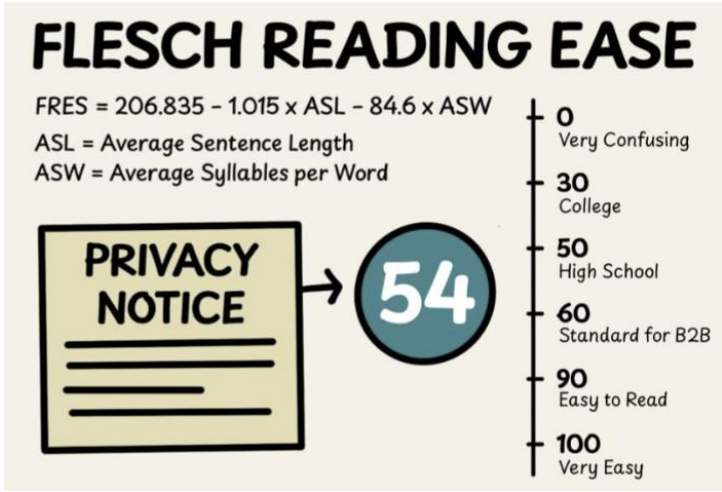
PRINCIPLE ELEVEN: We design for lawfulness and fairness.

Proactive

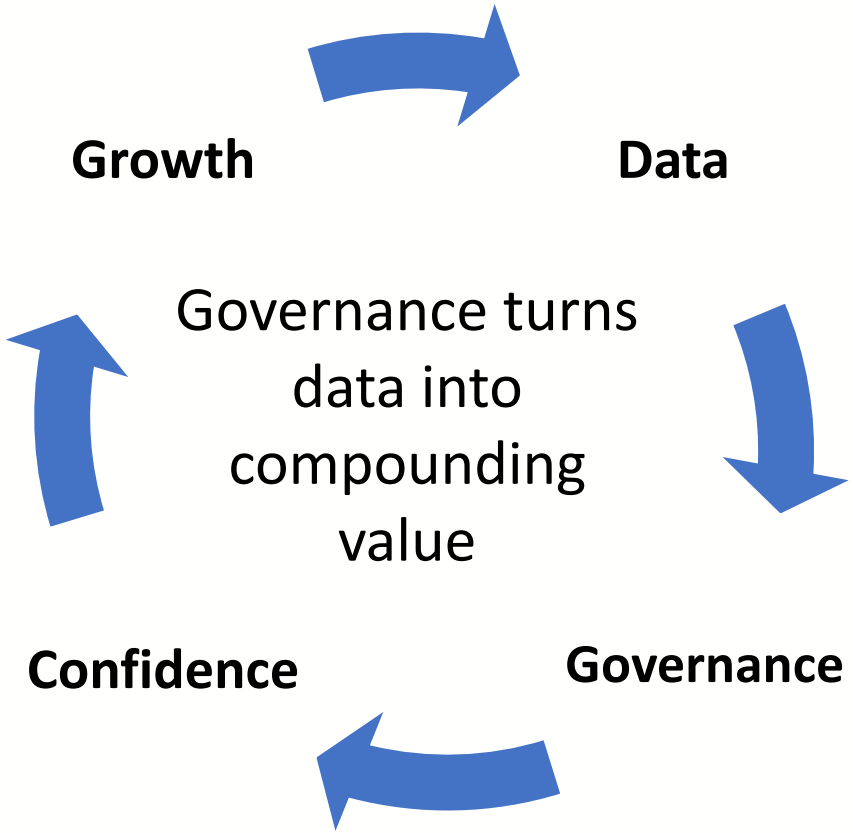

Leverage agentic AI to improve customer service delivery
AI
Speak to CbD team to get data trust right

