

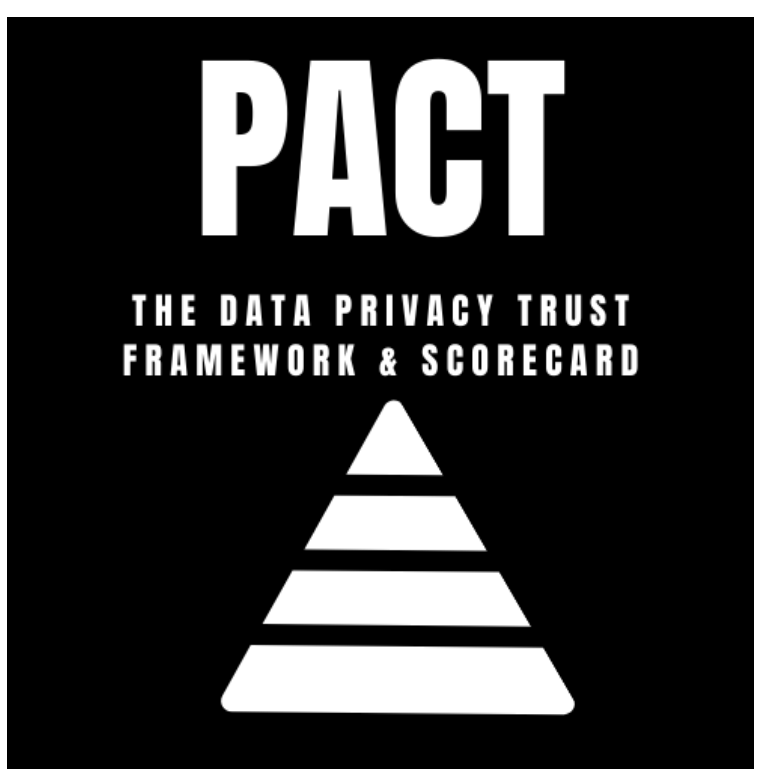
ISSUE NO. 101

Debbie
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PACT

THE DATA PRIVACY TRUST
FRAMEWORK & SCORECARD

IMPLEMENTATION OF FOUR PRINCIPLES TO PROTECT DATA PRIVACY WHILE BUILDING TRUST



EXCLUSIVE

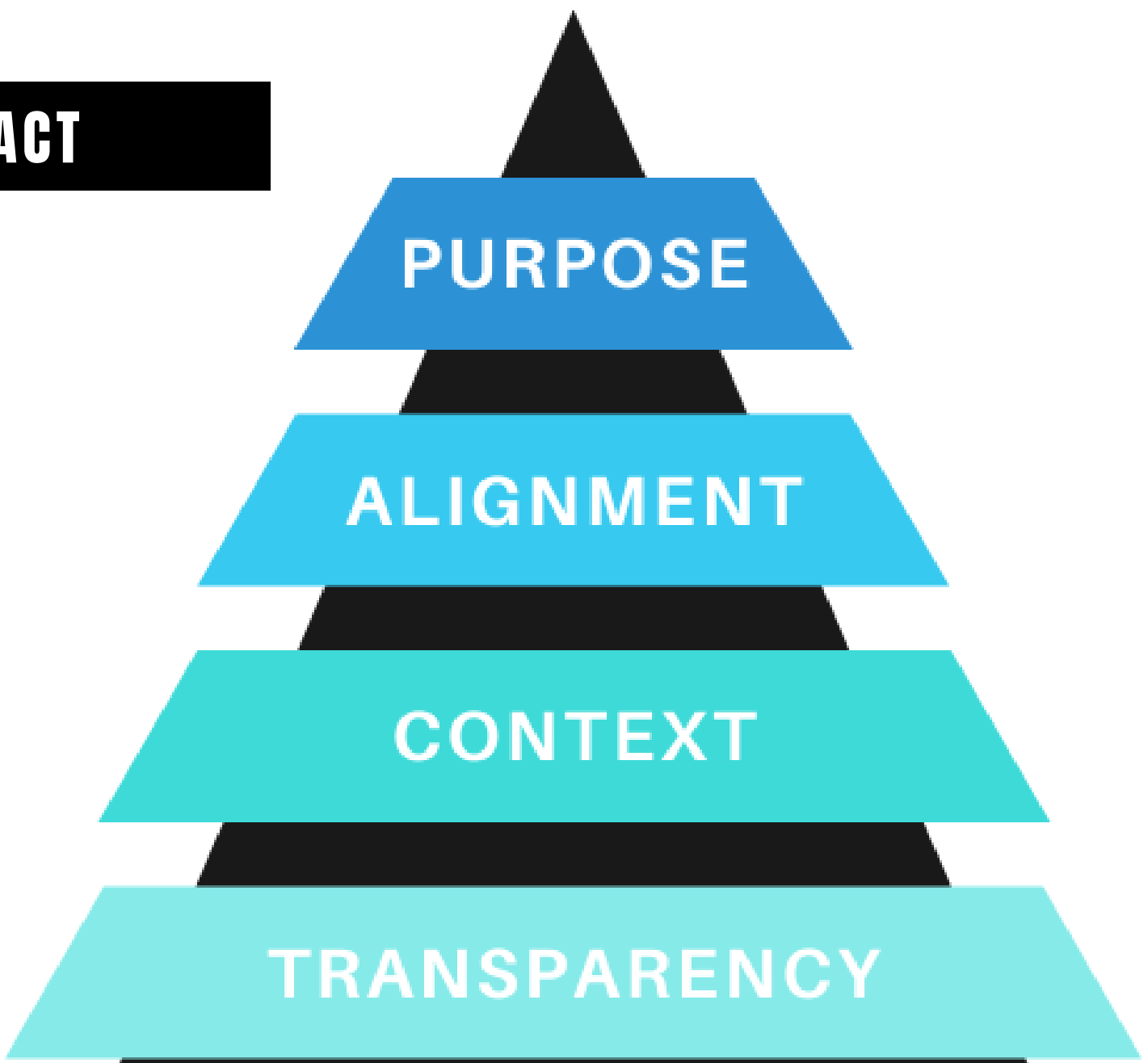
PACT **DATA PRIVACY** **TRUST** **FRAMEWORK**

