

A KEY DIFFERENTIATOR &  
COMPETITIVE ADVANTAGE

# PRIVACY



EMPOWERED CUSTOMERS ARE MORE  
FORGIVING OF DATA PRIVACY BREACHES

ZYGOTEK

Strategic Risk  Managed Outcomes

zygotek.com | info@zygotek.com | +1 (415) 376-9704

# AN OVERVIEW

Data privacy has always been important and people have the right to decide how third parties use their data. But as more data breaches occur, and we share more information online, data privacy is taking on greater importance. Today your data privacy program should take a front seat in your organization because the risk of compromising customer's personal data could mean loss of trust, front page headlines, and penalties that can reach millions of dollars.

North America suffered 88% of all data breaches worldwide, and the average cost of a data breach will exceed \$150 million in 2020.

What this tells us is that a vast number of organizations today are unequipped and inexperienced in dealing with data privacy.

With the digital transformation of many processes across global industries, data breaches are becoming more and more common. More than 3,000 records are stolen each minute, which translates to more than 50 records each second.

It's clear that significant steps need to be taken within many businesses to address data privacy, so the personal information of customers is safeguarded and only collected for approved business purposes.



**69%**

69% of organizations said they would boycott a company known to lack adequate data protection.



**€50 million**

GDPR fine imposed on Google and anticipate more fines for hundreds of millions of Euros as regulators deal with the backlog of GDPR data breach notifications.



**\$3 Billion**

Yahoo accounts were hacked in one of the biggest breaches of all time.



**More than 1/2**

of companies would avoid giving data to an organization they know had been selling or misusing it before.



**More than 59,000**

data breaches have been reported since the GDPR legislation was introduced.



**3,437**

records are stolen every minute.

# OUR METHODOLOGY

transforming data privacy compliance into a competitive advantage

1

## Privacy Readiness Diagnostic

- Engagement is divided into three phases and consist of onsite interviews, remote phone interviews, and a detailed review of policy documentation and operational procedures

- Privacy diagnostic summary with an executive analysis and regulatory risk assessment
- Privacy compliance roadmap for your organization

- Key tactical and strategic recommendations
- Observations and identified gaps and focus areas
- Detailed privacy readiness report to help management

2

## Privacy Impact Assessments & DPIAs

- Engagement is divided into three phases and consist of onsite interviews, remote phone interviews, and a detailed review of policy documentation and operational procedures

- Integrates data protection solutions into projects
- Describes information flow
- Identifies data protection and related risks

- Identifies data protection solutions to reduce risk or eliminate the risks
- Management signs off on the DPIA outcomes

3

## Implement Privacy Program

- Engagement consists of personal data inventory, data disposal manifest, conduct risk assessment, define response procedures, create and prioritize privacy risk register, and risk reduction and remediation

- You will need to make changes to people, process, and technology
- May need to appoint interim Privacy Officer/Data Protection Officer responsible for properly implementing a privacy program

- Identifies data protection solutions to reduce risk or eliminate the risks
- Program roadmap developed and progress monitored
- Management signs off

4

## Security Remediation and Support

- Perform penetration tests to identify your weak points
- Encrypt data both at rest and in transit
- Access applications for vulnerabilities

- Regularly test, assess, and evaluating the effectiveness of security measures
- Ensure working backups are in place that can be restored quickly

- Develop effective incident response program and procedures
- Detect suspicious behavior, so you can investigate and remediate fast

# WHO WE ARE

A powerful combination of CISOs, CTOs, CIOs, and experienced Consulting Partners.

The Zygotek team is different from other consulting firms because we are world-class executives who have spent time "in the trenches" mitigating risk, enabling opportunities, and delivering results for our companies.

We use specific set of proven principles and processes to collaborate with you and your team, to mitigate your risk, provide transformative insights, fast execution, and deliver the maximum business value for your investment.

# WHAT WE DO

We help clients mitigate their strategic and digital risk, identify and act on strategic opportunities, drive new sources of revenue to their top line, and to reduce their bottom line costs. We deliver these results by following our simple four-phase methodology:

- Assess – Using our experience, we quickly and effectively assess your situation.
- Advise – Provide recommendations and roadmaps to get you where you need to be.
- Act - Using highly skilled small teams, we help you implement solutions with a rapid payback.
- Assure – To protect your investment, we conduct periodic reviews and recommend improvements.



## "Trusted Advisor"

*"Immediately became a trusted advisor and played a critical role in developing all of our InfoSec functions." -Global manufacturer*



## "Above and beyond"

*"Tackles projects in an extremely organized and detailed manner, communicating at timely intervals, and going above and beyond to produce quality deliverables." -Consulting firm*



## "Value-add capabilities"

*"Helped us develop and implement an enterprise security plan and transformed dysfunctional processes into value-add capabilities. They were an invaluable addition to our team." -Technology agency*

## Our experience includes helping numerous global companies in all verticals, including:

- Pfizer
- Moody's
- Johnson & Johnson
- Altisource
- St. Joseph Health
- CDC
- GIA
- HBO
- Molecular Devices
- ABSciex
- EDeal
- DeAnza College
- Ciba Specialty Chemicals
- GoPro
- Informatica
- Country of Santa Clara
- VMware
- Canadian Tire
- eBay