

# HOW IT AND INFOSEC VALUE PRIVACY

Privacy and information security policy overlap and are also separate, as in a Venn diagram or like links in a chain.



What about in operations, though?

How do privacy and info security teams inside organizations actually work together?

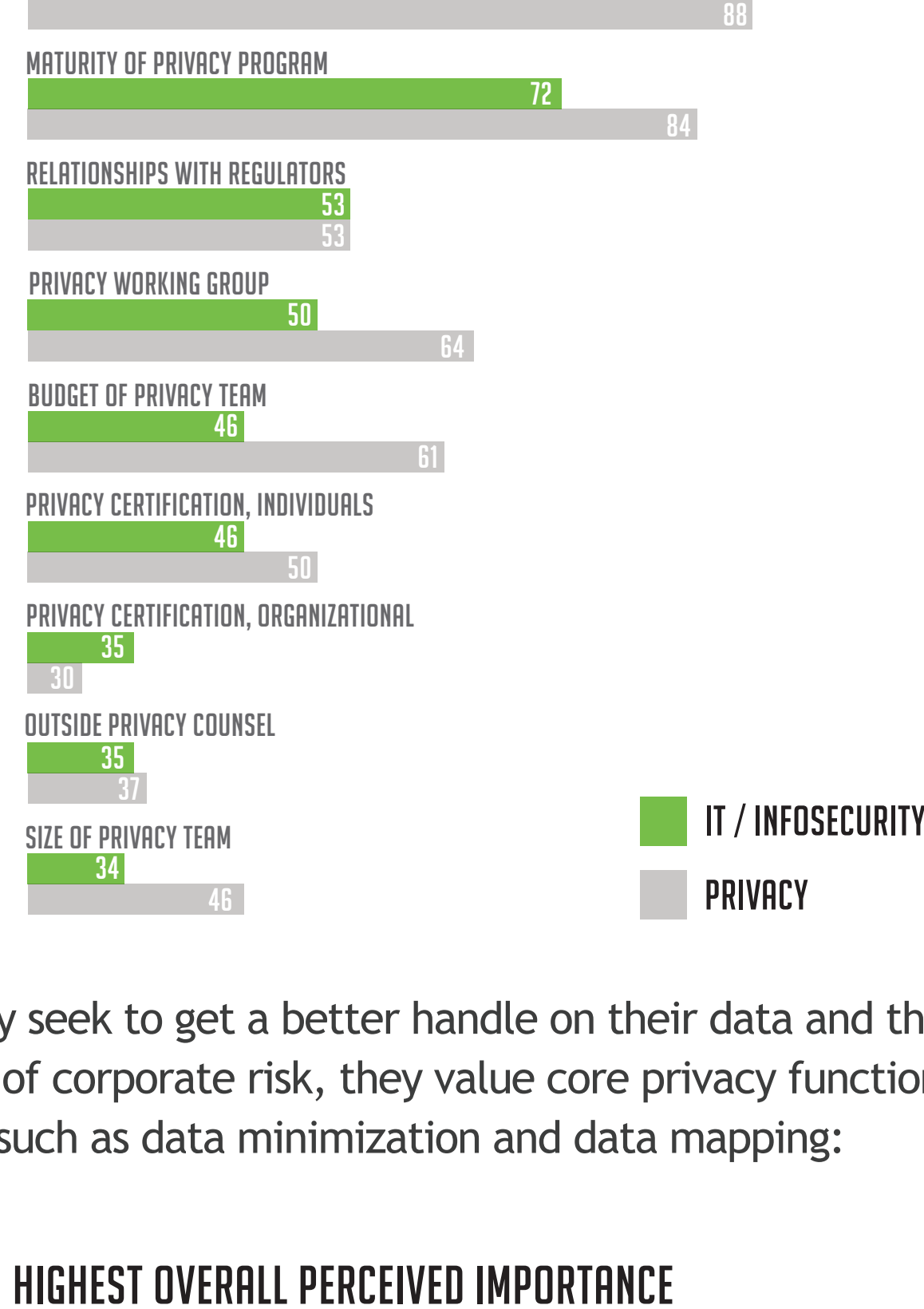
How do their priorities and efforts align?

These are the questions the IAPP and TRUSTe set out to explore in a recent survey of 550 privacy, IT, and information security professionals.

