

# Unlock Your Potential in 2015 Advancing Risk Outcomes

CEB Data Privacy Leadership Council

## Solutions to Emerging Problems

As companies collect and use an increasing amount of sensitive information, the risk of data breaches and mishandled information has grown significantly. In fact, this year, **privacy executives ranked employees' inappropriate use of personal and confidential information as their top privacy-related risk.**

Our research finds that the majority of privacy failures are unintentional and more than 72% are repeated, suggesting a breakdown in internal privacy controls. Privacy failures disproportionately result from poor process design and human error—either from lack of employee awareness or employee mistakes.

To reduce this risk, privacy departments need to adjust how they design and test internal processes and focus training on reinforcing desired privacy compliance behaviors.

This year, we will focus on helping heads of Privacy do the following:

- Develop an integrated framework for designing privacy controls and routinely updating procedures based on observed failure points
- Improve employee privacy compliance and awareness through training and communications designed to reinforce appropriate behaviors
- Evaluate the effectiveness of privacy efforts through objective measures and prioritize areas of focus

## Expanded Support for Members

To help companies design better process controls and reduce the risk of employee errors, we provide a wide range of support, including:

- An online diagnostic tool to help you understand the maturity of your privacy program and training efforts;
- A database of training and communications templates; and
- How-to guides to measure and report program effectiveness.

## Always-On Resources



Best Practice  
Company Profiles



Benchmarks, Diagnostics,  
Audits, and Tools



Advisory  
Support



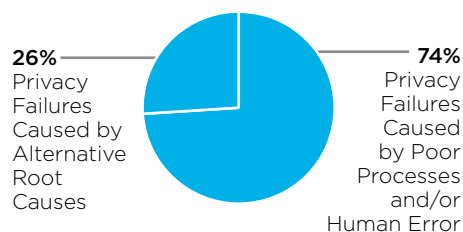
Live Meetings  
and Webinars

## Our Research Focus

- Program Development and Evaluation
- Best-in-Class Policies and Procedures
- Proper Training and Communication
- Program Monitoring and Reporting

## Root Causes of Privacy Failures

Percentage of Respondents



*n* = 69.

Source: CEB 2014 State of the Privacy Function Survey.

## Meeting Dates

Chicago	30 April
New York	15 October

## Contact Us to Learn More

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