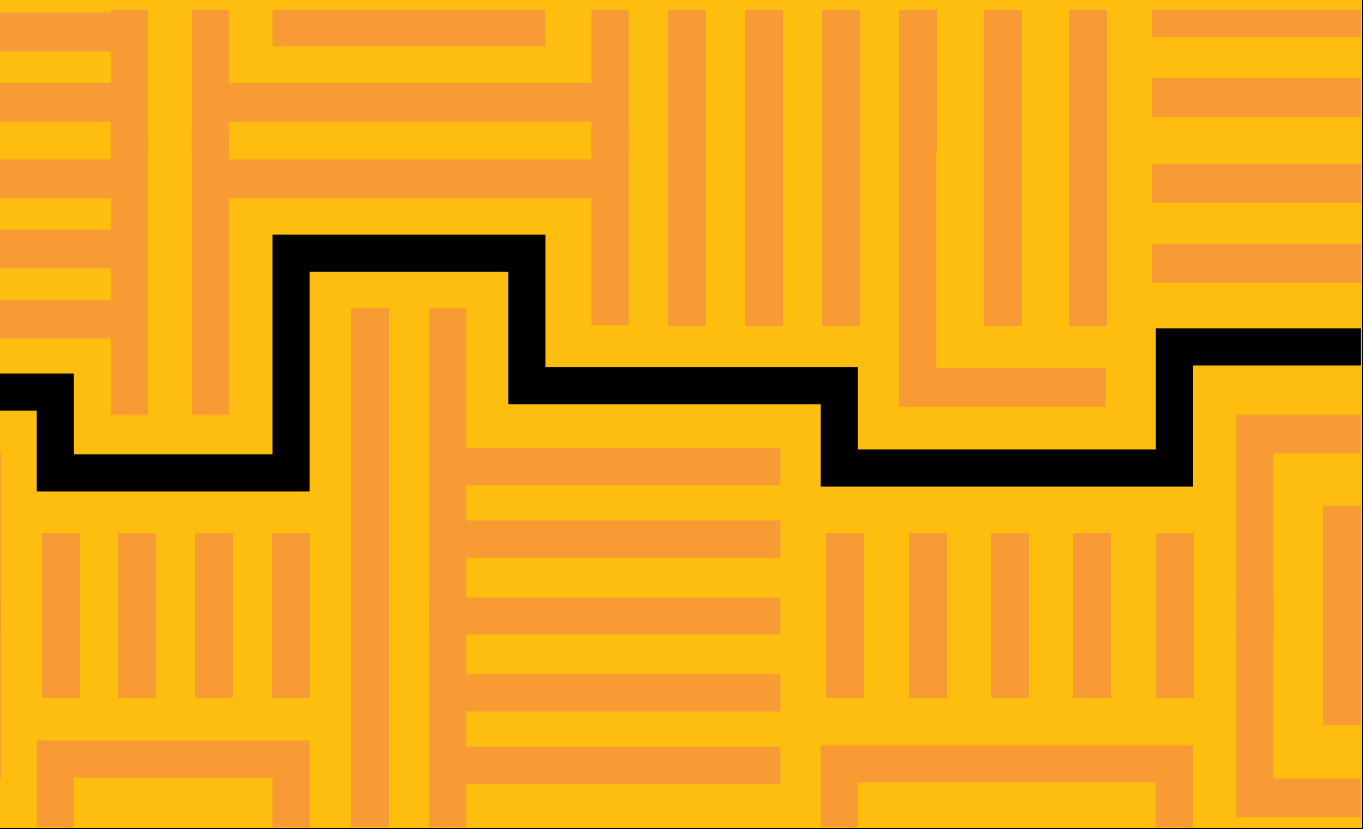


PwC's privacy solutions: Building trust with people



PwC helps organisations understand their data privacy obligations, navigate the underlying technology, demonstrate accountability and build trust with customers, employees and third parties.

