

Securys

Privacy Made Positivetm explainer

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Privacy made practical[®]

We think:

Privacy is about trust

Trust runs both ways

Organisations have many stakeholders

Building trust drives measurable returns

Therefore:

Privacy shouldn't be a distress purchase

It's not just about avoiding fines

It's a route to success

Privacy is about people

- Stakeholder communities
 - › Consumers and customers
 - › Employees
 - › Suppliers
 - › Shareholders & investors
 - › Collaborators
 - › Families & dependants
 - › The public



Privacy Made Positive programme

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- A year-long research project
 - › Economic and statistical analysis
 - › Consumer & employee research
 - › Investor analysis
- How you can participate:
 - › Join the steering panel
 - › Provide sample groups or data
 - › Subscribe for the full report

www.privacymadepositive.com



Privacy Made Positive stages

- 1 Analysis of existing research – across consumers, employees, economics and investors to see what evidence there is to support the theory and quantify the ROI.
- 2 Customised consumer and employee market research to ask the missing question: not “how much do you care?” but “what do you do about it?”
- 3 Economic research and qualitative interviews with investment analysts and fund managers to understand where privacy ranks in ESG investing.

Project partner

LlewellynConsulting
Independent Economics

Project partner

KANTAR

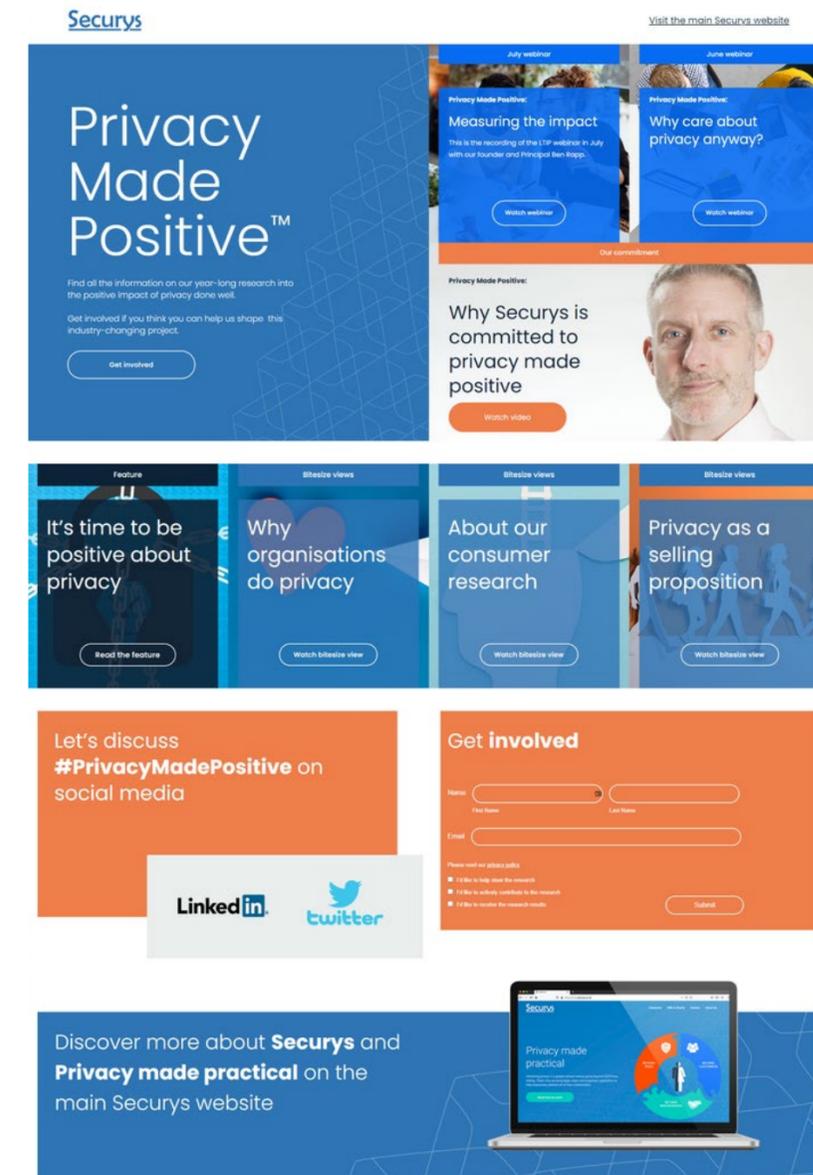
Project partner

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Privacy Made Positive timeline