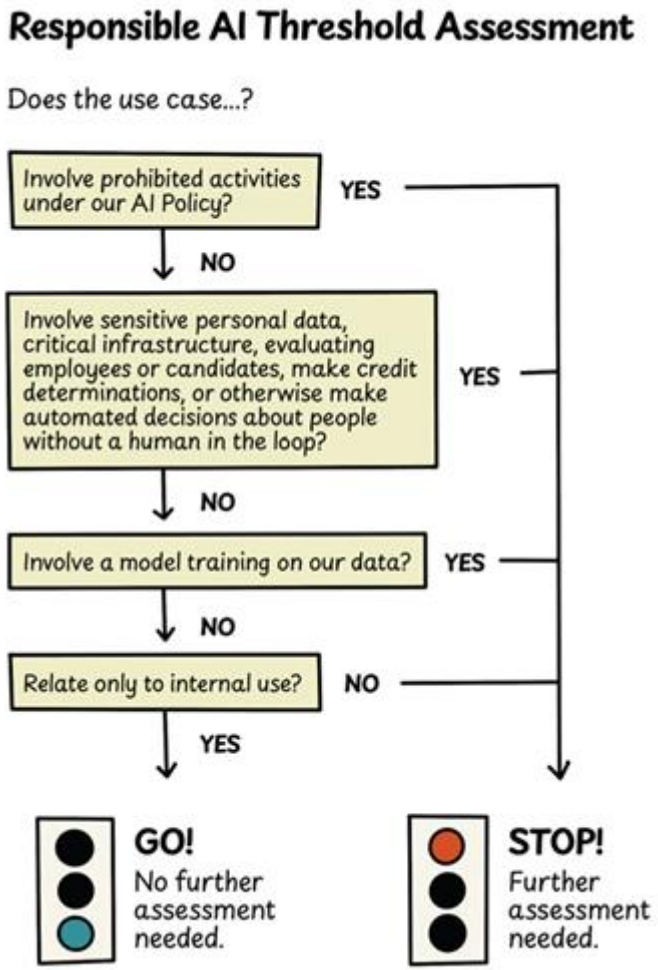
Transparency, Choice, and Explainability





