The Indivisibility of Privacy and Security:
Ray Boisvert, Associate Partner
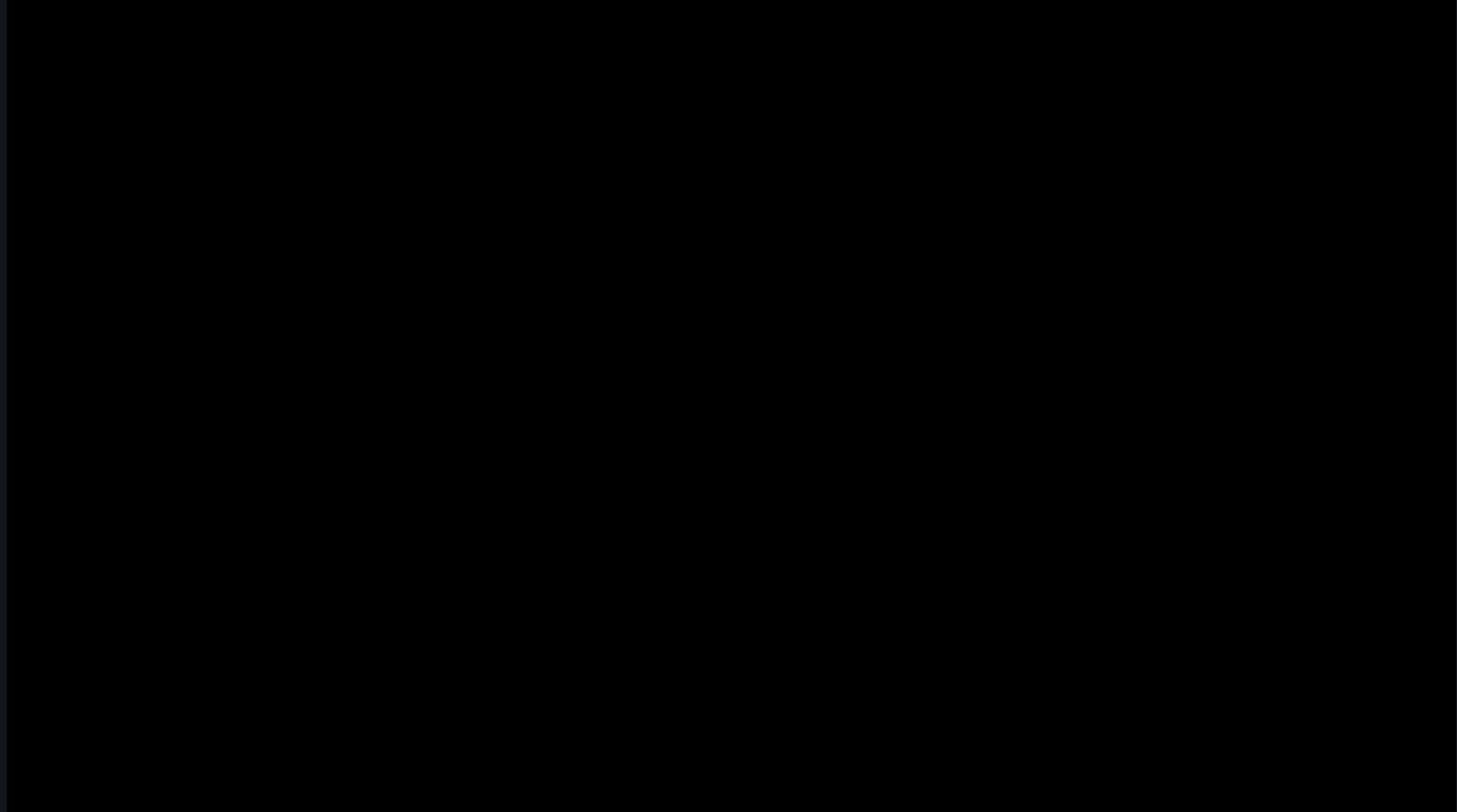
Protecting the Person, Enabling Business and Empowering Society

