

RSA[®]Conference2016

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SESSION ID: PRV-W02

How IT and InfoSec Value Privacy



Connect **to**
Protect

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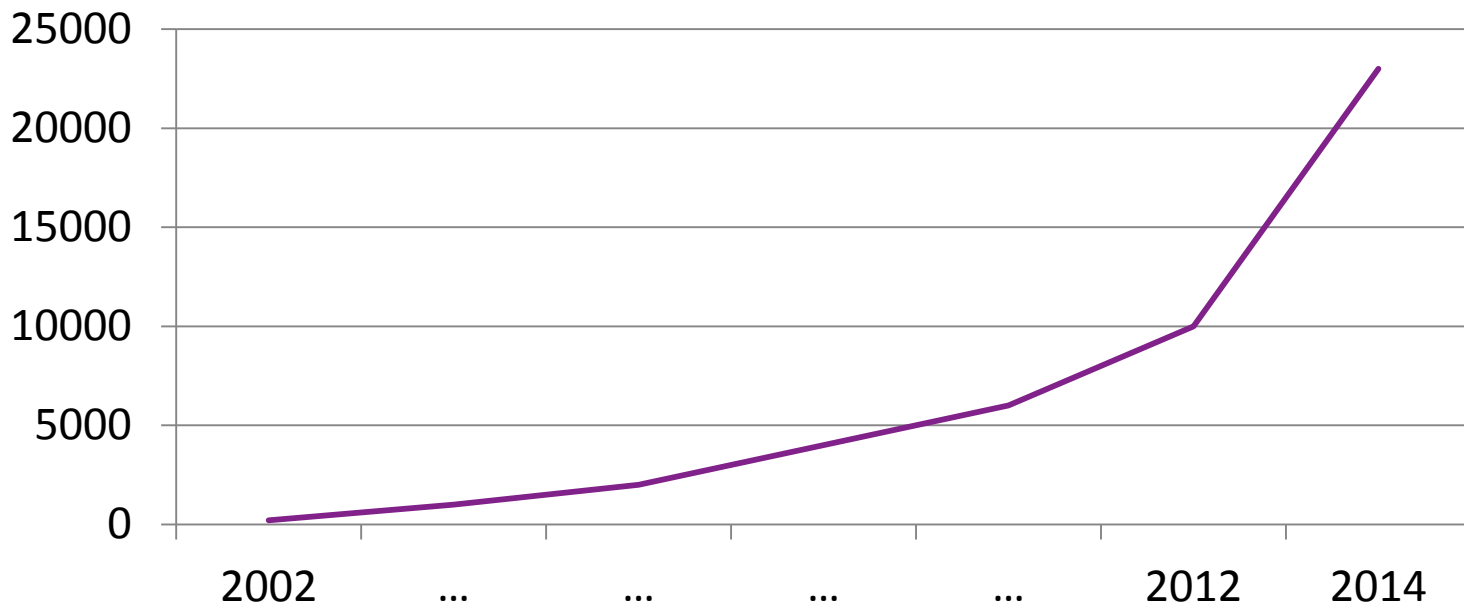


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The privacy profession is growing—FAST!

