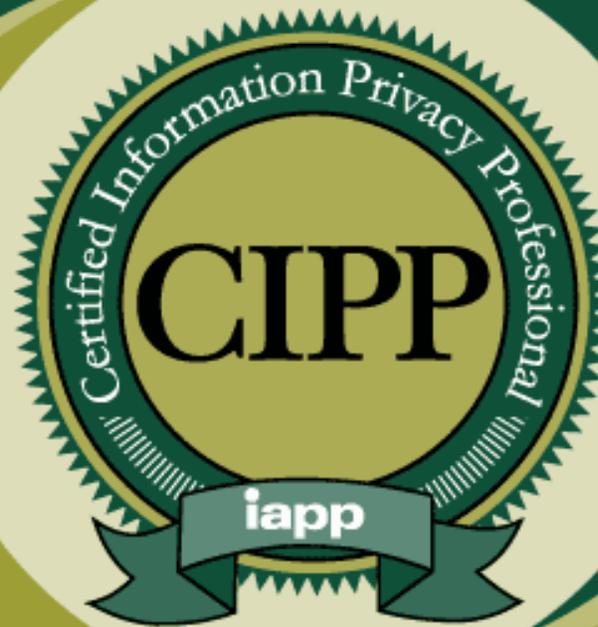


International Association of Privacy Professionals IAPP



Barb Lawler, Intuit Chief Privacy Officer
Privacy Overview

About the IAPP



- **Founded in 2000**
- **Over 3,300 Members to date from 23 countries (world's largest privacy organization)**
- **A professional community**
 - Networking through industry working groups
 - Two marquee annual conferences: Summit and Academy
 - KnowledgeNet meetings in over 33 major cities globally
 - Board of Directors includes privacy leaders from business, government and higher education institutions



About the IAPP

- **Privacy information and education**
 - The Advisor
 - The Daily Dashboard
 - Audio conference series
 - Research: Salary Survey, Benchmark Survey, Consumer Survey, International Privacy Index
 - General, sectoral and geographic privacy certifications

WWW.privacyassociation.org



Certification Objectives

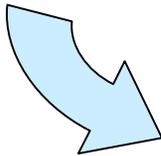
Create recognized credentials that:

- Establish educational and testing standards for the privacy profession
- Improve understanding of privacy definitions and concepts --from case law and regulations to technologies, systems and operational best practices
- Raise the visibility of privacy as an essential discipline in business, government and higher education
- Enable greater career value and mobility for privacy professionals



Privacy Concepts

Laws, regulations and best practices impact our policies and processes in how we collect, use, store, process, transport, secure and delete personally information (PII) of our customers and employees.



'Big Picture' Privacy Concepts?

- The right to be left alone
- Freedom from intrusion
- The right to associate with whom you choose



Customers Want to Know ...

- What personal information do we gather from them?
- How are we going to use their personal information?
- What choices do they have?
- Will we keep their personal information safe?
- Will we keep our promises?



Privacy Principles

Core Principles:

Notice

Choice

Data Access

Data Integrity

Data Security

Onward Transfer

Enforcement/Redress

Other Principles:

Data minimization

Participation

Accountability



Privacy and Security

iapp

international association of privacy professionals

Privacy is about people.

It is about personal information which can identify and/or locate a person.

Privacy in business operations means the **uses**, processes, policies and practices that enable responsible, ethical handling of personal information (whether public or “private”).

Security is about assets.

It is about resources which have or provide value to the company.

Security in business operations means the policies, practices, procedures, guidelines and standards that enable accurate, timely, relevant and proper **protection** of assets (whether tangible or intangible).

**Privacy is enabled by good security,
but good security does not equate to good privacy.**



Compliance & Audit

Privacy risks apply to personal information and the application of privacy principles.

Threats and impacts to an organization's operations, financial condition, investments and reputation resulting from a failure to comply with:

- **laws**
- **regulations**
- **internal policies and procedures**
- **ethical standards and values**
- **expectations of customers**
- **expectations of employees**

