RSA®Conference2020

San Francisco | February 24 – 28 | Moscone Center

HUMAN ELEMENT

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?

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As consumers, we enjoy the democratization of technology, but we don't always consider the costs associated with data collection and sharing.
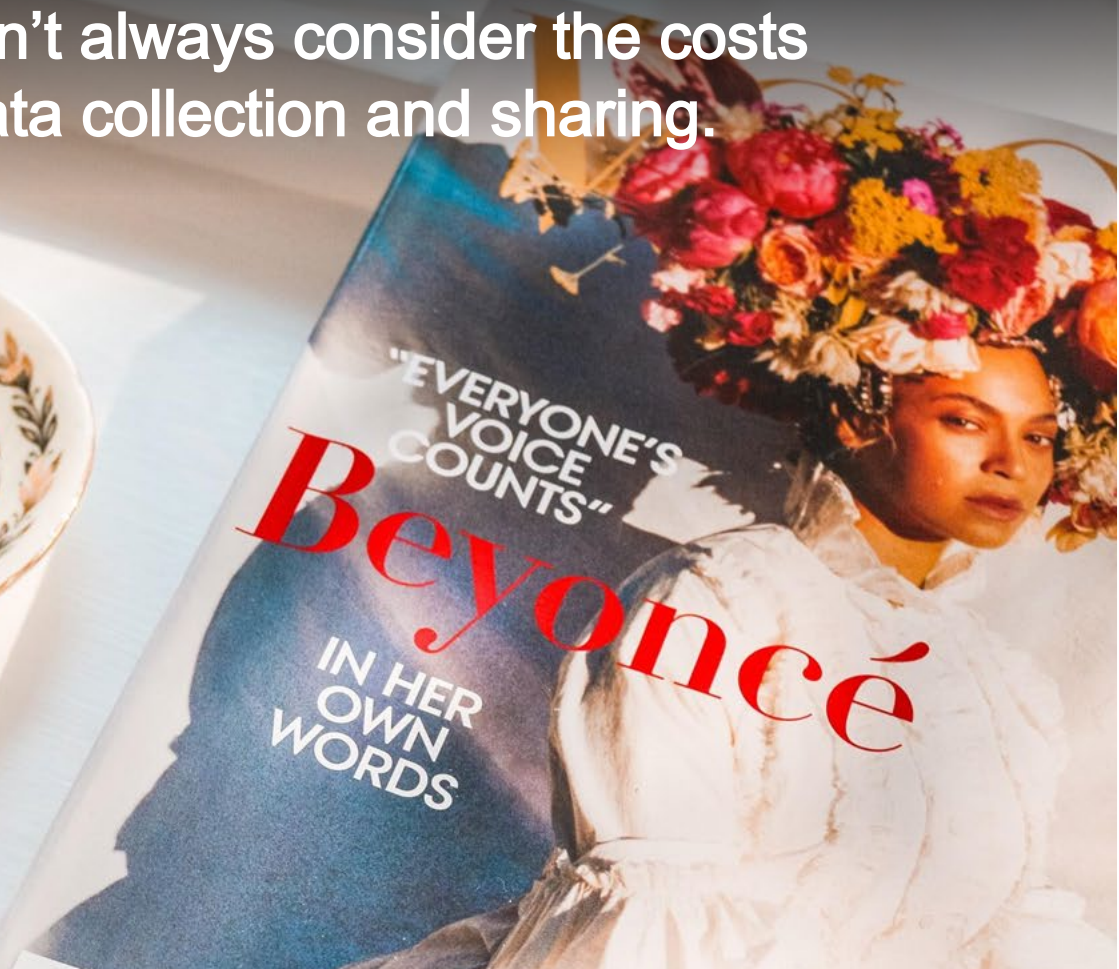
What Does Beyoncé Have To Do With PbD?

- **B**ake policies into the release cycle and SDLC

- **E**ncrypt, aggregate, and obfuscate

- **Y**oyo-ing is a no

- **O**perationalize tooling

- **N**arrow (define clearly) or negotiate

- **C**lassify data, systems, and processes

- **É**xpect the unexpected

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Bake Policies Into Release Eng and SDLC

Encrypt & Aggregate

Yo Yo-ing Is a No

Operationalize

Narrow

10

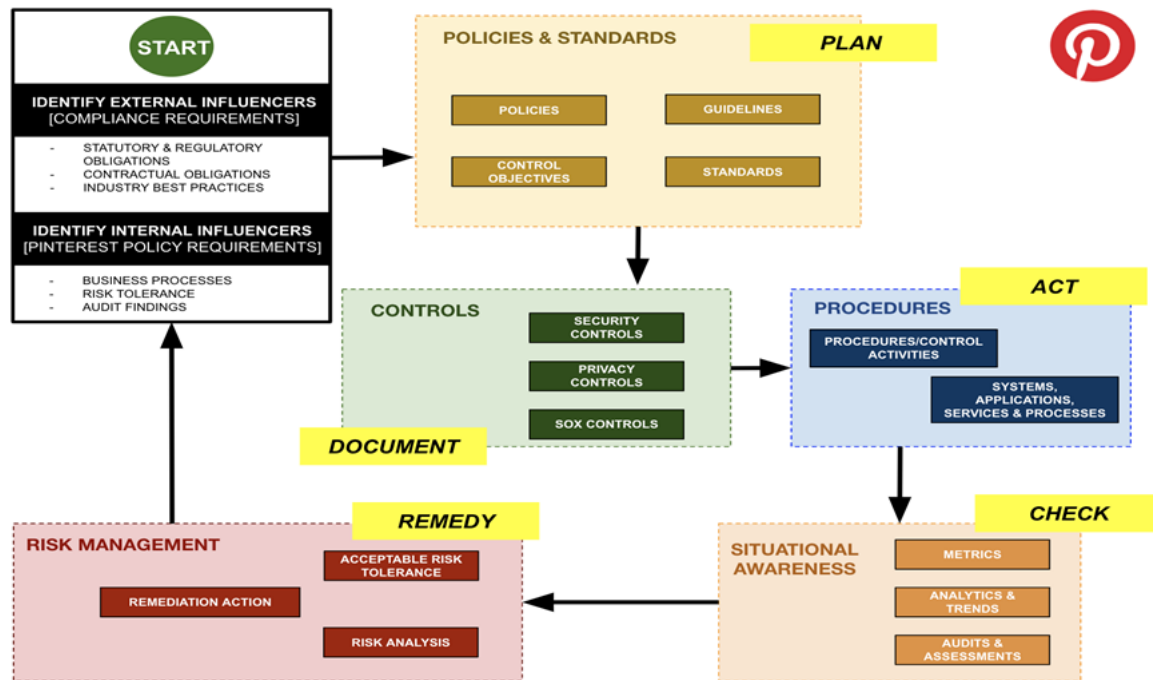**Classify**

Expect the Unexpected

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-invitent 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

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Formation

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

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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

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Irreplaceable

Delivering amazing experiences through champions

Upgrade U

Enhance Your Privacy Products & Services

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Check On It

What Would Beyonce 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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