IAPP Membership

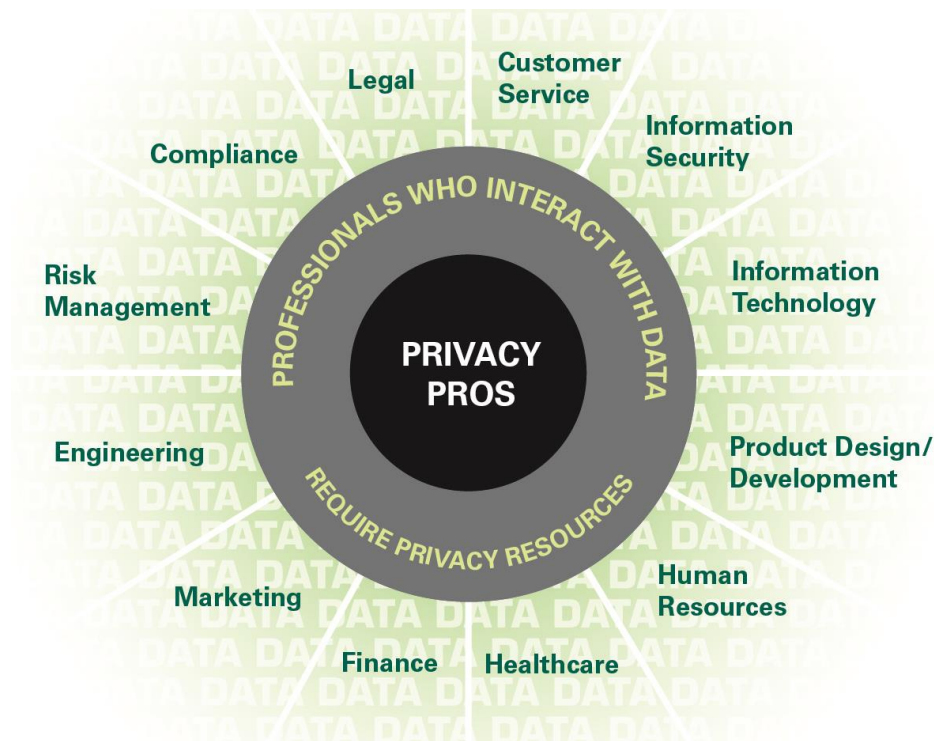




Those who interact with data

No longer are privacy professionals solely compliance lawyers focused on policy

Privacy is moving deeper into the enterprise





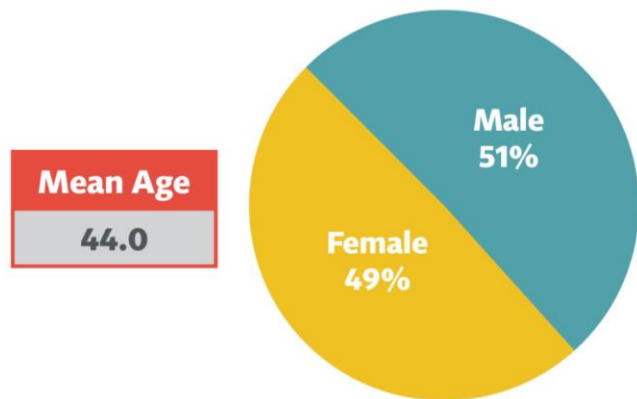
Privacy Pro Demographics

Privacy professionals are equally split gender-wise, with a mean age of 44

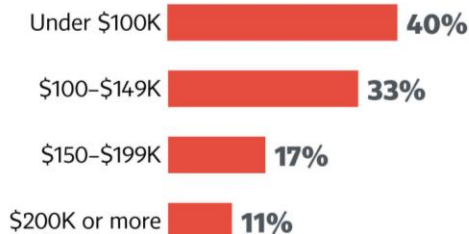
- In addition, 6 in 10 privacy pros have a salary of \$100K or more

- 15% VP level or higher
- 44% Manager or director level

Demographics of Privacy Professionals



Annual Income in US\$



What they do



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Main Functional Areas Work In



- We are increasingly seeing non-lawyers entering the profession.
- We are seeing more operational privacy pros being embedded in more diverse areas of the organization



Primary duties of privacy pros

Main Reasons for Having Privacy Function



Compliance
93%

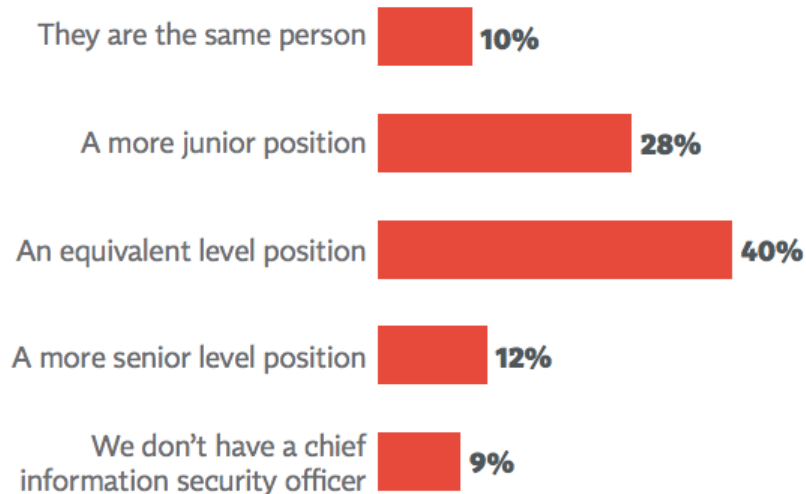
**Brand/
Expectations**
81%

**Good
Corporate
Citizen**
45%



Where they sit in the organization

Compared to Chief Information Security Officer, Privacy Lead Is ...