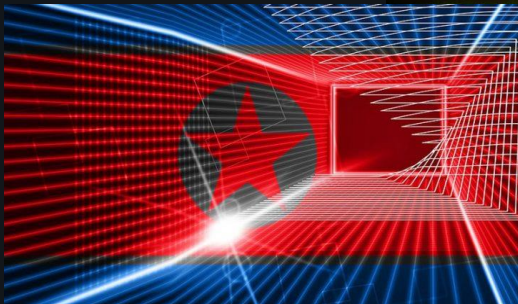IBM Canada – Security

Tyranny vs Freedom

Turning Points

Human Security and Technology in Transition

Threats: Analog to Digital

Emergence of Asymmetrical Conflict and Hybrid Warfare

Lawful Investigations in Perpetual Conflict

Canadian GDPR?

ISED Minister Navdeep Bains Mandate Letter

"the letter signals changes that we can anticipate to Canada's privacy laws and how they will be enforced. Overall, individual rights will be strengthened and organisations will have more significant compliance obligations,"

- Lawson Lundell, LLP

Success Starts with a Strategy

At what level does your security strategy understand your business or vice versa

69%

of respondents surveyed stated that compliance mandates were a factor driving security spending.[3]

Privacy is a strategic imperative for organizations

"By 2020, organizations that adhere to customer privacy best practices will gain 10% more in revenue over competitors that are caught lacking."