Changing Indian regulatory landscape: Draft Indian Data Privacy Bill, 2019

Applicability and roles

- 01** It applies to the private and government sectors.
- 02** It extends to all Indian and foreign companies processing data within Indian territory.
- 03** A data fiduciary is one who alone or in conjunction with others determines the purpose and means of processing personal data.
- 04** A data processor is one who processes personal data on behalf of a data fiduciary.
- 05** A data principal is an individual whose personal data is being processed.
- 06** Fines up to 2–4% or INR 5–15 crore of the total worldwide turnover, or whichever is greater



Top privacy challenges faced by industry today

Locating and identifying personal data

Using data ethically and managing new technologies

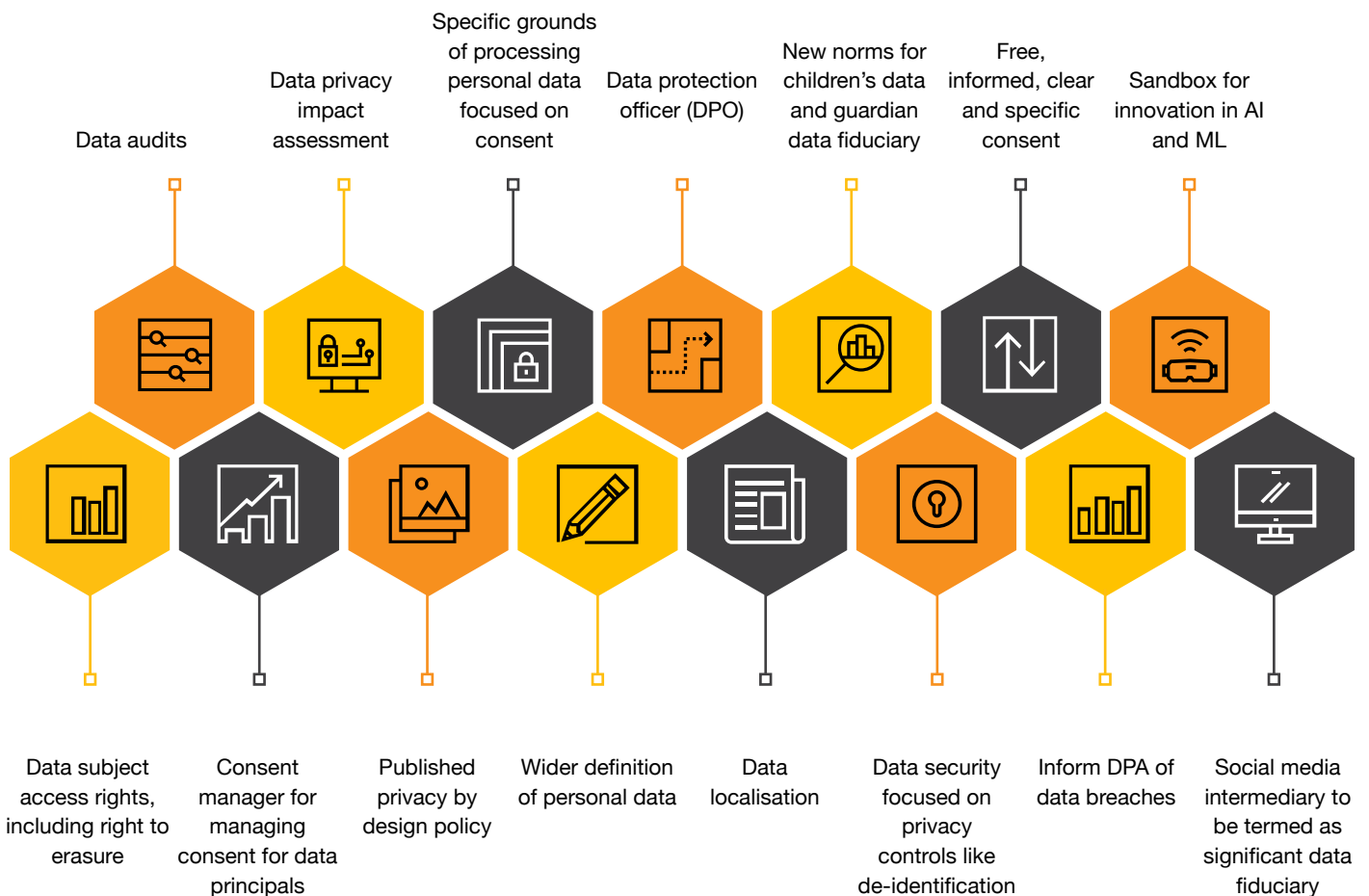
Building trust with customers through transparency