Privacy pros collaborate

Functional Areas Privacy Works With

Top Functional Areas Privacy Works With

Information Security	83%
Legal	79%
Information Technology	72%
Regulatory Compliance	64%
Human Resources	56%

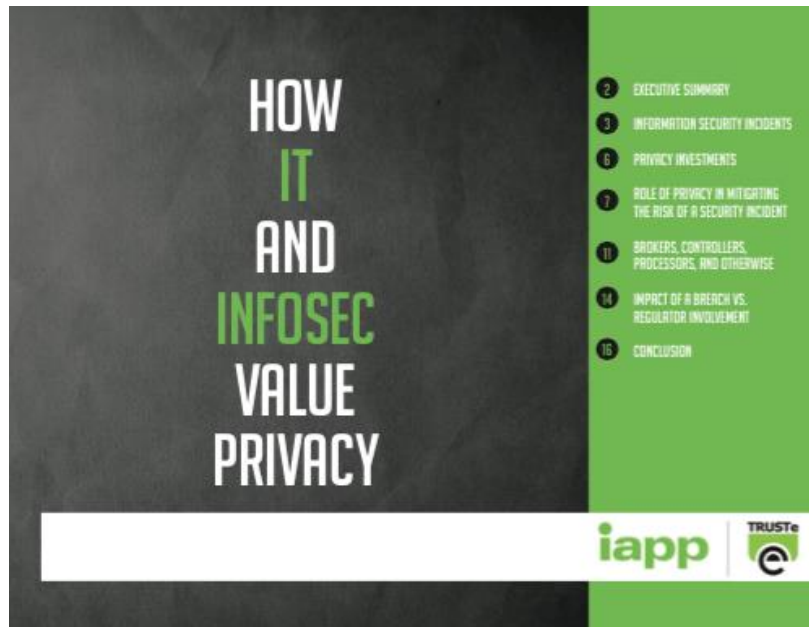
Second Tier of Functional Areas Privacy Works With

Internal Audit	45%
Marketing	42%
Product Managers	40%
Records Management	39%
Procurement	34%
Physical Security	31%
Corporate Ethics	30%
Sales	26%
Product Designers	25%
Public Relations	25%

- Watch the ethics department – that's where we see a lot of growth
- We'll see more pros going beyond the project managers to the designers themselves, to learn more about what products can do
- But clearly it's IT and infosec that are closest



IAPP/TRUSTe study methods



General target: IAPP professionals across the IAPP database

Approach: Online survey sent to approximately 30,000 *Daily Dashboard* subscribers

Responses: 551 completed surveys (65% privacy / 35% IT+ infosec)



And that collaboration is only increasing

- Half of all companies have increased the number of privacy pros on the infosec team
- Investment in privacy tech is running ahead of external spend on audit and counsel

