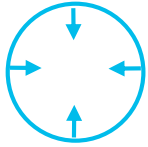




# Delivering Business Value with Data Protection and Privacy

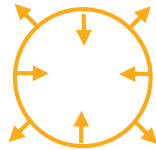
Jonathan Fox  
Director, Privacy Engineering  
February 2018

# Data is at an inflection point



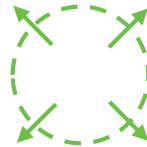
**Firewall**

Keep data  
within the  
firewall



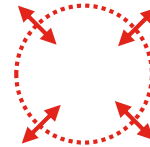
**Net**

Manage data  
inside and  
outside  
the firewall



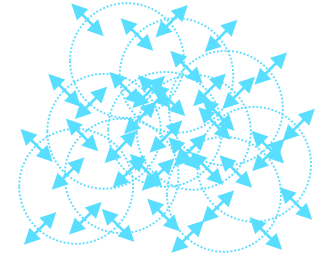
**Extranet**

Manage data  
through the  
firewall



**Access**

Manage data  
through IDM  
and access  
control



**Intelligence**

Dynamic  
content data-  
centric &  
person-centric

# Privacy is at an inflection point

- Customers & partners want our technology to meet their requirements
- Customers & employees expect business partners to protect their data & privacy
- Digitization strategies & innovation require data
- New laws and regulations = potential fines + reputational & brand risk