Securing personal data

Bringing about a cultural shift in the organisation



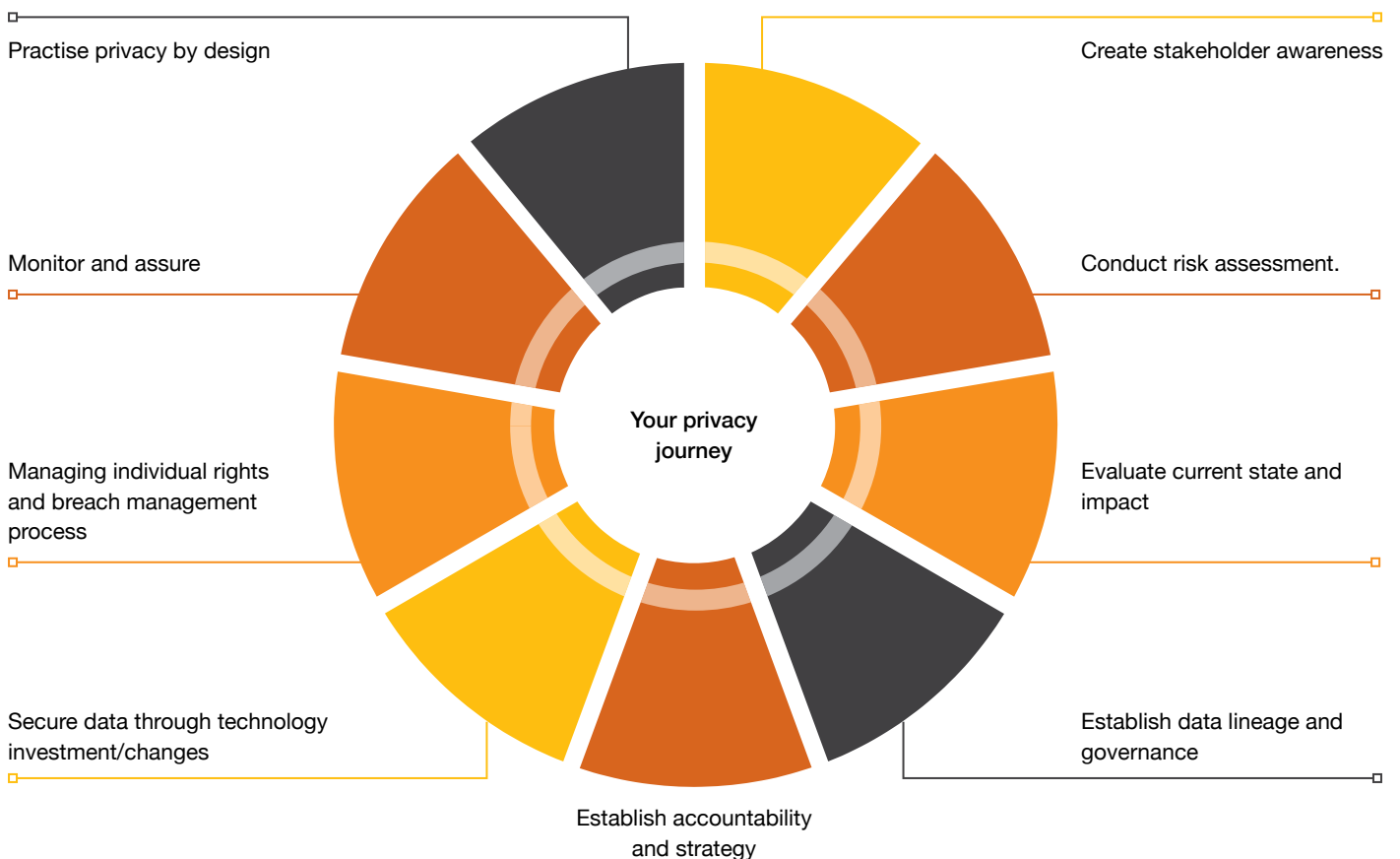
What does the law say?