Positive-Sum Value Creation



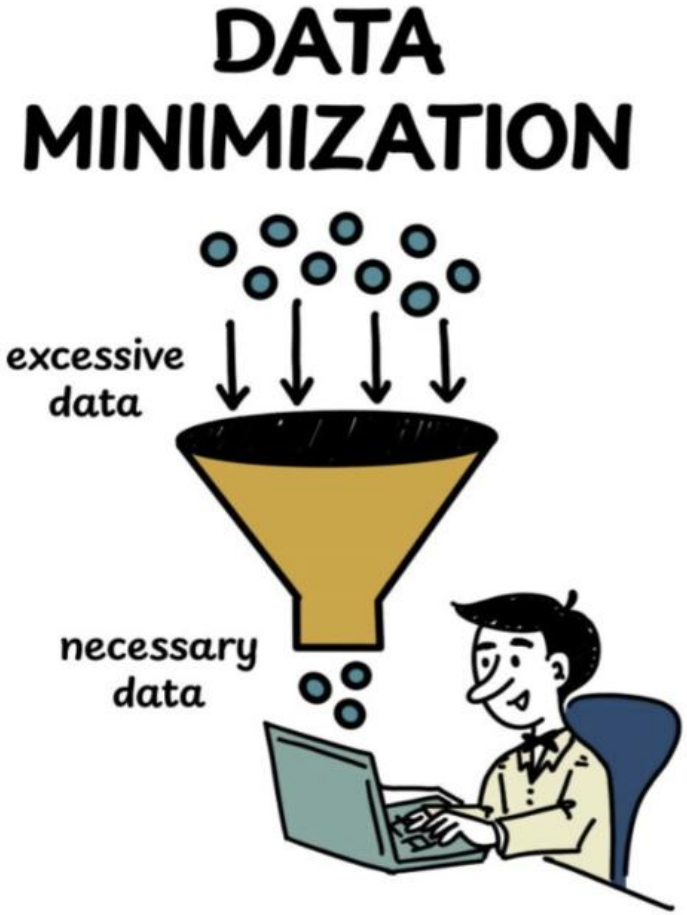


Confidence by Design

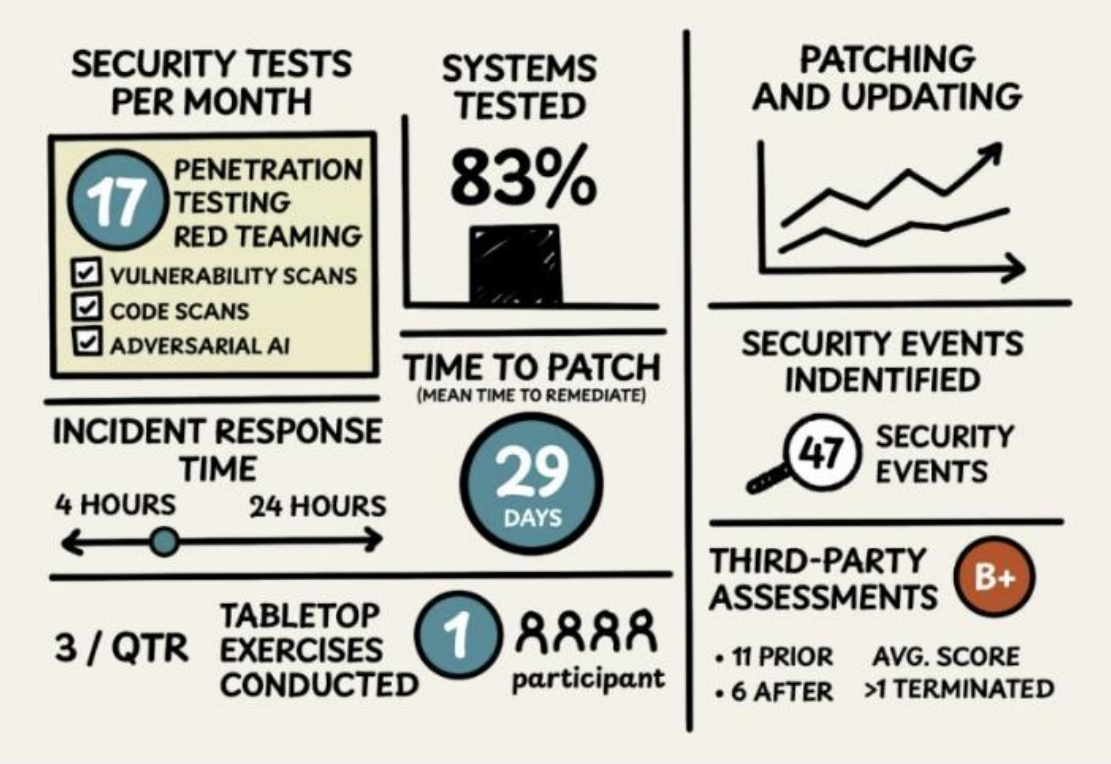
- SbD, PbD, and RAID are critical to mange risk and create confidence.
- Do not have to slow the business down if you do smart **threshold assessments** and put resources where real risk lives.
- The more **proactive**, the less gridlock.
