



Welcome to this session: Data Privacy and Compliance

The session will start shortly...

Questions? Drop them in the chat.
We'll have dedicated moderators
answering questions.





What is Safeguarding?

Safeguarding refers to actions and measures aimed at protecting the human rights of adults, particularly vulnerable individuals, from abuse, neglect, and harm.



To report a safeguarding concern reach out to us via email:
safeguarding@hyperiondev.com

Live Lecture Housekeeping:

- The use of disrespectful language is prohibited in the questions, this is a supportive, learning environment for all - please engage accordingly.
- No question is daft or silly - ask them!
- For all non-academic questions, please submit a query:
www.hyperiondev.com/support
- To report a safeguarding concern reach out to us via email:
safeguarding@hyperiondev.com
- If you are hearing impaired, please kindly use your computer's function through Google chrome to enable captions.



Lecture Overview

- Data privacy
- Compliance



Learning Outcomes

- ❖ Explain the importance of data privacy and the impact of privacy breaches.
- ❖ Identify how data privacy laws (e.g., GDPR, CCPA, HIPAA) apply to real-world scenarios.
- ❖ Compare and contrast the requirements of major data privacy regulations (e.g., GDPR vs. CCPA).
- ❖ Explore the key components of a basic data privacy plan.

Polls

Please have a look at the poll notification and select an option.

What does 'data privacy' mean to you?

- A. Keeping your social media accounts private
- B. Protecting personal information from misuse or unauthorized access
- C. Deleting all your online data
- D. Sharing data only with friends and family

Polls

Please have a look at the poll notification and select an option.

Why do you think companies collect personal data?

- A. To improve their products and services
- B. To sell it to third parties for profit
- C. To comply with government regulations
- D. All of the above

Data Privacy and Compliance

Think about the last time you signed up for an app or website. What kind of personal information did you share? Did you read the privacy policy? Why or why not?



Data Privacy



Data Privacy Definition

Data privacy refers to the protection of personal information



Importance of protecting PII

Why does it matter?



Real world Examples of Privacy Breaches

Equifax Breach (2017):

Exposed sensitive data (SSNs, credit card info) of 147 million people.

Facebook-Cambridge Analytica Scandal:

Misused personal data to influence elections.

Yahoo Breach (2013-2014):

Affected 3 billion accounts, leading to a \$35 million fine.





Let's take a break

15 minutes

Overview of Major Data Privacy Regulations



Key Compliance Requirements

Data Subject Rights:

Individuals can access, correct, or delete their data.



Consent:

Companies must clearly explain how data will be used and get permission.

Breach Notification:

If a breach occurs, affected individuals must be notified promptly.

Non-Compliance

Fines:

GDPR fines can be up to 4% of global revenue(e.g., Amazon was fined €746 million in 2021).

Reputation Damage::

Breaches can lead to loss of customer trust.

Breach Notification:

Individuals can sue companies for mishandling their data.



Data Minimization & Encryption



Data minimisation means collecting the minimum amount of personal data that you need to deliver an individual element of your service

Data encryption is a security method that translates data into a code, or ciphertext, that can only be read by people with access to a secret key or password

Privacy by Design and Default:

Build privacy into your systems from the start. For example, default settings should be the most privacy-friendly option, and users should have to opt-in, not opt-out, of data collection.



Data Access Controls and Audits:

Limit who can access sensitive data. Use role-based access controls and regularly audit who has accessed what data and when.



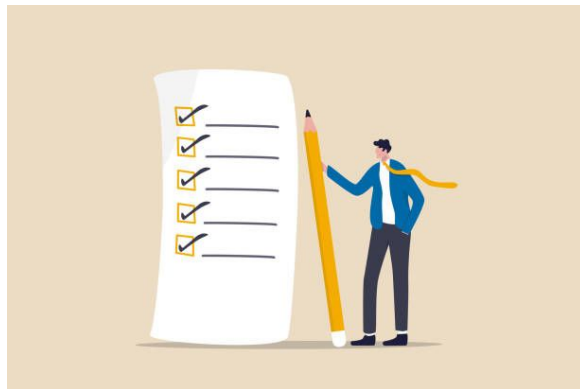
Employee Training and Awareness:

Your employees are your first line of defense. Train them to recognize phishing attempts, handle data securely, and understand compliance requirements



Wrap Up and Call to Action

Data privacy isn't just a legal requirement—it's a responsibility



Polls

Please have a look at the poll notification and select an option.

Which of the following is a key requirement of GDPR?

- A. Companies must delete all data after 30 days
- B. Individuals have the right to access and correct their data
- C. Companies can sell data without user consent
- D. Data breaches do not need to be reported

Polls

Please have a look at the poll notification and select an option.

What is the best way to protect sensitive data in a database?

- A. Share it with as few people as possible
- B. Encrypt it and implement access controls
- C. Store it in a public folder for transparency
- D. Delete it immediately after collection

Q & A SECTION

**Please use this time to ask
any questions relating to the
topic, should you have any.**

Thank you
for attending



HyperionDev