

# 2

## Minimisation

We put absolutely everything in the audit log, so we can positively audit all personal data activities.





# **ELEVATION OF PRIVACY**

# 3

## Minimisation

Our testing data is a month-old copy from production. Fake data just does not have the same feel to it.





# **ELEVATION OF PRIVACY**

# 4

## Minimisation

Our website does not work at all with an ad blocker.





# **ELEVATION OF PRIVACY**

# 5

## Minimisation

We send personal data to an API even though we believe it is really not being used for anything.





# **ELEVATION OF PRIVACY**



# 6

## Minimisation

We'll just block EU and California from our site. We've got enough customers elsewhere.





# **ELEVATION OF PRIVACY**

# A

## Minimisation

You have found a piece of personal data that we can technically do without.





# **ELEVATION OF PRIVACY**