



Privacy Metrics That Matter

Victoria International Privacy & Security Summit 2025

Privacy Metrics That Matter

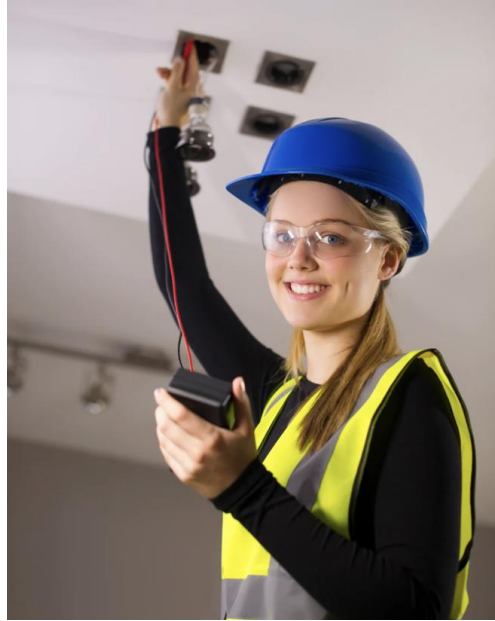
Proving privacy's return on investment (ROI) is key to securing leadership buy-in, driving organizational support, and ensuring your program gets the resources it needs. But with endless metrics to choose from, how do you pinpoint the ones that truly matter?

This session will break down how to use data to justify your privacy budget, quantify revenue impact, and connect privacy efforts to business growth.

We will critique commonly used privacy metrics that fail to resonate with leadership and offer more meaningful alternatives that position privacy as a business enabler—not just a cost center.

We will discuss strategies for designing B2B vs. B2C metrics, and you'll walk away with actionable insights to measure, communicate, and maximize privacy's business impact.

Introduction



Types of Metrics

Activity Metrics

Trend Metrics

Outcome Metrics

Common Privacy Metrics

Individual Rights

Privacy Incidents & Breaches

Awareness & Training

Agreement Negotiations

Privacy Impact Assessments

Good Metrics

Does it trigger behaviour change?

Does the behaviour change lead to the outcome you want?

Does the outcome matter?

Privacy Outcomes That Matter

Comply with regulations

Reduce risk

Increase trust

Business Outcomes

More money

More data (to get more money)

Better product (to get more money)

More money

Sell it for more money

Sell more of it

Sell it faster

More data

Increase data volume

Increase data usability

Increase data accessibility

Better product

Listen.

Storytelling 101

What happened?

Why should I care?

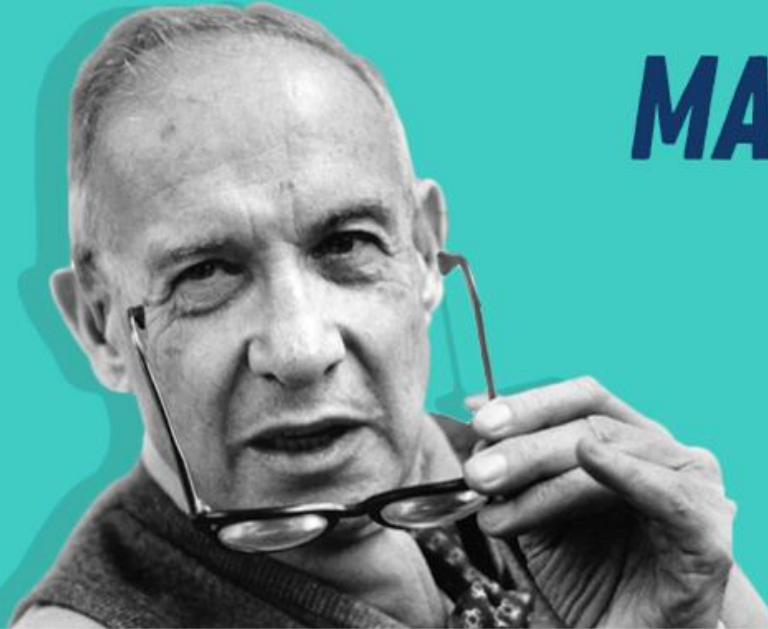
What should I do about it?

Story time

Business: Privacy is slowing us down.

Privacy: We don't have enough resources.

“ IF YOU CAN'T MEASURE IT,
YOU CAN'T
MANAGE IT ”



-PETER DRUCKER