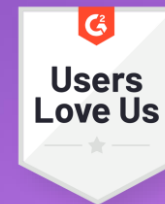


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The Reluctant Privacy Pro

Privacy Management for Marketing, IT, Product, and More

Meet Your Speakers



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Agenda

- Tell Us About You
- You're a Privacy Pro! Now What?
- The 5 Keys to Success
- Q&A

Poll Question 1

What is Your “Day Job”?

01

Marketer

02

IT/Dev

03

Product

04

Security

05

Other

Poll Question 2

How Much Time Do You Spend On Privacy? (Per Week)

01 An Hour or Less

02 1-3 Hours

03 4-6 Hours

04 7-8 Hours

05 < 8 Hours

06 All of it



Congratulations! You're a Privacy Manager!

Now What?

The privacy team might establish a privacy program, but these functions (and more) across the business may manage privacy day to day:

Marketing

IT

Security

Product

HR

Web Dev

You Might Manage or Use

Cookie Consent

Marketing

Web Dev

Subject Rights

Marketing

HR

IT

Assessments & Vendor Risk

Security

Finance

IT

Data Mapping

IT

Security

Product

Privacy Policies on Web/Mobile

Marketing

Web Dev

But it's HARD

- 😱 You're not a privacy expert
- 😱 It's a lot tools, spreadsheets, stakeholders—none of which talk to each other
- 😱 Reporting is a nightmare
- 😱 Manual work takes time
- 😱 You depend on other people for help and information
- 😱 The cost of noncompliance is high (in more ways than one)
- 😱 You already have a full-time job



By the time suggestions were made and implemented, it was time for the next month's review all over again.

—Marketing Operations Manager, Lattice (Cookie Consent)



Good News:

There is Hope! (And Help)

- Keep up with regulations
- Save time (and sanity)
- Communicate and collaborate effectively
- Reduce the likelihood of error
- Meet compliance requirements and avoid fines and penalties

You CAN manage privacy and everything else

The Keys to Success

Five important things that enable you to manage privacy work and your full-time job and help ensure full compliance with regulations.



01 Automation & AI

02 Built-In Compliance

03 Centralization & Visibility

04 Resources Within Reach

05 Helping Others Help You

Automation and AI

If they are available, use them. If they aren't, find a platform that has one or both.

Where Can They Help?

- AI cookie classification
- Workflows and routing (subject rights, assessments)
- Subject rights intake, summaries, deletion, and data packaging
- Data discovery (data mapping and subject rights)
- Regulatory updates (edit once, apply everywhere)

Benefits/ROI

- Time savings – in some cases work that takes days/weeks reduced to hours/minutes
- Cost savings – Average cost of manually processing one subject rights request estimated at \$1,524 (Gartner)
- Reduces likelihood of human error
- Makes quick work of tedious tasks so you can focus on higher priorities

Keep in Mind

- Don't wait to automate—put systems in place before you think you need them
- Be strategic about where to use/deploy them
- All AI needs human oversight—you can't set/forget it
- Allow for flexibility between automation and customization

Built-In Compliance

Find a product that does the hard work for you

Where does it help?

- Keeping up with regulations and requirements (geolocation, localization)
- Ensuring privacy policies, forms, and emails are correct (compliant templates)
- Guardrails that prevent things like dark patterns and proper ID verification
- Fast, clear demonstration of compliance on websites and mobile apps

Benefits/ROI

- Time savings – less time researching regulations
- Peace of mind that you're not out of compliance
- Faster creation of privacy policies and forms
- Better experience for consumers, partners, and regulators
- You greatly reduce the risk that your company will get fined.

Keep in Mind

- Always be aware of new laws and changes (products can help, as can blogs and webinars)
- If you alter/customize templates and banners, make sure they are still compliant
- Always ensure correct implementation from the start (find a product with a good support team!)

Resources Within Reach

Know where you can ask for help

Why?

- You're not a privacy expert
- Privacy law can be complex
- Sometimes you need a fast answer
- In-house privacy and legal can get busy
- Outside counsel can be expensive
- Laws and practices are constantly changing

Where Do You Go?

- Your CPO or legal team
- Security team
- IAPP
- Product support (Osano has Ask a Privacy Pro and Audit Defense)
- Webinars
- Online resources where you can get summaries/TL:DR on privacy laws and enforcement actions

Keep in Mind

- ALWAYS verify answers and advice with your legal counsel (Other resources can shorten the time you need with them)
- Use a reputable privacy resource (this does not include ChatGPT)
- Ask if your privacy platform has this type of support
- Don't be shy about asking questions (Getting it right matters)

Centralization & Visibility

See and do everything from one place

Where does it help?

