The Indivisibility of Privacy and Security:
Protecting the Person, Enabling Business and Empowering Society
Tyranny vs Freedom
Turning Points
The “End of History”
Human Security and Technology in Transition
Threats: Analog to Digital
Emergence of Asymmetrical Conflict and Hybrid Warfare
Lawful Investigations in Perpetual Conflict
Political Guidance is Clear

“...cyber crime continues to be an existential threat to the Canadian and global economy.”

-Financial System Review – 2019 (BoC)
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 strategy and roadmap
Identify impact of privacy regulations; Plan Technical and Organizational Measures (TOMs)

Defined implementation plan
Includes data protection and privacy controls, processes & solutions to be implemented

Process enhancements completed
TOMs in place; Personal data discovery, classification and governance in place

Operational framework in place
Begin the new privacy-ready method of working

Continuous monitoring and reporting
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
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
STEEALTHbits
THALES
Splunk
SecurityFirst
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

“It is a business imperative and competitive advantage for companies, their boards, and senior leaders to embrace accountability”

- Bojana Bellamy

President, Centre for Information Policy Leadership (CIPL)

Cisco 2020 Data Privacy Benchmark Study

Percentage of companies getting significant benefits in each area

- Reducing sales delays: 67%
- Mitigating losses from data breaches: 71%
- Enabling agility and innovation: 71%
- Achieving operational efficiency from data controls: 72%
- Making company more attractive to investors: 73%
- Building loyalty and trust with customers: 74%
“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
Take your next steps with us

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1-888-241-9812

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