- May 2020
 - › Launch webinar
 - › Start of economic analysis
- July 2020
 - › Interim findings presentation
- November 2020
 - › Publication of Privacy Made Positive eBook
- Q1 2021
 - › Consumer & employee research
- Q2 2021
 - › Publication of consumer research paper
 - › Investor interviews and analysis
- Q3 2021
 - › Publication of final report

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Privacy Made Positive sample finding

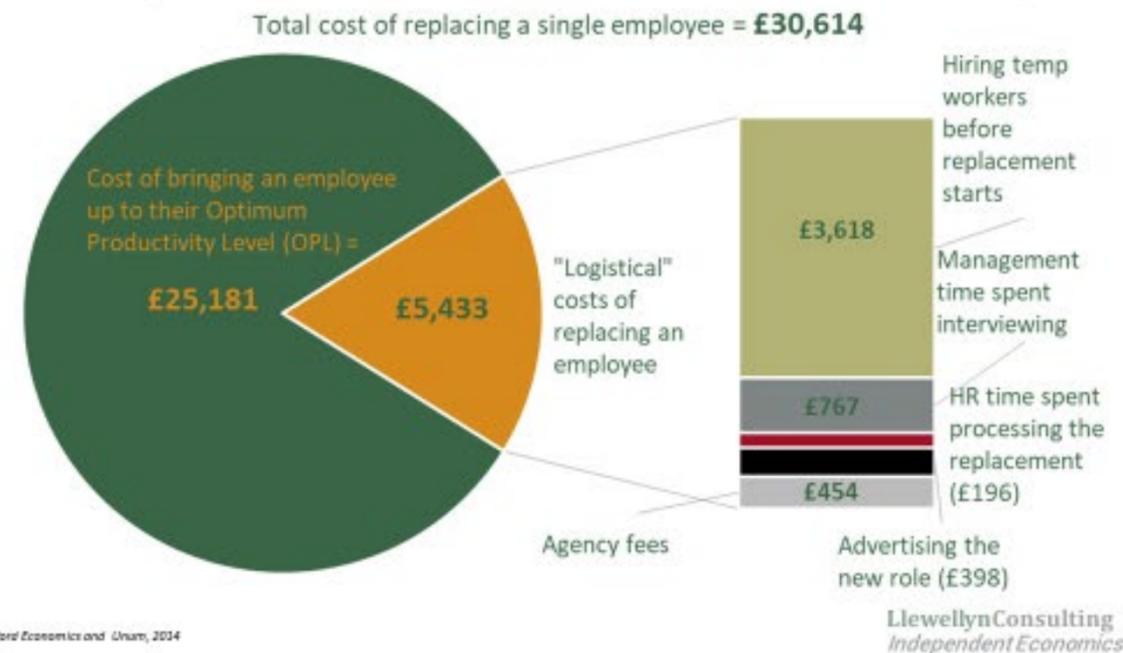
The ROI is real
20x return on privacy investment just from employee retention.

The full phase 1 report in September 2020 will have many more actionable findings.

Go to privacymadepositive.com to register for the report

Employee loyalty has measurable value

On average it costs £30k and takes 7 months fully to replace a £25+k employee



The largest companies spend less than \$30/employee/year on privacy
If doubling that budget reduced employee turnover by 5%
that would deliver a >20x return on investment

Source: EY/MPP

- Around 1/3 of employees change jobs within their sector from one year to the next.
– And 17% change between sectors.
- Maintaining a workforce is costly:
– HR costs typically are 1% to 4% of revenues.
- The average cost of replacing a £25+k employee is over £30k. Of this:
– 'Logistical' costs – hiring temps, recruitment and HR costs, management time, etc. account for 20%.
– Over 80% is incurred in bringing them 'up to speed'.
- And bringing a new employee 'up to speed' takes 28 weeks on average.

Privacy Made Positive: get involved

- 1 Join our steering panel to help us shape the questions in the consumer and employee research and ensure the results will be relevant to your organisation.
- 2 Volunteer your employees to participate in the employee research. Get full access to the anonymised results from your survey groups accompanied by our analysis.
- 3 Register to receive the full reports at each stage of the project. Get all the details including the underlying economic analysis and theoretical model.

Privacy Made Positive: partner with us

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Privacy Made Positive is a research project funded by Securys.

We would welcome discussions with organisations interested in contributing to the costs of the project in return for co-branding rights and access to the full dataset and analysis.

We'd also love to talk to you about how we can help you achieve better privacy in your organisation.

Securys is a specialist privacy consultancy with a global outlook. We work with the world's largest organisations to help them deliver data privacy and information security.

Learn more about us, and about Privacy Made Practical[®] at [**www.securys.co.uk**](http://www.securys.co.uk)

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