SESSION ID: HUM-R02

Privacy By Designs Lessons From Beyoncé

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Agenda

• *To the Left, To the Left. All The Data That You Own in a Portal to the Left*: The Ramifications of the Privacy Landscape for Privacy Engineers

• Flawless: Mini Privacy by Design Lessons from Beyoncé
  – *Formation*
  – *Irreplaceable*
  – *Upgrade U*

• *Check On It*: What Would Beyoncé Do?

• *Me, Myself, and I*: What Will YOU Do?
To The Left, To The Left, All The Data That You Own In The Portal To The Left

The Ramifications of the Privacy Landscape for Privacy Engineers
As consumers, we enjoy the democratization of technology, but we don’t always consider the costs associated with data collection and sharing.
What Does Beyoncé Have To Do With PbD?

- Bake policies into the release cycle and SDLC
- Encrypt, aggregate, and obfuscate
- Yoyo-ing is a no
- Operationalize tooling
- Narrow (define clearly) or negotiate
- Classify data, systems, and processes
- Éxpect the unexpected
Bake Policies Into Release Eng and SDLC
Encrypt & Aggregate
Yo Yo-ing Is a No
Operationalize
Narrow
Classify
Expect the Unexpected
Flawless

Mini Privacy by Design Lessons from Beyoncé
Formation
The Value of Governance, Risk & Compliance Engineering Frameworks for Driving Decision-Making

• **Structure**
  – Identifies commonalities between compliance areas
  – Drives down work costs

• **Re-Use**
  – Can be used for new projects and program without the need to re-invent each time

• **Common Language**
  – Provides common language for discussion
  – Allows teams to focus on content rather than structure

• **Accountability**
  – Enables us to have a framework for discussing roles and responsibilities
  – Drives clear accountability based on role & responsibility

• **Strategic Planning & Resourcing**
  – Enables a high level view of resource tracking across projects
  – Can project future resource needs based on past program performance
Formation

The Value of Governance, Risk & Compliance Engineering Frameworks for Driving Decision-Making
Formation
The Value of Governance, Risk & Compliance Engineering Frameworks for Driving Decision-Making

- **Key cross-functional reps:** legal, security, privacy, IT, and product
- **Goals:**
  - Make progress on company-wide decision-making, re: data handling
    - Deal review process collaboration and WG inputs
    - Set agenda for H2 planning; drive company-level OKRs
    - Progress vendor reviews
  - Determine strategy and timing for processing/collection for specific data types
- **Non-Goals:**
  - Reviewing details of implementations
  - Detailed reviews of architecture
  - Detailed product reviews
Irreplaceable
Delivering amazing experiences through champions
Upgrade U
Enhance Your Privacy Products & Services
Check On It
What Would Beyonce Do?
Me, Myself, and I
What will YOU Do?
What Will You Do?

• Next week you should:
  – Start applying privacy by lessons from BEYONCE (look for gaps & opportunities)
  – Practice not yo yo-ing

• In the first three months following this presentation you should:
  – Find your champions, get commitment and ask them for ideas
  – Establish a data governance working group

• Within six months you should:
  – Have operational (automation) projects on the company-wide roadmap for H2 2020
  – Be ready for additional regulatory changes
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