# Technology and innovation challenges to privacy are not new



Printing Press



Camera



Database

# Global Data Protection Regulation

~106 days to go



# What does “GDPR-ready” look like?



Know Your  
Data



Assess &  
Manage

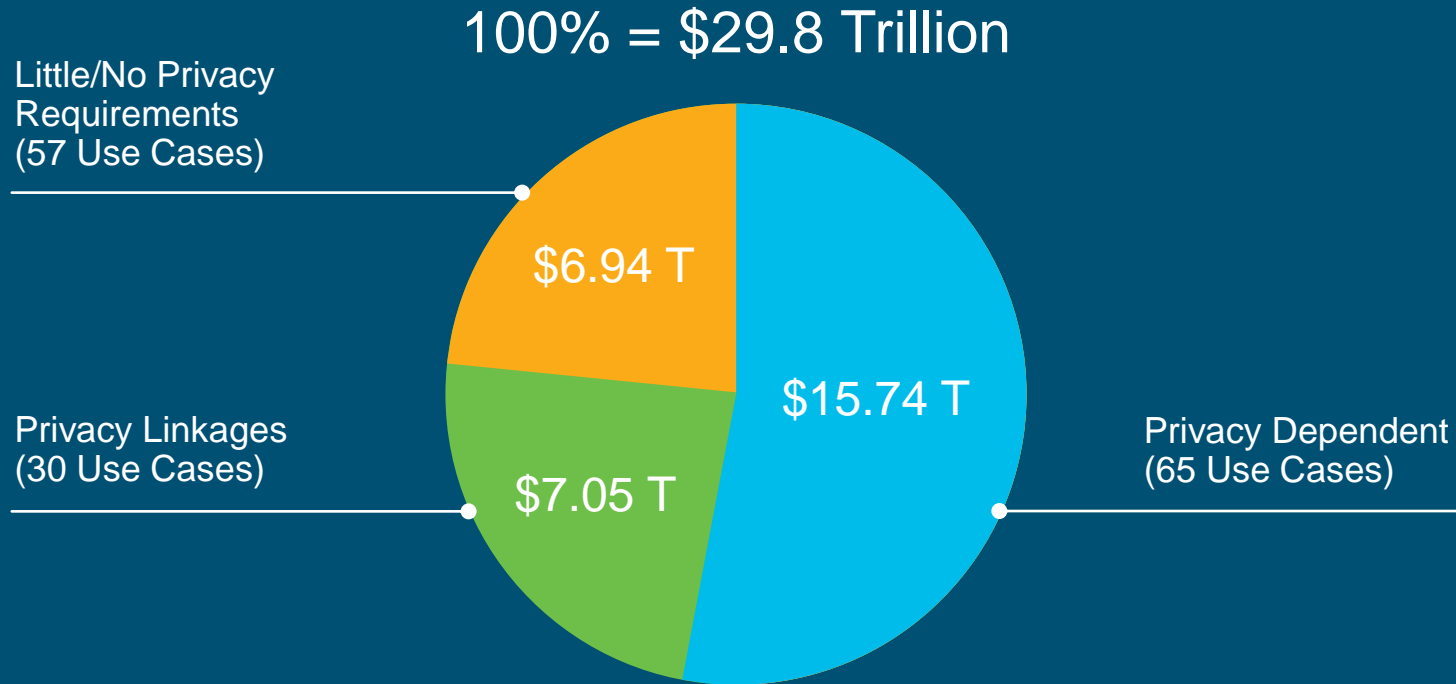


Security

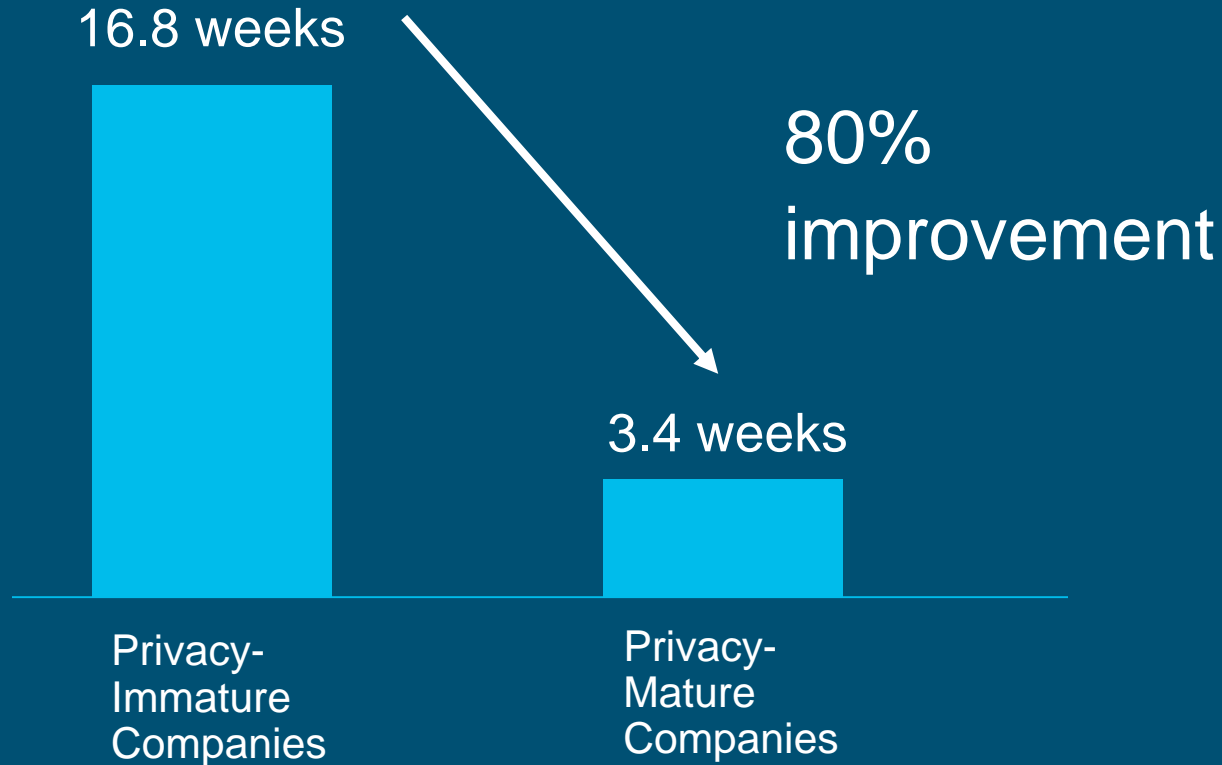


Report  
Progress

# Privacy data controls are critical to innovation in the digital economy

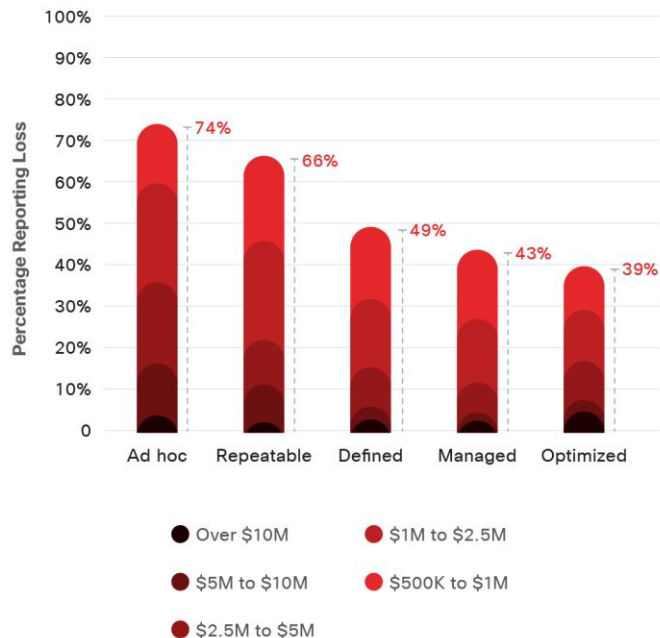


# Having **well-curated** data helps close business



# Privacy maturity lessens the likelihood of data breach losses

Organizations with data breach losses of \$500K+ in the last year, by privacy maturity level