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

- The Privacy Venn diagram
- More about people than budget



And that collaboration is only increasing

- Half of all infosec teams now have privacy team members
- And vice versa

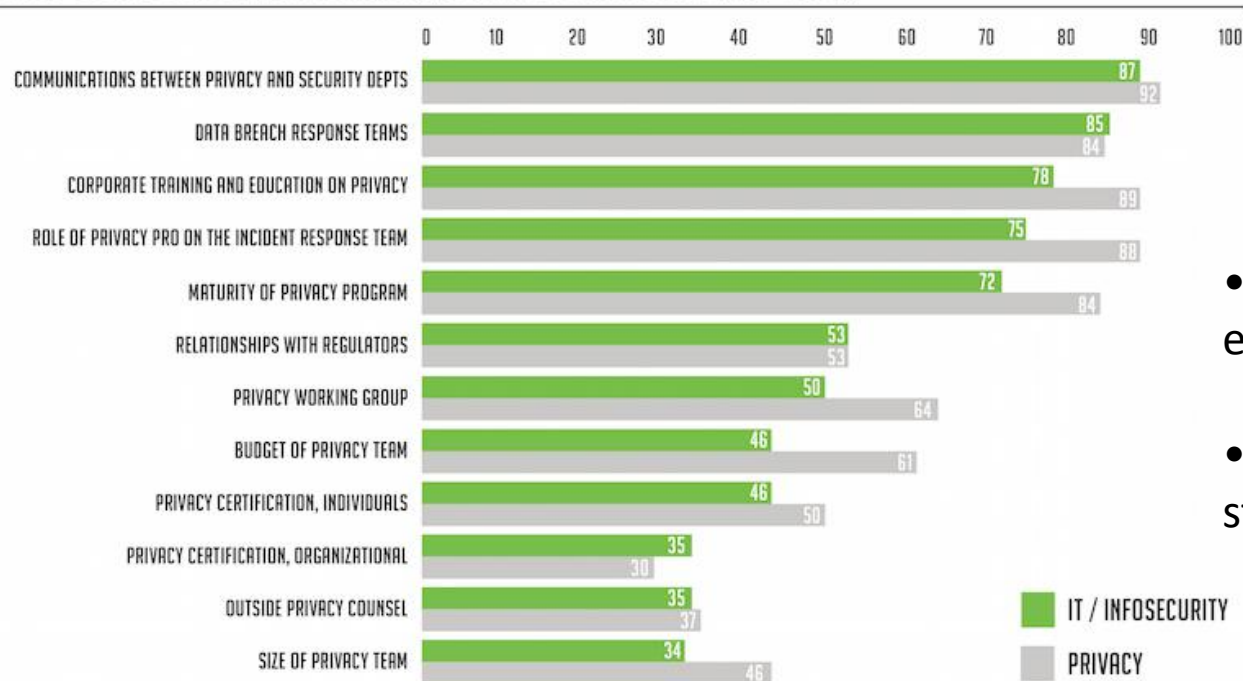
DEPARTMENT	DISCIPLINE'S REPRESENTATION		
	PRIVACY	INFOSEC	IT
INFORMATION TECHNOLOGY	42%	76%	-
INFORMATION SECURITY	52%	-	71%
LEGAL	95%	43%	26%
PRIVACY	-	46%	33%
REG COMPLIANCE / ETHICS	92%	51%	57%
HUMAN RESOURCES	82%	40%	34%
PHYSICAL SECURITY	42%	73%	53%
RECORDS MANAGEMENT	71%	49%	41%
FINANCE / ACCOUNTING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

- Could government affairs use more infosec professionals now that security is becoming more of a policy issue?



It's the most important thing they do...

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



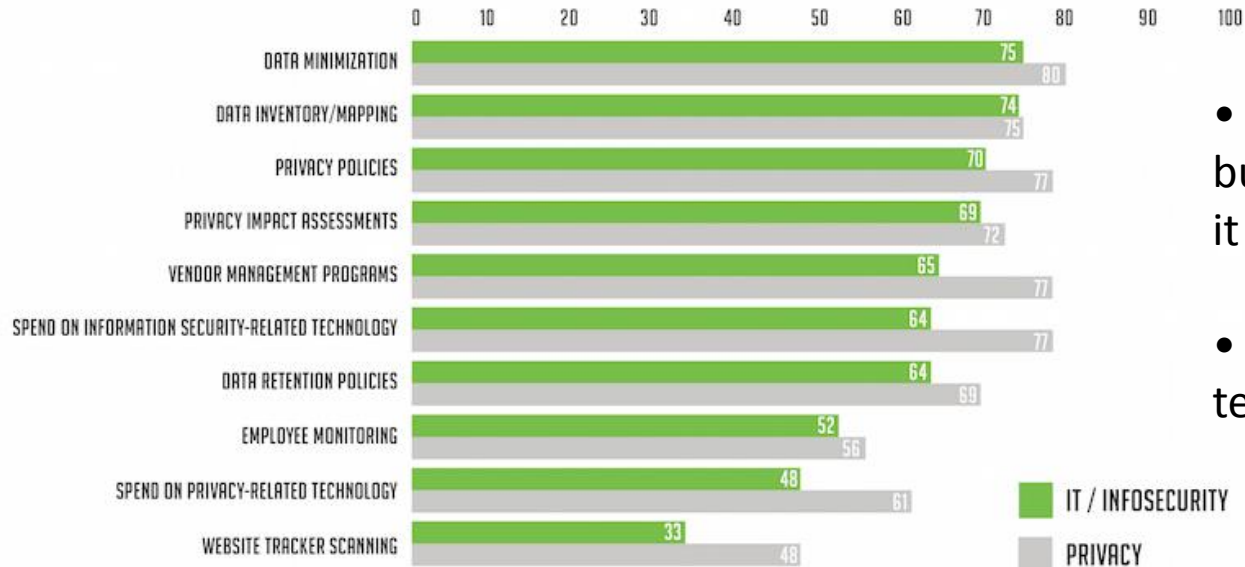
- Communication trumps all else – how to do?

- Privacy working group is a start



It's the most important thing they do...

