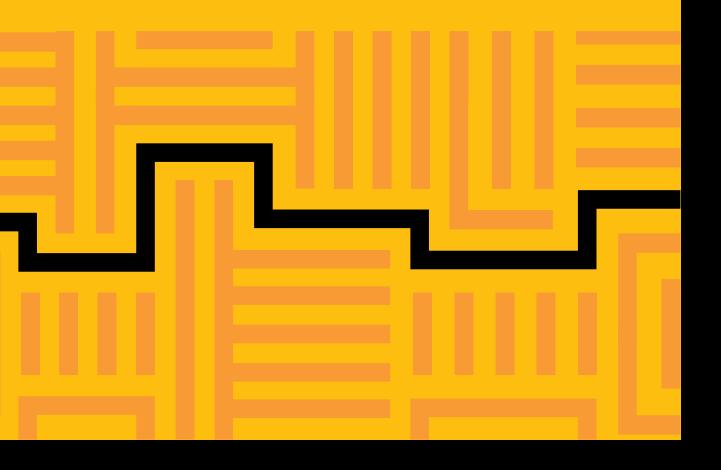
PwC's privacy solutions: Building trust with people





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

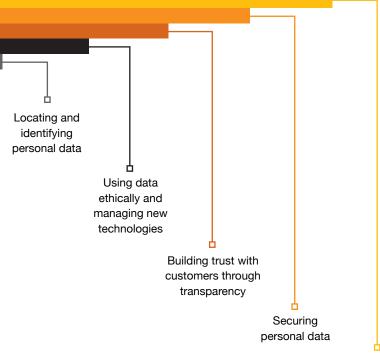
Changing Indian regulatory landscape: Draft Indian Data Privacy Bill, 2019

Applicability and roles

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



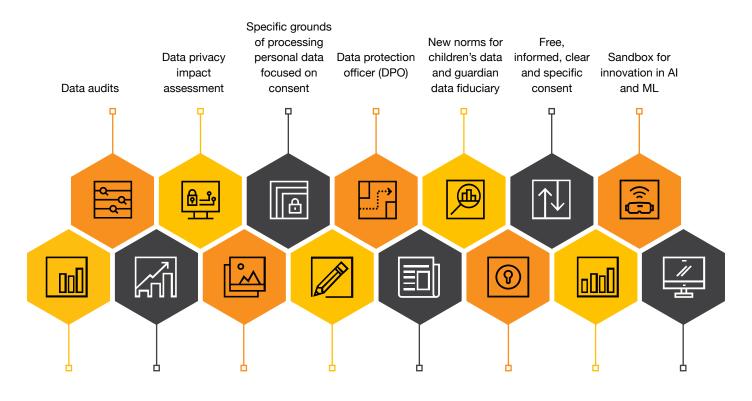
Top privacy challenges faced by industry today



Bringing about a cultural shift in the organisation



What does the law say?



Data subject access rights, including right to erasure

Consent manager for managing consent for data principals Published privacy by design policy

Wider definition of personal data

Data localisation

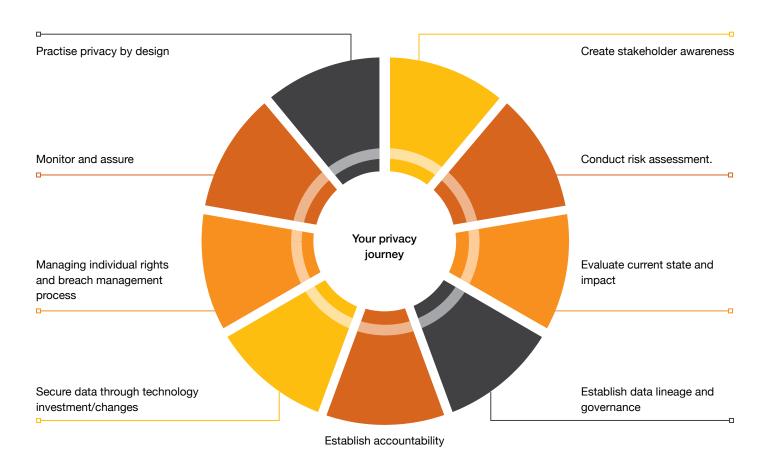
Data security focused on privacy controls like de-identification Inform DPA of data breaches

Social media intermediary to be termed as significant data fiduciary



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.



and strategy

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.

Privacy Evaluation Services

- Privacy assessment services: Privacy maturity assessments, global privacy compliance assessment, current state assessments, risk assessment
- Personal data governance service: Data lineage and traceability, innovationled/big data governance, data flow discovery, data cataloguing, retention and data quality governance
- Contracts evaluation service: Managing outsourcing clients and employment contracts, managing data transfer and ownership in mergers and acquisitions, rule making and interpretation

Privacy Operations Services

- Privacy awareness services: E-learning, awareness workshops, awareness strategy development and execution
- Individual rights management services: Data loss management - deletion, archival and retention, grievance handling (rights management portal, grievance management tool and workflow services) privacy breach (breach dashboards) notification support and advice
- **Breach management** services: Breach management and e-discovery solutions
- Privacy enhancing security services: Tokenisation. anonymisation, pseudo-nonymisation, cloud privacy, identity and access management for personal data, software code review and development monitoring, rights management, enhanced logging and recording

Privacy Managed Services

- DPO as a service: Outsource DPO services (Data trust dashboard for DPO/ CPO) to our data protection team
- Data protection service: Outsource data protection services to our data protection team
- Privacy by design services: Outsource ongoing support for business product and services assessment on privacy aspects
- Privacy regulatory affairs: Outsource the management of your third-party vendor management services
- Privacy compliance monitoring: Outsource continuous support on individual rights, breach management and metrics including upgrade and engagement to architecture of applications

Privacy Assurance and **Transformation Services**

- Privacy audit services: Vendor audits, datadriven reconciliation for consent and assessments, privacy audit preparedness, data localisation audits, incorporation of privacy risk in internal audit procedures and enterprise risk management
- New age privacy services: Product privacy, website privacy, platform privacy, privacy certifications, assessing cyber liability insurance, advocacy for drafting of rules, representation to DPA for licences and approvals
- Privacy strategy advisory services: Privacy programme development, structure, roles and operating model, data flow mapping, inventory cataloguing and classification, data privacy impact assessment, global data transfer strategies, data retention policies



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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