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# How Paranoia Can Power Better Privacy—Key Lessons from Security on Going Beyond Baseline Compliance

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# Speakers



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# Agenda

I. Privacy vs. security

II. What's driving security's focus on privacy

III. Strategies for aligning privacy and security

# Privacy

- Legal/regulatory knowledge
- Compliance/governance based approach
- The ethical question around whether we should collect data (why, how, what)
- Consumer focused
- A younger, more ambiguous discipline
- Struggles with resourcing and clear KPIs

# Security

- Technical controls
  - What are the controls and how are you going to protect the data?
- Access management
- Risk focused
- Existing playbooks, processes, etc.
- Clearly articulated business value

# What's driving security's increased focus on privacy

- Most modern privacy laws have:
  - An information security component
  - Mechanisms and support for proactive enforcement
- Private right of action is triggered by a breach (e.g., CCPA)
- IT and security realizing the hidden cost of unchecked data collection and storage
  - More alignment on the benefits of data minimization
- New regulations and frameworks
  - EU NIST II
  - MLPS

# Strategies for aligning privacy & security

- Build on common processes
  - Example: Integrating privacy questions into existing vendor questionnaire
- Integrate identity management
- Consider security's motivations i.e. insurance and risk
- Trends in enforcement
  - Spree of large class actions around pixel tracking

**Questions?**

# Get in touch



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