- Getting a big picture of compliance health (cookies, requests, assessments)
- Quickly spotting problem areas
- Breaking down tech silos
- Team and cross-functional collaboration
- Regulatory inquiries and audits

Benefits

- You're proactive, not reactive
- Your metrics are up to date
- You can find and fix problems quickly
- You make it easier for people to collaborate with you
- Reporting to stakeholders and regulators is much easier and more accurate

Keep in Mind

- Spreadsheets are terrible privacy management tools
- Choose a tool that gives you a high-level view and also lets you drill down to details
- Simple and instantly visible is key (Use of alerts, visual navigation, and colors)

Help Others Help You

Facilitate communication and collaboration

Who might you work with

- Chief Privacy Officer
- Security or GRC
- Legal
- Web development
- Regulators
- Outside counsel

Cultivate Champions

- Automate workflows and task assignments
- Make it easy for them to give you information (pre-filled information, drop-down answers)
- Data that's up-to-date, easy to report, and auditable
- Tools that integrate with their tools (GRC, security)

Keep in Mind

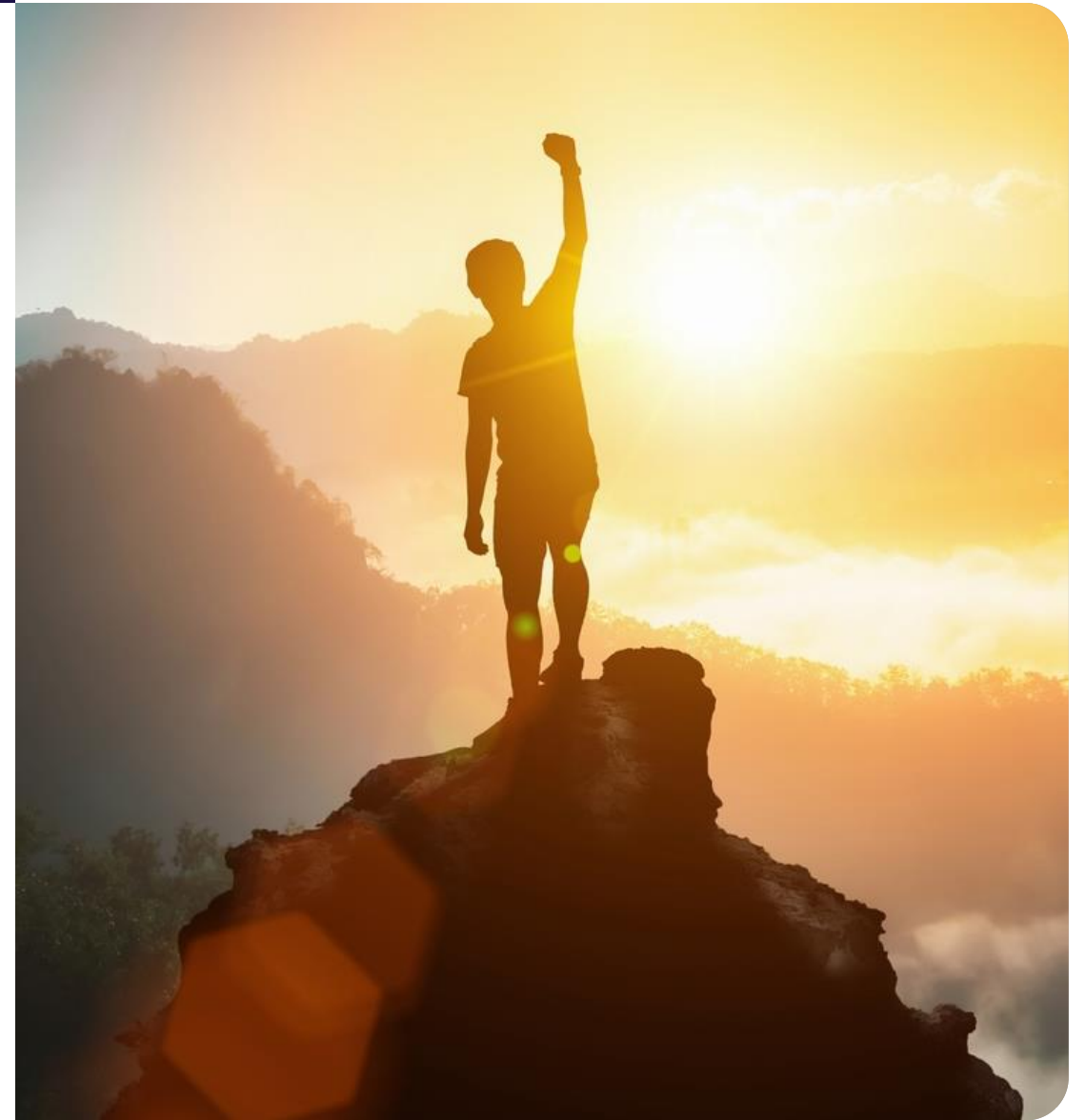
- The easier you can make things, the more likely people will collaborate
- Integrate privacy into existing frameworks
- In a smaller business without a privacy team, you might need to advocate for strong privacy management
- Integration of data and auditability are critical for business-wide risk management

How to be

The Best Privacy Pro

(Who's Not a Privacy Pro)

- ✓ Make privacy manageable for you
- ✓ Invest in automation
- ✓ Have a partner in privacy
- ✓ Cultivate collaborators and champions
- ✓ Rely on templates and guardrails for peace of mind
- ✓ Know and adhere to best practices: You will avoid fines and build trust



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Thank You!



To learn more about effective
privacy management, visit
www.osano.com

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Q&A

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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/ACtQeZ501R>

Thank you in advance!

For more information: www.iapp.org

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