- Pair with Principle 8, **accountability**. One accountable owner. The person whose day will be ruined if the risk materializes is the person who approves the risk.
- **Yes, we can**, if we….

Data Minimization

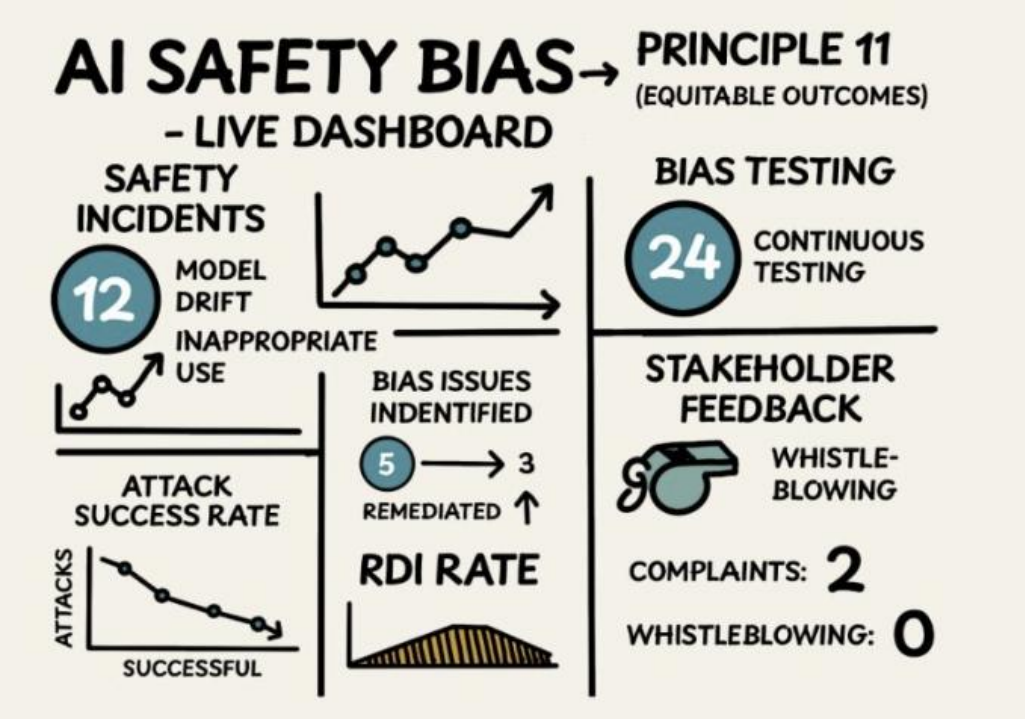
- Privacy- a basic data protection principle
- Security-reduce your attack surface
- AI-clean inputs and governed prompts and outputs

