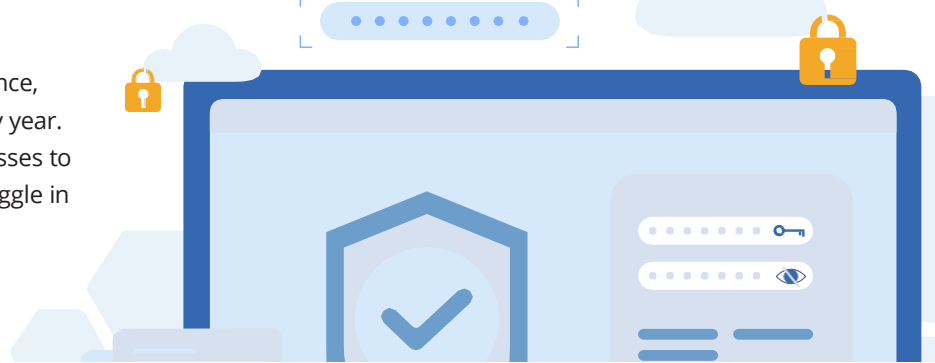


# Data Privacy

The data privacy landscape continues to advance, with new laws and regulations emerging every year. Such constant momentum often leads businesses to fall behind industry leading practices and struggle in maintaining regulatory defensibility.



## Understanding Your Data Privacy Risk

If you process:<sup>1</sup>



Customer, Consumer, Patient or Business Information



Sensitive Information<sup>2</sup>



Government Issued Identification Numbers

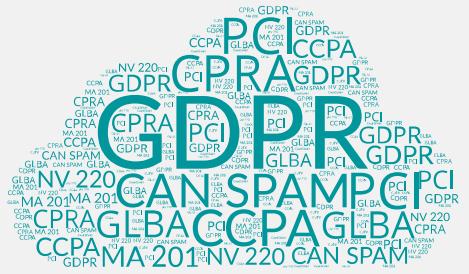


Financial Data



Employment Information

You must comply with:



DATA PRIVACY REGULATIONS



DATA BREACH COST BREAK-DOWN<sup>3</sup>

## Cost of Non-Compliance

The average cost of a data breach in 2020 was \$3.86 million. Lost business made up the largest portion at \$1.5 million per breach.<sup>3</sup>

Privacy failures can also lead to US and international enforcement actions, damaged reputation including a decline in customer loyalty, loss of shareholder value, lawsuits, and/or fines.

Organizations with mature privacy programs see increased operational efficiencies, fewer data breaches, reduced privacy complaints, and increased consumer trust.

<sup>1</sup> Processing personal data is defined as collection, storage, handling, transmission, viewing and destruction.

<sup>2</sup> e.g. Health and Genetic Information, Race, Ethnicity, Gender, Religious Beliefs, Political Views, Sexual Preference, Criminal History, Trade Union Membership

<sup>3</sup> IBM Cost of a Data Breach Report 2020: <https://www.ibm.com/security/data-breach>

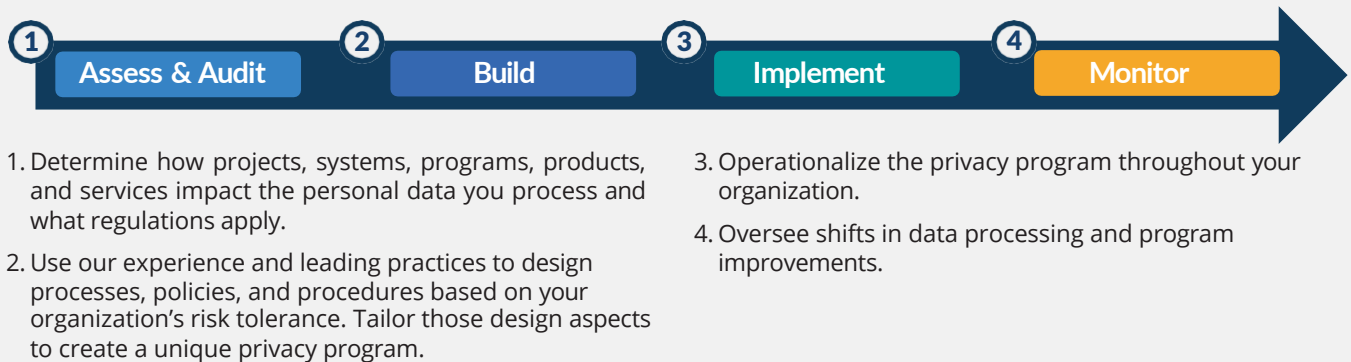
## Our Approach to Data Privacy

We offer end-to-end services to help clients address their data privacy goals. Each client situation is different and as such, our offerings range from a comprehensive portfolio of services to a subset of select services customized to suit your needs.

**We help organizations align their privacy programs to existing and emerging regulations, as well as help enable privacy by design.**

### DATA PRIVACY SERVICES

- Privacy Program Assessments
- Compliance Assessments
- Privacy Technology Solutions
- Data Protection Solutions
- Privacy Attorney Retainers



## Why Choose e360?



### CLIENT FOCUSED

We find the right solutions that fit your needs, culture, risk tolerance and budget.



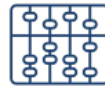
### INDUSTRY

Our industry experience includes tech, biotech and healthcare, entertainment, travel, manufacturing, and logistics.



### EXPERIENCED

Our experts have decades of experience and served 150+ clients across geographies, range of privacy maturity and size.



### DATA

We excel in services from the perspective of employee, B2B, consumer, and healthcare data.



### EXPERTISE

We are attorneys, Sr. cyber advisors, and former Chief Privacy Officers, and speak at academic and industry forums.



### RELATIONSHIPS

We have close relationships with outside consultants and partners with highly specialized and unique services specific to privacy.

## Contact us to learn more.

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