

BUSINESS + TECHNOLOGY + MANAGEMENT

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THE INTERVIEW

HANDLING THE DATA PRIVACY CHALLENGES IN A
POST-PANDEMIC WORLD

DEBBIE REYNOLDS THE DATA DIVA

Debbie Reynolds explains how demystifying
Data Privacy is a Business Advantage



PLUS

Privacy By
Design on
Steroids

THE INTERVIEW

"We demystify data privacy for companies, making it a business advantage," - Debbie Reynolds



Debbie Reynolds is the Founder, CEO, and Chief Data Privacy Officer of Debbie Reynolds Consulting LLC. Debbie Reynolds, "The Data Diva," is a world-renowned technologist, thought-leader, and advisor to Multinational Corporations for handling global data privacy, cyber data breach response, and complex cross-functional data-driven projects. Ms. Reynolds is an internationally published author, highly sought speaker, and top media presence about global data privacy, data protection, and technology issues. Ms. Reynolds has also been recognized as a Technology Visionary and as a top leader in the Data Privacy industry worldwide.

At Debbie Reynolds Consulting LLC, We demystify data privacy for companies, making it a business advantage. Most companies face data challenges around balancing data privacy obligations while doing business. we help companies bridge the data privacy gap between the legal, compliance, development, and technology functions while breaking barriers to product or service adoption. From start-up companies looking for new customers, to mature companies that must pivot their data privacy focus, Debbie Reynolds Consulting can take companies as far as they would like to go, as fast as they would like to get there.

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There are three data privacy challenges that companies face now that are top of mind in data privacy.

Data Privacy on Purpose not just on Paper

Although data privacy regulation has existed for decades, the 2018 European Union's General Data Protection Regulation (GDPR) brought more C-suite attention to data privacy due to the massive potential fines (up to 4% of a company's worldwide annual revenue). As of January 2020, the US has the California Consumer Privacy Act (CCPA), which has been a game-changer in how companies must handle consumer data. Now over 50% of countries around the world have data privacy regulations, with many more looking to develop new laws. Data Privacy developments have pressure businesses to implement data privacy in their day to day operations. Although updates to data privacy policies and adding consent checkboxes to websites are great first steps, companies must do more work to change the way they operate. These necessary changes may mean dealing with legacy data, deleting items that are no longer needed, tying data to its purpose, and doing the work to show that compliance efforts are tangible, not just a paper exercise.

Privacy By Design on Steroids

Privacy must be "baked" into how businesses manage data to be successful. There are fundamental principles that, if followed, can help companies from reacting to every new data privacy law.

DATA PRIVACY ON STEROIDS

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Companies who have not built privacy into their systems not only risk privacy fines, but they may also lose revenue, customer trust, and business partners. Not only is privacy a new litmus test for the health and the future of companies in the digital age, but it can also be a barrier to sales and expansion into new markets.

Data privacy maturity can power businesses to greater heights and broader audiences by embracing privacy by design on steroids. We want businesses to look at data privacy as a business advantage, not a burden.

Handling the Data Privacy Challenges in a Post-Pandemic World

Debbie Reynolds
Debbie Reynolds Consulting, LLC
Founder, CEO, and Chief Data Privacy Officer
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Due to the current Covid-19 pandemic, and the need for businesses to manage health issues in the workplace, this creates new challenges for businesses to manage emerging data privacy concerns of employees and customers. The data that would typically have only been provided to health providers is now slipping into the day to day business operations. Also, as technologies are rushed to the market to help companies cope with new Covid-19 challenges, businesses need to know the full impact of this new data collection. It is vital that companies successfully handle this new world reality and data privacy challenges and still thrive.