- Gartner

80%
of executives are reducing personal customer data retained

€50 Million
amount Google fined for GDPR violations

30%
of C-level executives are responsibly using employee data

CISOs
asked to function as CPOs, but don't feel prepared

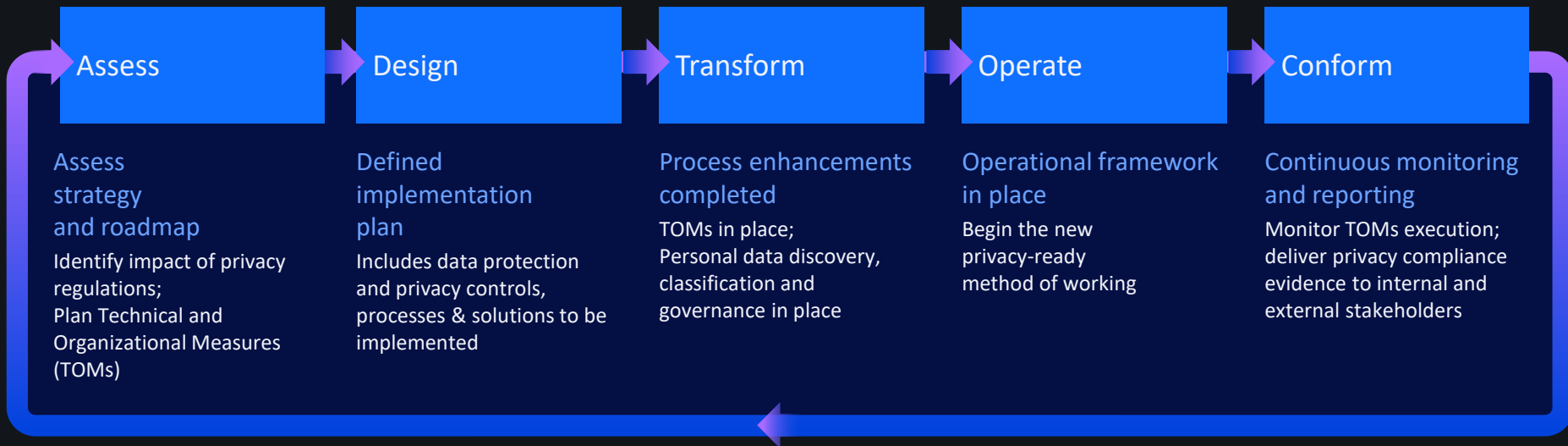# Privacy concerns we hear from our clients across the globe
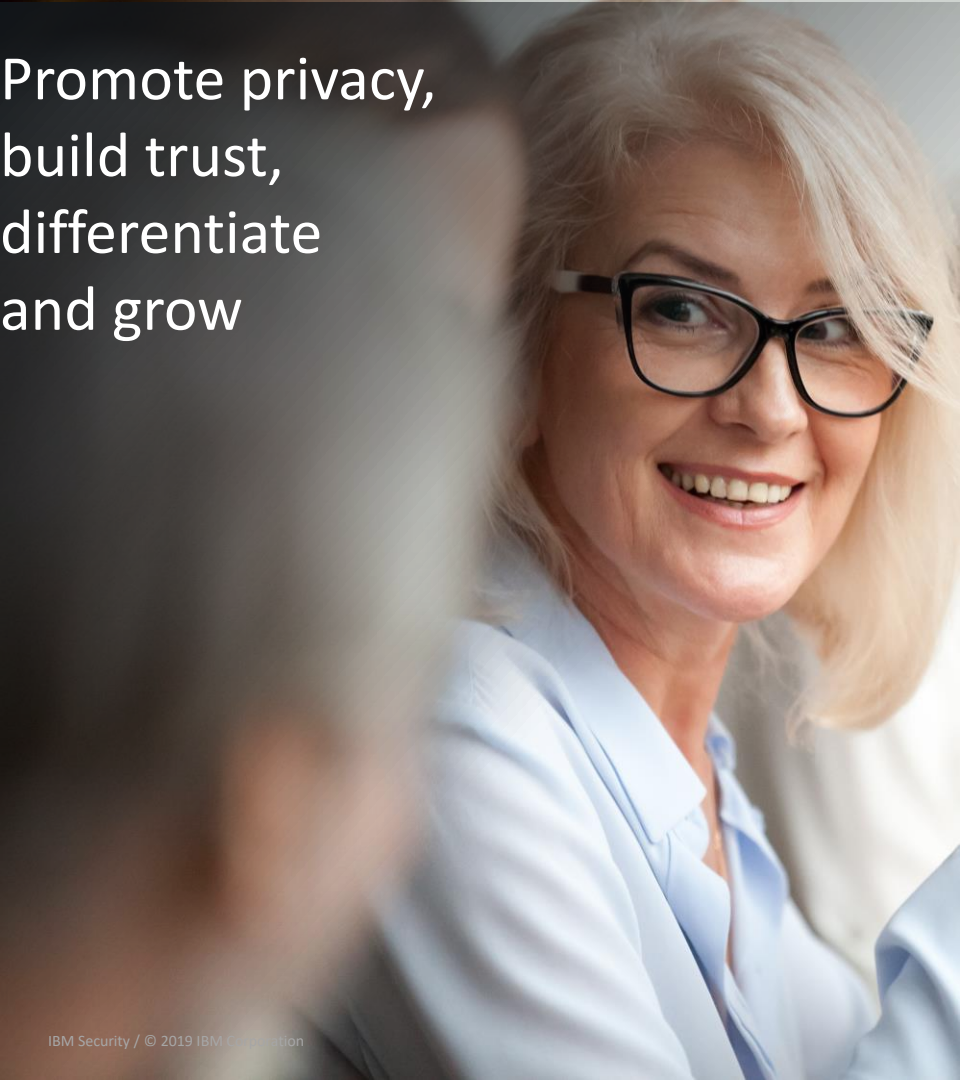
I need help...