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

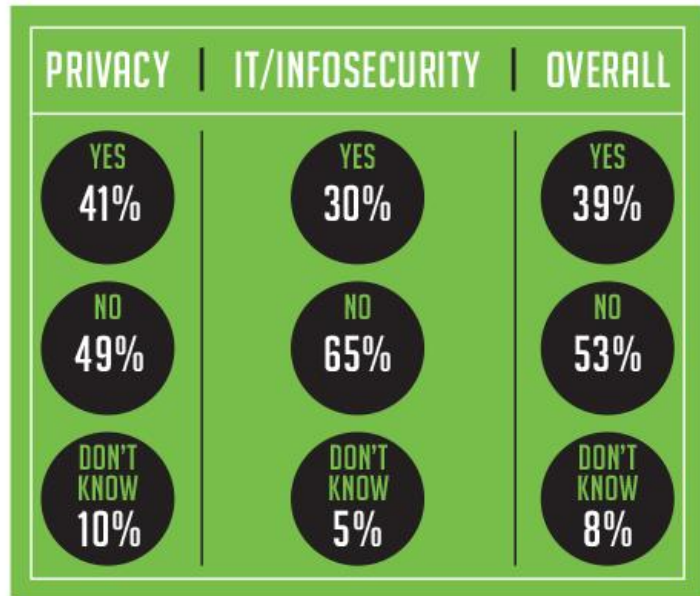


- Privacy pros want tech, but feel they're not getting it from IT?
- Or does IT know best that tech can't solve everything?



How do opinions change when bad things...

EXPERIENCED AN INFOSECURITY INCIDENT?



NOTIFICATION OF INVESTIGATION?

OVERALL: YES: 14.5% NO: 75.5%

PRIVACY: YES: 17.27% NO: 72.70%

IT/INFOSECURITY: YES: 6.50% NO: 82.93%



How do opinions change when bad things...

COMPOSITION OF THOSE WHO REPORTED **AN INCIDENT:**

1-250 EMPLOYEES:	7.5%
251-1,000 EMPLOYEES:	6.5%
1,001-5,000 EMPLOYEES:	16%
5,001-25,000 EMPLOYEES:	29%
25,001+ EMPLOYEES:	41%

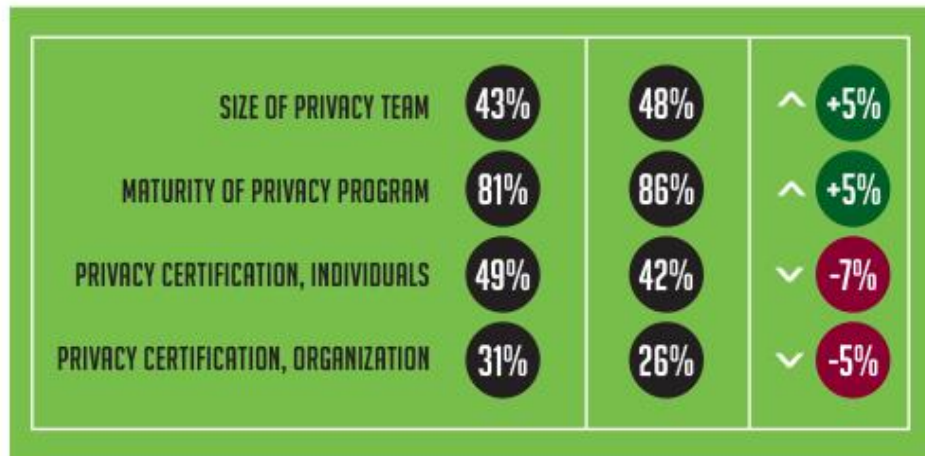
COMPOSITION OF THOSE WHO REPORTED **RECEIVING NOTICE:**

1-250 EMPLOYEES:	3%
251-1,000 EMPLOYEES:	7%
1,001-5,000 EMPLOYEES:	12%
5,001-25,000 EMPLOYEES:	24%
25,001+ EMPLOYEES:	54%



How do opinions change when bad things...

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



- Priorities change almost not at all
- The only change in action was an increase in security tech spending



How do opinions change when bad things...

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%



How do opinions change when bad things...

- When the regulator comes calling, we see a new emphasis on privacy operations
- Breaches are about more than the data lost
- Sound policy before and after a breach can keep a notice from becoming a full investigation



How to apply this information



Make the privacy opps easier: Get out of the Word file era

Get your people talking: Populate your working group; build your teams

Train your organization: Budgets and teams are small; make everyone part of the team



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