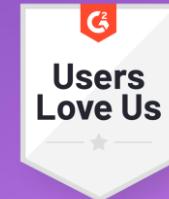


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# The Reluctant Privacy Pro

Privacy Management for Marketing, IT, Product, and More

# Meet Your Speakers



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Ciena



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Manager, Customer  
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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

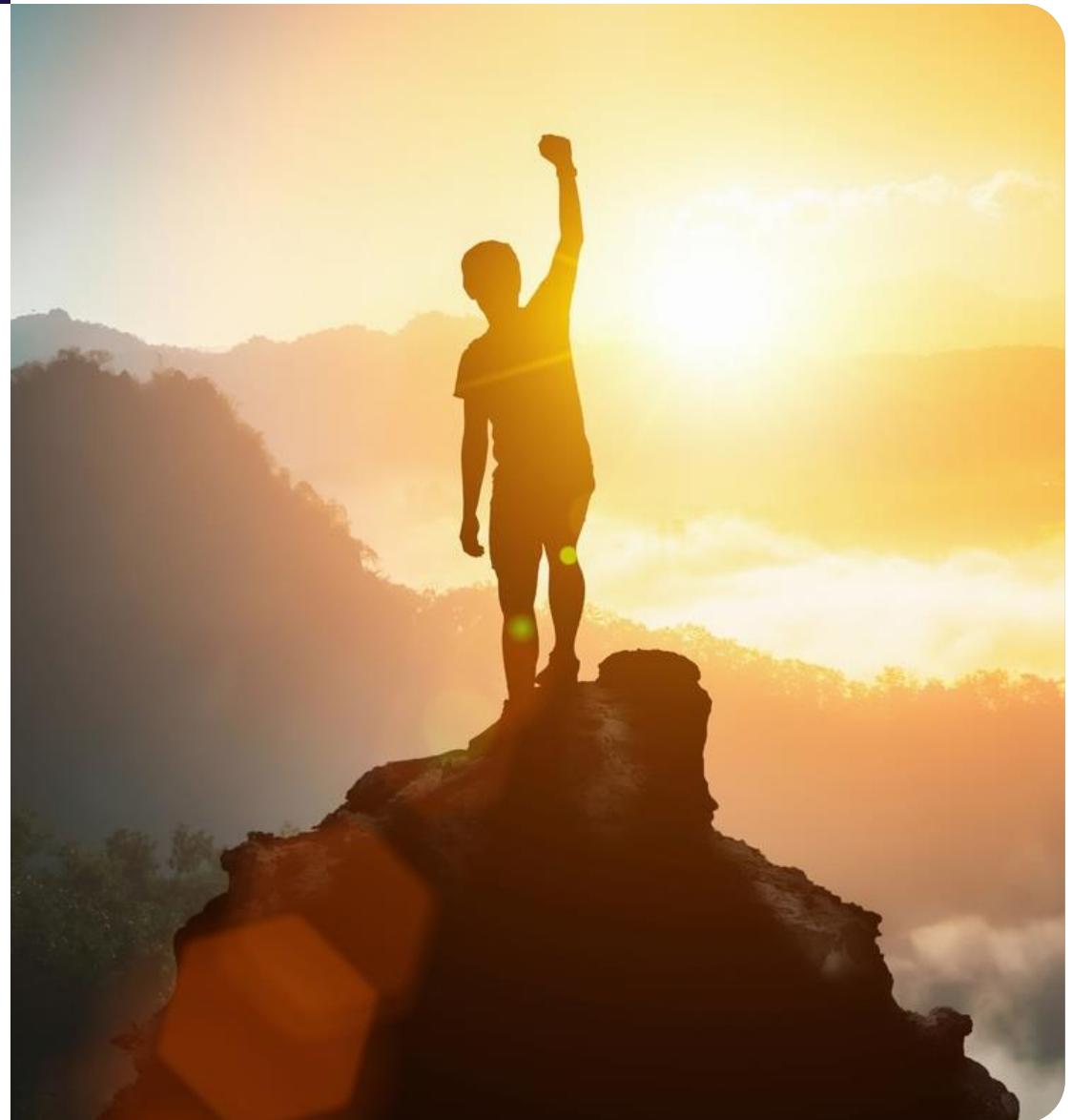
- The easier you can make things, the more likely people will collaborate
- Integrate privacy into existing frameworks
- In a smaller business without a privacy team, you might need to advocate for strong privacy management
- Integration of data and auditability are critical for business-wide risk management

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](http://www.osano.com)

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Q&A

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**Click here:** <https://iapp.questionpro.com/t/ACtQeZ501R>

**Thank you in advance!**

For more information: [www.iapp.org](http://www.iapp.org)

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