- Understanding changing privacy regulations

- Automating manual privacy processes that don't scale

- Gaining insight into privacy risk and impact on my business

- Understanding how to handle personal data

- Protecting my brand while meeting customer privacy expectations

- Conducting my first Privacy Impact Assessment (PIA)

Continuous privacy management strategy

IBM Unified Privacy Controls Framework

Assess	Design	Transform	Operate	Conform
Assess strategy and roadmap	**Defined implementation plan**	**Process enhancements completed**	**Operational framework in place**	**Continuous monitoring and reporting**
Identify impact of privacy regulations; Plan Technical and Organizational Measures (TOMs)	Includes data protection and privacy controls, processes & solutions to be implemented	TOMs in place; Personal data discovery, classification and governance in place	Begin the new privacy-ready method of working	Monitor TOMs execution; deliver privacy compliance evidence to internal and external stakeholders

Expertise | Technology | Open Ecosystem

Promote privacy,
build trust,
differentiate
and grow

1 Build a strong
privacy program

2 Gain risk-based
privacy insights

3 Automate
privacy controls

1

Build a strong privacy program

Implement a holistic, continuous, dynamic privacy foundation

— Assess risk and privacy controls

— Develop privacy readiness roadmap

— Conduct executive reviews

— Implement privacy and security measures

Risk and privacy assessment

Privacy readiness

Regulatory expertise

IBM Data Privacy Services

IBM Promontory

2 Gain risk-based privacy insights

Leverage risk-based visibility and privacy insights for actionable business impact

— View privacy and risk from a single dashboard

— Prioritize actions for risk mitigation

— Govern and control access to personal data

— Apply necessary security and privacy controls

Powered by IBM integrations and third-party solutions

IBM **Security**

IBM **Promontory**

IBM **Blockchain**

OneTrust
Privacy Management Software

SECURITYFIRST®

splunk>
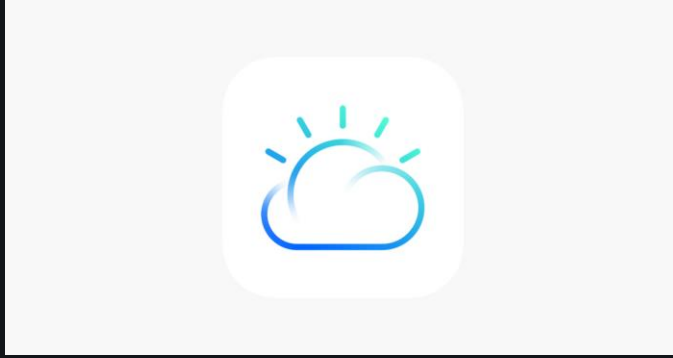
STEALTHbits
TECHNOLOGIES

THALES

3 Automate privacy controls

Protect personal data at rest and in motion, on premises and in the cloud
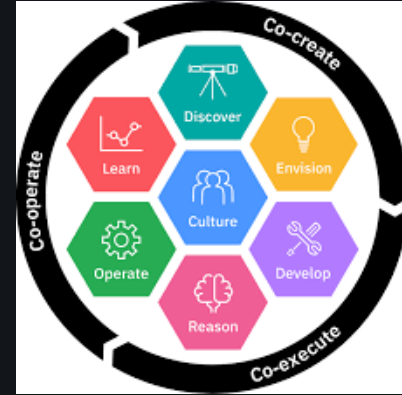
— Simplify and automate privacy processes
— Rapidly address privacy audits and requests
— Automate authorized identity access to personal data
— Respond automatically to a privacy incident

Data protection and encryption   Identity and access management   Incident Response Orchestration   IBM Services

Strategic and Transparent

Leverage Creativity

Good for Business

Percentage of companies getting significant benefits in each area

"It is a business imper   ntage for companies, their boards, an   accountability"

Pre   L)

67% Reducing sales delays	**71%** Mitigating losses from data breaches
71% Enabling agility and innovation	**72%** Achieving operational efficiency from data controls
73% Making company more attractive to investors	**74%** Building loyalty and trust with customers

- Cisco 2020 Data Privacy Benchmark Study

Less is More

"Value goes to those who refine it, not to those who just hold it… having a lot of data, for the current state of AI, is useful. But there's more and more AI innovation being done that learns with less data."

- Ginni Rometty
Chairperson, President, CEO of IBM

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