# Privacy engineering is today's answer



Process

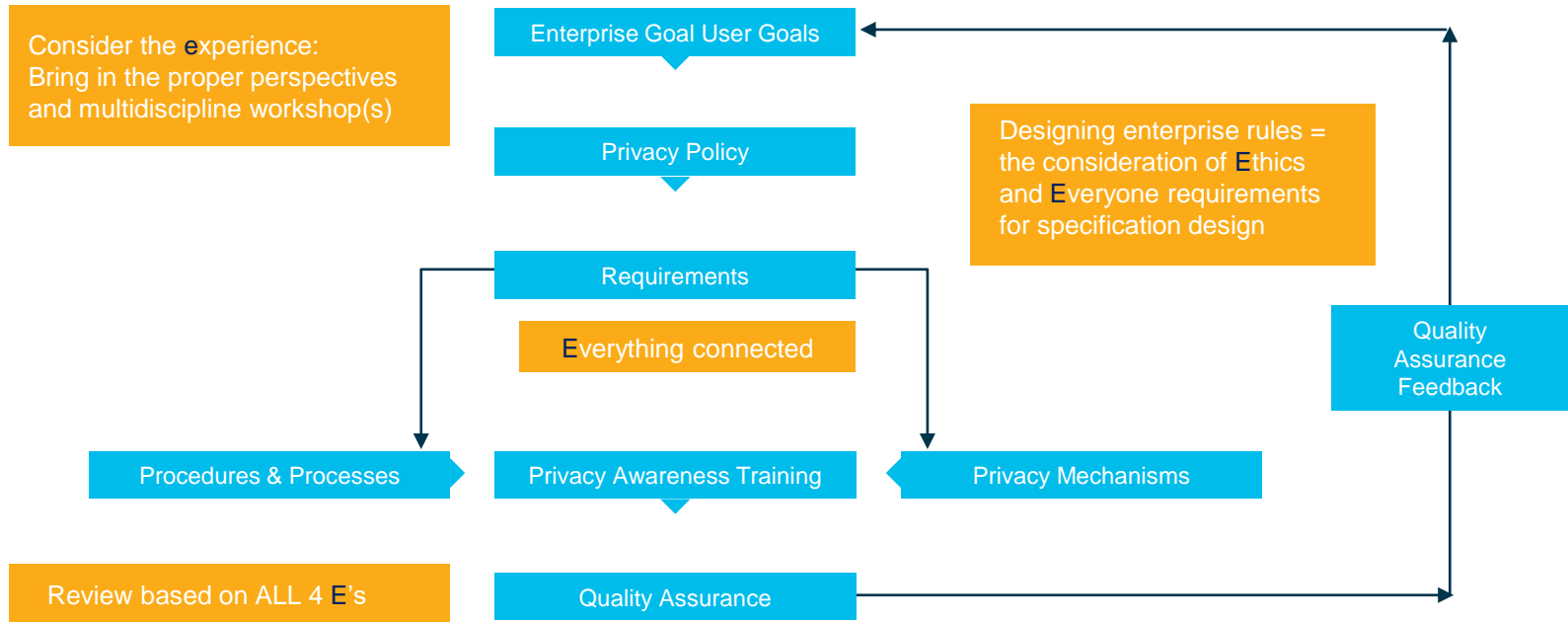


Innovation



Data-centricity

# Privacy engineering development process







Data Privacy is a CXO Issue

# A few tips

1. Form a **multidisciplinary team**: it takes a village of diverse, skilled people
2. Choose a **program framework** that works for you
3. Set **goals and priorities**
4. **Inventory data**: start with **high-risk** categories
5. Assess your **data protection maturity**
6. **Collect and connect existing** capabilities & processes
7. **Identify and close** most significant gaps
8. **Get the word out**: people awareness is as important as technology

# Contact us

- [trust.cisco.com](https://trust.cisco.com)
- Privacy Maturity Benchmark Study
- Privacy Sigma Riders podcast
- Follow [@CiscoTrust](https://twitter.com/CiscoTrust) on Twitter





*We securely connect everything to make  
anything possible*

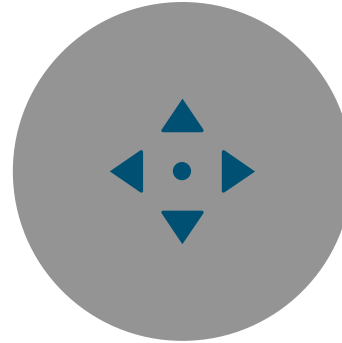
# Data protection at Cisco



Customer &  
Market Expectations



Competitive  
Differentiation



Risk Landscape



Legal  
Obligations

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## Strategic Considerations