



Observe Point **EDGE**

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Rebecca Atkinson

Senior Privacy Program Manager

Rubrik



Agenda

- Career Path
- Facts and Figures
- It Takes a Village
- Why governance Matters and How it Can Help
- Use Case - Rubrik Website
- WIIFM
- Quick Wins and Longer Term Practices



Career Path

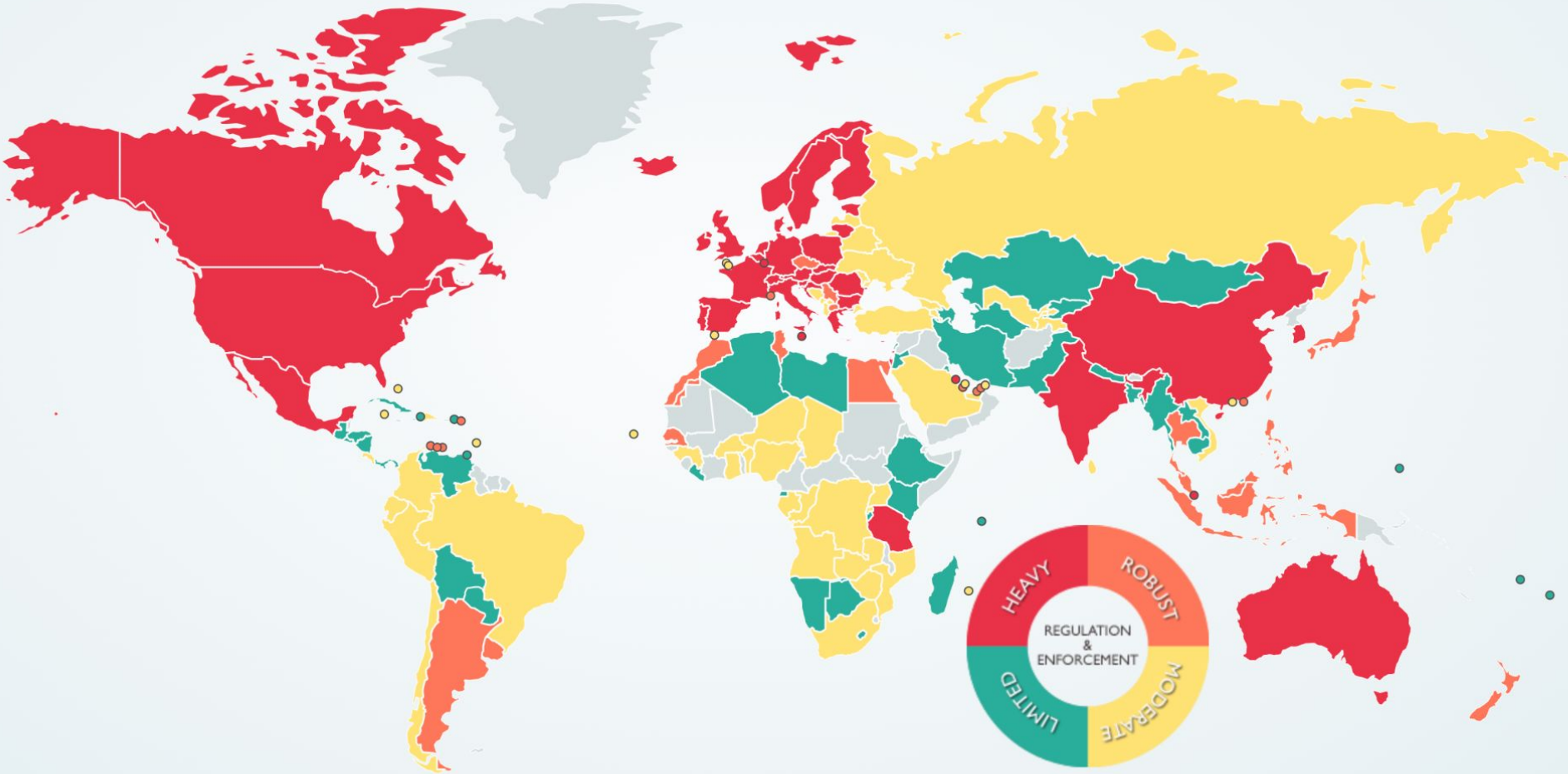


How did I become a marketing privacy subject matter expert?