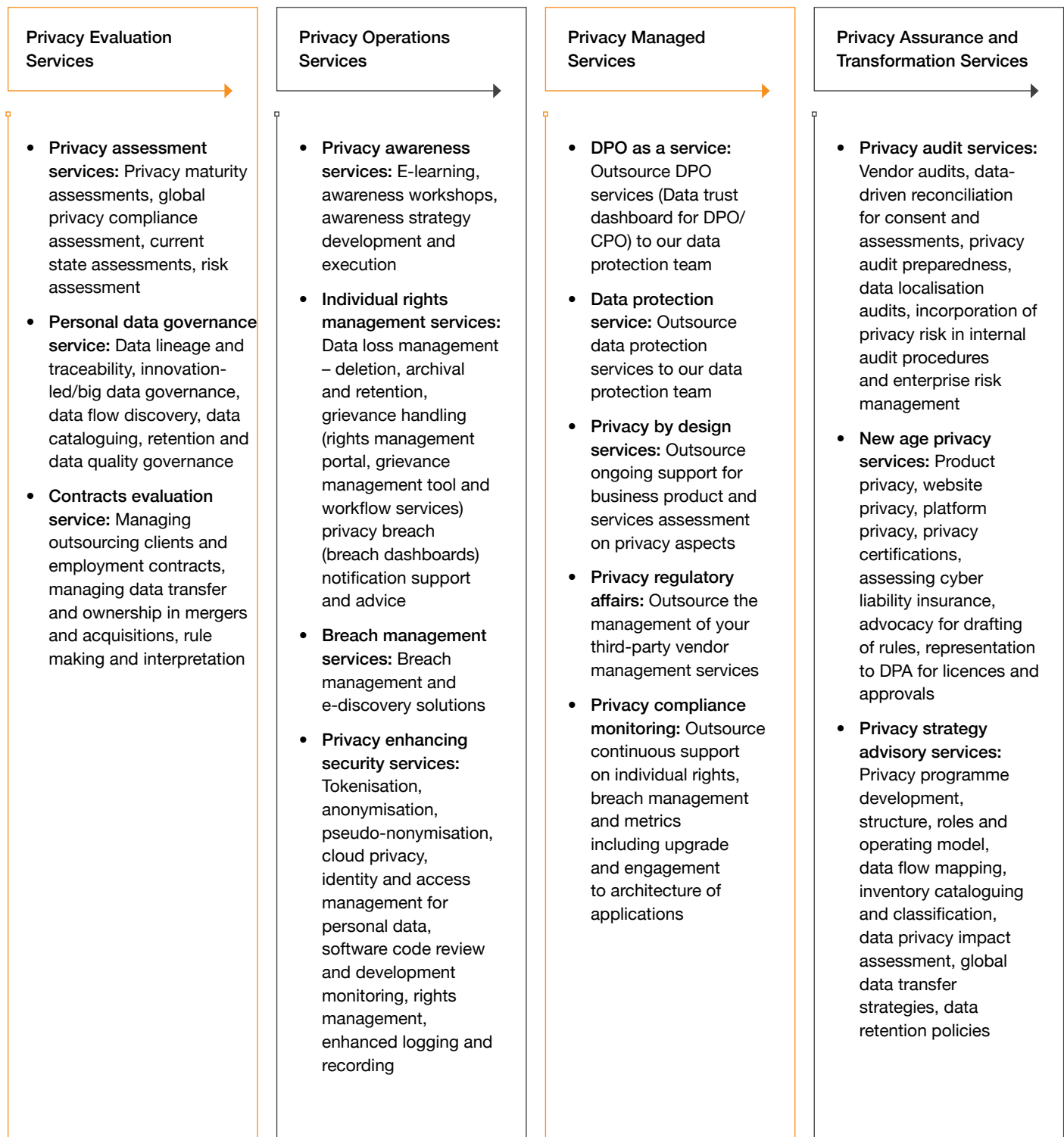
What does this mean for you?

Every new law and compliance requirement brings in a lot of changes in an organisation, be it small or large. While each of these phases will require effort at your end, it also brings in opportunities for optimisation and better governance.



How can we help?

We have built a suite of products and services that will help you create a trust-based environment and a strong privacy by design culture to overcome privacy challenges. Whether you need to assess your readiness to comply with a privacy regulation, demonstrate accountability or re-engineer your privacy governance to show trust, one or more of our solutions can meet your needs.





Why PwC?

Our team offers the following differentiators to clients of all sizes, industries and capabilities, enabling them to manage the new complexities of data privacy involving technology, business impact, cultural shift, change management, regulatory aspects, cyber security, response and governance. Together, we create trust.

01

A unique privacy team comprising of experienced professionals in technology, risk, security, and law who understand the multidimensional nature of privacy



02

A mature organisation with extensive experience in delivering privacy consulting, strategy, operations and assurance services globally



03

Leverage PwC's experience in all industry segments and deep technology proficiency



04

Comprehensive service offerings spanning all stages of an organisation's privacy journey, independent of its state of maturity through privacy evolution and transformation



05

Achieve privacy compliance with minimum data loss through PwC's smart data governance and technology accelerators



06

Deep bench of global privacy professionals from various competencies and backgrounds



About PwC

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 157 countries with over 276,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com.

In India, PwC has offices in these cities: Ahmedabad, Bengaluru, Bhopal, Chennai, Delhi NCR, Hyderabad, Kolkata, Mumbai, Pune and Raipur. For more information about PwC India's service offerings, visit www.pwc.in

PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see www.pwc.com/structure for further details.

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