

How to Navigate Data Privacy in Large Organizations

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This discussion centers around data privacy challenges faced by large businesses, focusing on international privacy laws and customer-centric approaches. The speakers note that privacy laws like GDPR and CCPA have global implications, not just territorial, and companies need to account for this in their data collection strategies. They stress the importance of understanding the intent behind data collection and being transparent with customers.

Key Learnings in this Breakout:

- ✓ **Global Reach of Privacy Laws:** Laws like GDPR apply to data subjects globally, not just within the jurisdiction where the law was enacted
- ✓ **Purpose Limitation:** Companies should define clear objectives for data collection to ensure they adhere to privacy laws
- ✓ **Proactivity Over Retrofitting:** It's advised to build privacy measures into products and services from the outset rather than trying to retrofit them later
- ✓ **Talent Gap in Privacy:** A JD is not required to be a data privacy expert. A wide range of professionals can fill this role
- ✓ **Multi-Functional Roles:** Roles in privacy can be diverse, ranging from technologists to lawyers to operations specialists
- ✓ **Importance of Collaboration:** Effective privacy management requires cross-functional collaboration within organizations
- ✓ **Customer-Centric Approach:** Understanding and respecting customer preferences for data collection can serve companies well
- ✓ **Tools and Technologies:** The speakers highlight the role of tools like Adobe Launch and OneTrust in managing privacy measures effectively