- Experienced marketing and analytics professional (~20 years)
- GDPR readiness led to realizations, it's not just cookies!
- Great learning opportunity to expand skill set and take career in a new direction - Gartner Research says 76% of lawyers think tech skills will be an important part of their jobs in the future
- All teams must work together to achieve compliance



Facts and Figures



Source: <https://www.dlapiperdataprotection.com/>



Some Numbers

- More than 75% of the world's population will have their data covered under modern privacy legislation by the end of 2024 (Gartner)
- 18% of organizations report total confidence in their privacy law compliance with 10% reporting no confidence (IAPP-EY Privacy Report)
- \$2 billion+ in notable fines in 2023
- 50+ Pen register lawsuits filed in California
- Average annual budget for privacy will exceed \$2.5 million by the end of 2024 (Gartner)

Privacy Compliance is everyone's job



It Takes a Village



Teamwork Makes the Dreamwork

- IAPP-EY Privacy Report from 2023 cited 46% of privacy teams worked with IT, but only 14% noted they worked with marketing
- Marketing and sales teams are some of the most affected teams by privacy compliance:
 - Advertising and social media, cookies, analytics data, sales outreach, event lists, data brokers, webforms



Who Gets a Seat at the Table

- The Business
- Marketing / Website
- IT / Developers
- Privacy/Legal
- Analytics / Governance
- Infosec
- Vendors*



Everyone agrees, now what?



Why Governance Matters When it Comes to Privacy Compliance



Four Pillars of Governance

Data Quality

- Accuracy, reliability, freshness

Data Stewardship

- Oversight, policies, process, dot connecting

Data Protection and Compliance

- Security and Privacy

Data Management

- How policies and frameworks are applied consistently, change management, tagging, mapping

Privacy vs. Security:

Privacy looks at what data is collected, how and why it is used

Security focuses on protecting and securing the information from unauthorized access and use



Don't Let Governance be an Afterthought

- Treat it like Privacy by Design
- Embedded as part of the framework from the onset of the project
- Consider all stakeholder needs and system requirements or limitations

Need help with data governance strategies and frameworks? Visit the Genius Bar and get help from an Observepoint expert!



What's In it For me?



What's In it for Me?



Better Insights =

- More accurate and actionable data



Better Insights =

- Better understanding of ROI More informed decision making
- Get the right message to the right person, at the right time and right place



More Actionable

Data =

- Better insights
- More data to use for marketing programs



Better decisions

- Happy stakeholders
- Reduced risk
- happier customers
- More cost savings & efficiency



**ALL of this = measurable achievements to
move your career forward**



Use Case - Rubrik Website

Rubrik.com - Journey to Compliance

Digital team
/ Business
added new
pages and
new
tools/scripts

Privacy
purchased a
cookie
consent tool
and advised
the business
to implement

Marketing/IT/
Dev
implemented
based on
their
understand-
ing

Privacy
team
managed
scans and
banner
wording

Compliance was only surface deep



Rubrik.com Path to Cookie Compliance

- Reviewed legislation, current policies and tested the site
- Audited the site and outlined gaps
- Shared findings and risks with leadership and stakeholders across Marketing, IT and Legal
- **Outcome:** Take a modular approach balancing risk, business objectives and compliance requirements

Common Cookie Consent Pitfalls

- Country-specific updates missed
- Consent categories assigned incorrectly
- Cookies still dropping despite opt out
- Banner language is one size fits all
- Lack of awareness of what cookies are used for, what data is being collected and when they should be removed



Rubrik.com Path to Cookie Compliance

- Developed internal policies and a change management process
- Created a detailed project plan
- Began implementing changes
- Documented challenges and pain points
- Onboarded Observepoint
- Ran audits to compile missing details and confirm compliance
- Set up regular occurring automatic audits
- Conducted training and awareness

“Observepoint saved us precious time and energy finding and solving issues through page scans and regular audits. One great example of this was the reports that provided cookie location and pathing, seamlessly curating all the details needed for a cookie catalog. Pre-ObservePoint our dev team had to hunt for for hours to find this information for each cookie.”



Josh Burns, Senior Director of Digital Experience & Growth



Lessons Learned

1. Digging below the surface is important
2. Don't set it and forget it
3. Follow the data and understand the entire picture
4. Establish a process for collecting information about a cookie before it drops
5. A consent management platform alone is probably not enough
6. A validation/audit tool is extremely helpful
7. Documentation, change management, training and awareness



Quick Wins and Longer Term Practices



5 Things You Can Do Right Now

1. Create a cross-functional working team (Data Privacy Working Group)
2. Purchase a Data Governance Tool
3. Audit the website for privacy gaps - prioritize and address
4. Review your privacy and cookie policy - do you do what you say? Are you missing anything?
5. Check and tag your data - consent? Do Not Sell Share?

If you don't know how to get started, go visit the Genius Bar and get help from an Observepoint expert!



Longer Term

- **Create a data governance program for your privacy compliance**
 - Involve key stakeholders and determine roles and responsibilities of each participant (consider a RACI chart)
 - Create program goals and road maps tied back to overall data strategy
 - Create privacy data dictionaries
 - Map data / field names across tools
 - Standardize naming conventions across tools and teams
 - Document the 5 Ws
 - Create a change management process
 - Create a plan for training, education and awareness