## ONE THING THEY AGREE ON?

Communication between the privacy and security departments, alongside a strong data breach response team, is most important for mitigating the risk of a data breach:

### HIGHEST OVERALL PERCEIVED IMPORTANCE (AS RANKED BY THOSE SELECTING 4 OR 5):



As they seek to get a better handle on their data and the extent of corporate risk, they value core privacy functions such as data minimization and data mapping:

### HIGHEST OVERALL PERCEIVED IMPORTANCE (AS RANKED BY THOSE SELECTING 4 OR 5):



In fact, more than half of infosecurity teams now have privacy representation, and nearly half of privacy teams have infosecurity professionals involved. And you can see privacy beginning to make its way deep into the organization, just as IT and infosecurity have done in the past.

DEPARTMENT	DISCIPLINE'S REPRESENTATION		
	PRIVACY	INFOSEC	IT
INFORMATION TECHNOLOGY	42%	76%	-
INFORMATION SECURITY	52%	-	71%
LEGAL	95%	43%	26%
PRIVACY	-	46%	33%
REG COMPLIANCE / ETHICS	92%	51%	57%
HUMAN RESOURCES	82%	40%	34%
PHYSICAL SECURITY	42%	73%	53%
RECORDS MANAGEMENT	71%	49%	41%
FINANCE / ACCOUNTING	52%	54%	50%
PROCUREMENT	44%	55%	57%
MARKETING/ PR	67%	37%	47%
GOVERNMENT AFFAIRS	78%	29%	31%

Further, while high-profile breaches clearly have companies increasing their infosecurity budgets, so too are they increasing privacy spend, and focusing that spend as much on privacy technology as personnel.

### THOSE WHO REPORTED INCREASES:

	%
SPEND ON INFOSECURITY-RELATED TECHNOLOGY:	66
OVERALL INFOSECURITY BUDGET:	61
EMPLOYEE PRIVACY TRAINING:	53
PRIVACY EMPLOYEES ON THE INFOSECURITY TEAM:	50
NUMBER OF EMPLOYEES WITH PRIVACY DUTIES:	49
SPEND ON PRIVACY-RELATED TECHNOLOGY:	42
USE OF DATA INVENTORY AND CLASSIFICATION:	42
USE OF PRIVACY IMPACT ASSESSMENTS:	41
USE OF DATA RETENTION POLICIES:	40
OVERALL PRIVACY BUDGET:	39
SPEND ON EXTERNAL PRIVACY COUNSEL:	34
SPEND ON EXTERNAL PRIVACY AUDIT:	26

However, when we look at what motivates behavior directly, it isn't so much security incidents as contact from regulators that grabs the attention of companies:

### HAVE YOU EXPERIENCED A SIGNIFICANT SECURITY INCIDENT IN THE PAST TWO YEARS?

YES: 39%

NO: 53%

DON'T KNOW: 8%

### HAVE YOU BEEN NOTIFIED OF A REGULATOR'S INVESTIGATION IN THE PAST TWO YEARS?

YES: 14.5%

NO: 75.5%

DON'T KNOW: 10%

### HOW ATTITUDES IN IMPORTANCE FOR MITIGATING BREACH RISK CHANGE FOLLOWING INTERACTION WITH A REGULATOR (PERCENT OF THOSE SELECTING 4 OR 5, GENERAL POPULATION LISTED FIRST):

MATURITY OF PRIVACY PROGRAM	81%	88%	^ +7%
DATA MINIMIZATION	79%	70%	✓ -9%
DATA RETENTION POLICIES	68%	62%	✓ -6%
DATA INVENTORY/MAPPING	75%	67%	✓ -8%
PRIVACY WORKING GROUP	60%	68%	^ +8%
BUDGET OF PRIVACY TEAM	58%	70%	^ +12%
SPEND ON PRIVACY-RELATED TECHNOLOGY	57%	49%	✓ -8%
RELATIONSHIPS WITH REGULATORS	53%	64%	^ +11%
PRIVACY CERTIFICATION, INDIVIDUALS	49%	52%	^ +3%
SIZE OF PRIVACY TEAM	43%	55%	^ +12%
PRIVACY CERTIFICATION, ORGANIZATION	31%	30%	✓ -1%

Simply experiencing a security incident changed behavior almost not at all. Clearly, when the regulators are watching, companies prioritize their privacy operations. Which can only serve to help the infosecurity department.

As long as they communicate.