

# Establish, automate, and scale privacy processes across the enterprise

**An offering from KPMG and OneTrust**



Just a few years ago, dedicated privacy teams could typically only be found at large organizations in highly regulated industries, such as banking and healthcare. These teams were often small—or even a team of one—and maintained a singular focus around compliance with federal privacy regulations. Today, privacy teams can be found across every industry, as the organizational privacy mindset has shifted from a narrow focus on compliance to viewing privacy as a competitive differentiator.

In addition to their compliance role, privacy teams at multinational organizations must also ensure their organization’s use of personal data conforms with complex global data protection regulations, such as the General Data Protection Regulation (GDPR) in Europe and the California Consumer Privacy Act (CCPA) in the United States. These laws and regulations—and others slated to be passed in the near future—enhance individual privacy rights and enable consumers to take ownership of data.

Being viewed a trusted custodian of customer data can strengthen customer loyalty and serve as a competitive differentiator. But faced with extensive—and constantly evolving—data protection and privacy regulations, many leaders find their organizations underprepared to meet privacy obligations.

Global organizations frequently encounter two major privacy-related challenges:

- First, they struggle to establish the base processes required to demonstrate privacy compliance, such as establishing privacy governance and responding to consumer rights requests.
- Second, the scalability of their manual processes is increasingly put to the test. Both an increase in volume of requests and an overreliance on scarce and high-cost specialized internal privacy personnel stretch an organization’s ability to meet new demands.

Combined, these challenges are driving companies to automate privacy processes.

Fortunately, the alliance between KPMG and OneTrust combines professional services and privacy technology to provide your company with a broad strategy and approach to institute a governance structure, develop and implement privacy processes, and support change management as you automate your privacy program.

### **OneTrust: Technology to power privacy**

Recognized by Forrester as the leader in GDPR and privacy management, OneTrust’s technology solution creates and automates privacy process workflows. Because it is used by more than 5,000 companies globally, privacy leaders can feel secure that OneTrust provides the visibility, automation, and record keeping to support compliance with the laws and frameworks that matter to their compliance program.

OneTrust’s workflow enablement is centered on a robust data inventory. All workflows either use the information contained within the data inventory to assess risk or update the data inventory as new information is discovered. As a result, the platform integrates and centralizes a number of distinct privacy processes that are typically performed manually. In addition, an automated feedback loop and dashboards illustrate the current status and progress against regulations.

By automating information collection at privacy touchpoints, assessing the risk and impact of policy changes, centralizing and streamlining privacy risk tracking, and reducing the need for specialist intermediaries, OneTrust’s privacy workflow enablement technology can ease the compliance burden.

## **KPMG: Credentials in privacy and data protection**

KPMG's Privacy and Information Governance practice understands that privacy legislation is often extensive with numerous requirements on what a company must do, but all too often is not very prescriptive on how a company should execute those requirements. The way each company complies with global privacy regulations often depends on its risk tolerance levels and its business processes and objectives.

Using its established Privacy Management Framework (PMF), KPMG's cross-functional privacy team is well qualified to guide global organizations in developing a privacy automation strategy, guiding process development and implementation, supporting technology implementation and configuration, leading change management activities to encourage successful adoption across the enterprise, and working shoulder to shoulder with you to perform defined "run" activities.

KPMG's global Privacy practice includes more than 300 professionals across 75 countries who hold credentials such as Certified Information Privacy Manager (CIPM), Certified Information Privacy Technologist (CIPT), and Certified Information Privacy Professional (CIPP/U.S., and CIPP/Europe), and more than 100 privacy-focused resources in the U.S. With this deep know-how, KPMG privacy professionals provide a consistent approach to privacy and data protection in the U.S. and across the globe.

Companies with a demonstrated commitment to customer privacy and data protection stand out among their peers. To help you stay ahead of the curve, KPMG's Privacy practice provides strategies and approaches based on privacy and data protection principles that can be easily modified as new regulations are enacted.

### **A solution to automate and scale privacy processes**

With new regulations for individual privacy rights, consumer requests for information and opt-out are increasing rapidly. Request intake is frequently administered by internal privacy specialists who are both high cost and in short supply. In addition, organizational data footprints are continually expanding, challenging privacy program maintenance efforts. Because businesses are trying to unlock the value of their data, privacy experts are pulled in more directions as their expertise is required on an increasing number of issues.

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In this environment, it is vital for privacy teams to institute core processes that are designed to comply with new regulations. KPMG and OneTrust's joint offering provides the professional services and technology to establish, automate, and scale privacy processes, including:

- Establishing privacy governance and oversight
- Tracking and responding to consumer access and opt-out requests
- Creating and maintaining a data inventory (record of processing activities)
- Managing third-party privacy
- Managing privacy notice and consent
- Integrating privacy into data protection activities
- Establishing privacy incident management
- Managing privacy risk.

KPMG's Privacy team helps your company articulate an automation strategy, develop and implement processes, support OneTrust deployment and configuration, and provide training to boost adoption. With KPMG and OneTrust, your privacy processes can align to relevant regulations and reduce the burden on your privacy team.

### **Implement a robust and responsive privacy program**

Complex and ever-evolving global privacy regulations create significant and resource-intensive compliance obligations. Although multinational organizations may already employ privacy experts, large volumes of consumer data requests and limited personnel resources are compelling many companies to automate their privacy processes. With KPMG and OneTrust, you can develop and implement the privacy strategies and practices to enhance the consumer experience, streamline operations, support regulatory compliance, enhance brand reputation and investor confidence, and more.

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