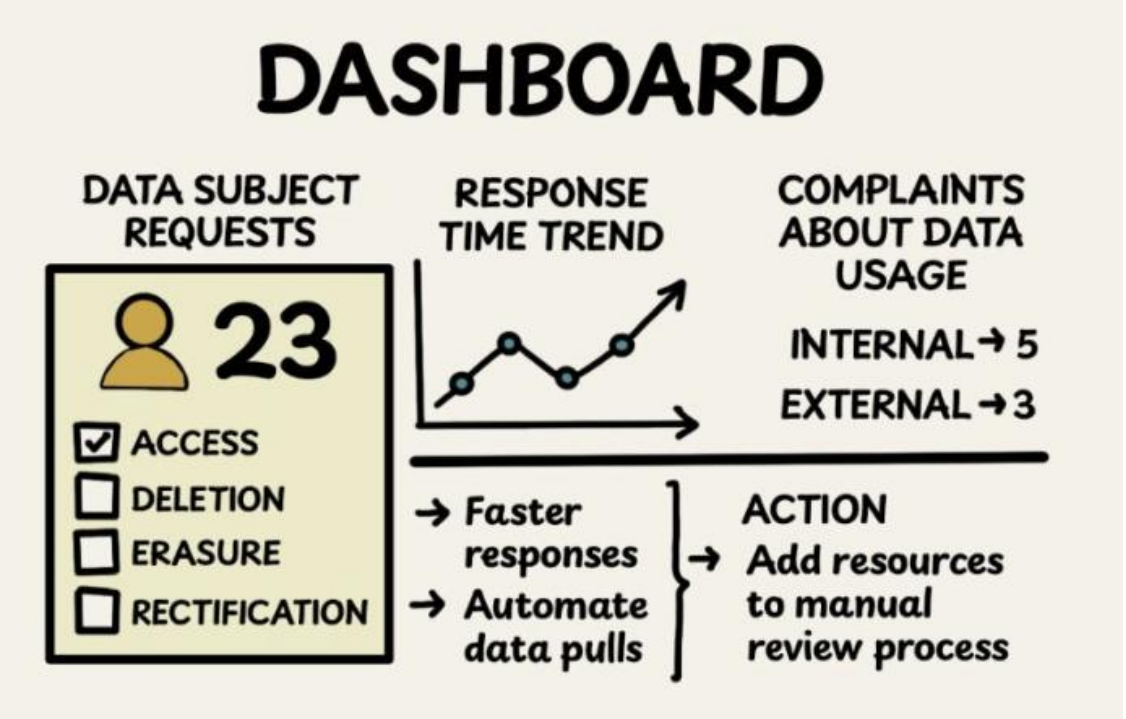


Accountability, Resilience, & Vendor Confidence



Safety, Quality, & Lawfulness/Fairness



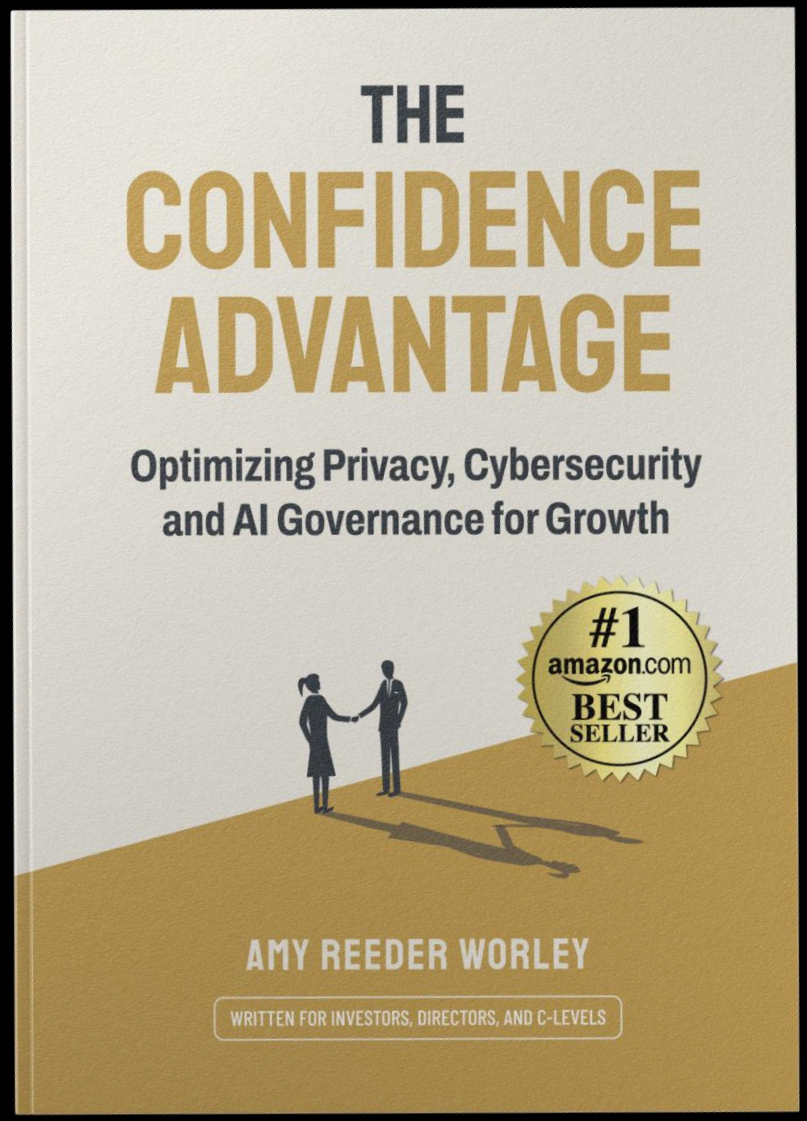


Learn more at www.confidenceadvantage.io

Reach out with questions or to schedule a client briefing.

Amy Reeder Worley

aworley@thinkbrg.com



Now Available on Amazon.com

The Confidence Advantage **is now available in all formats, hardcover, paperback, and digital.**

Help us spread the word and share this with your colleagues and executive team. Word of mouth from peers is an excellent way to help show your support.

Now available on Amazon. The book can be purchased, using this QR code.

Thank you for your support.

QR Code powered by Rebrandly. rebrandly.com/privacy-policy
BRG will use your contact information to send you marketing messages. You can unsubscribe at any time using the link in these emails or by contacting privacy@thinkbrg.com and asking to opt out of marketing messages.

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://iappwf.questionpro.com/t/AbBPvZ790R

Thank you in advance!

For more information: www.iapp.org

Attention IAPP Certified Privacy Professionals:

This IAPP web conference may be applied toward the continuing privacy education (CPE) requirements of your AIGP, CIPP/US, CIPP/E, CIPP/A, CIPP/C, CIPT or CIPM credential worth 1.0 credit hour. IAPP-certified professionals who are the named participant of the registration prior to the live webinar will automatically receive credit. After the broadcast date, individuals may submit for credit by completing the continuing education application form here: submit for CPE credits.

Continuing Legal Education Credits:

The IAPP provides certificates of attendance to web conference attendees. Certificates must be self-submitted to the appropriate jurisdiction for continuing education credits. Please consult your specific governing body's rules and regulations to confirm if a web conference is an eligible format for attaining credits. Each IAPP web conference offers either 60 or 90 minutes of programming.

For questions on this or other IAPP Web Conferences or recordings please contact: livewebconteam@iapp.org