Debbie Reynolds Consulting LLC launched the first of its kind PACT Data Privacy Trust Framework.

This framework can be used to evaluate regulatory and business risk and the trust of individuals around data privacy. This is a gut-check for organizations of all sizes to rate and triage their data privacy challenges.

This framework addresses Purpose, Alignment, Context, and Transparency.

PACT



Purpose - The purpose of data use must be clear to individuals.

Alignment - When data use is aligned with the purpose of data collection, it builds trust with the individual.

Context - Data used in context with the purpose for which it was collected builds trust with the individual. It is also key that organizations can define clear benefits to the individual for their data use.

Transparency - Transparency with individuals about how their Data Privacy is protected during the data lifecycle is a key foundation of trust.

What is the current Data Privacy Landscape and the reason for PACT?

- Rapid development of Data Privacy and Data Protection regulations around the world
- Trusted companies who protect data of individuals enjoy increased revenue
- Technology shifts in minimizing alternative data uses and third-party data risks of organizations
- Leadership in Data Privacy is an advantage to individuals and organizations

What is the purpose of the PACT Data Privacy Trust Framework?

- Communicate Data Privacy risks to Investors and Boards
- Align with fundamental principles of Data Privacy and Data Protection regulations
- Pinpoint problematic data practices that reduce trust
- Reduce barriers to the adoption of products and services
- Guide to organizations throughout the data use lifecycle

What are the PACT Data Privacy Trust Framework benefits to my organization?

- Communicate the value of trust to Stakeholders and Shareholders
- Reduce the risk of reputational harm
- Increase revenues by demonstrating trusted data practices
- Improve data quality
- Assess the maturity in data practices and identify gaps

Why should I implement the PACT Data Privacy Trust Framework in my organization?

- Assess the risks that organizations have around Data Privacy and data stewardship
- Rate the risks and develop a plan to increase the Data Privacy maturity
- Address the business risk as well as the regulatory risks around Data Privacy
- Allows organizations to determine which areas need the most immediate focus

What kinds of organizations should use the PACT Data Privacy Trust Framework?

- Any organization that handles data of individuals
- Organizations that want to benchmark their Data Privacy trust maturity
- Organizations that have regulatory obligations and consumer trust risks around Data Privacy and Data Protection
- Organizations who want to have a positive revenue impact related to their commitment to Data Privacy and trust
- Learn how the PACT Data Privacy Trust Framework & Scorecard can help your organization improve revenue, reduce risks and engender more trust

<https://www.debbiereynoldsconsulting.com/pact-framework>

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