



ENTERPRISE SERVICES

Delivering privacy as a competitive advantage



Following good
privacy practices
delivers quantifiable
business benefits.

Privacy Made Positive™

A market differentiator for your organisation

Our research demonstrates that consumers and employees select for privacy. Our Privacy Made Positive™ programme builds on compliance to help you use privacy as a competitive advantage both through changes in practices and through Privacy Signalling™.



Employee survey

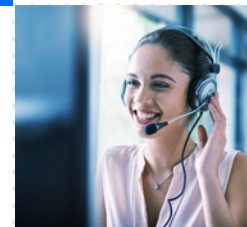
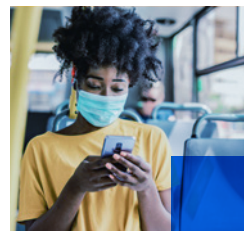
Phase 1 of our Privacy Made Positive™ research demonstrates that privacy, as part of an organisation's broader ethical standpoint, is important in attracting, retaining and motivating staff.

Using this research as a point of reference, Securys will work with you to conduct an employee study. This research will help you understand how employees perceive your privacy practices and will drive a programme to build greater trust with employees and demonstrate your commitment to safeguarding their data wellbeing.

Survey results can be used to direct future recruitment campaigns, employee privacy practices and broader privacy communications within your organisation. Our research shows that even small improvements in privacy practice deliver significant ROI.

Customer survey

This survey will help you understand how your customers and prospects perceive your organisation from the perspective of privacy and the research will help you understand where you can best deploy resources to gain a competitive advantage by building trust with customers.

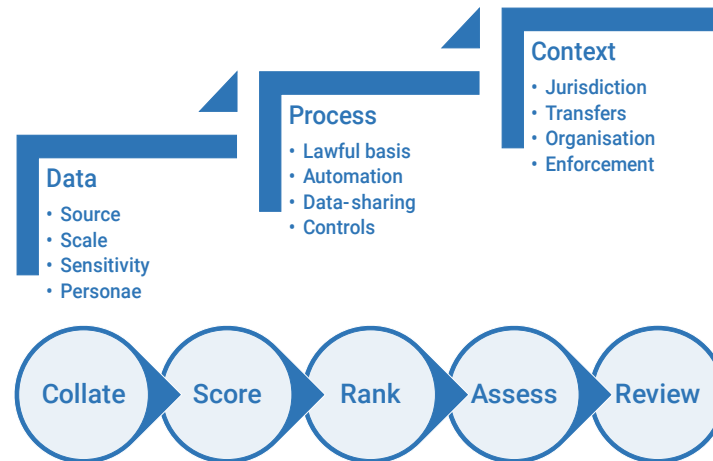


Surface Risk Scoring™

Surface Risk Scoring™ has been designed to look at a process and readily ascertain the risk rating, taking into consideration various factors, including but not limited to, types of data, scale, international transfers, age of records etc. The Surface Risk Score™ helps you prioritise improvements to maximise the value of your privacy programme and accelerate trust building across all stakeholders.



- » Rapid process based on existing documentation, observation and interview
- » Gather 5-10 data points across all personal data processing purposes
- » Score for risk and rank
- » Target top 10%
- » Assess and review



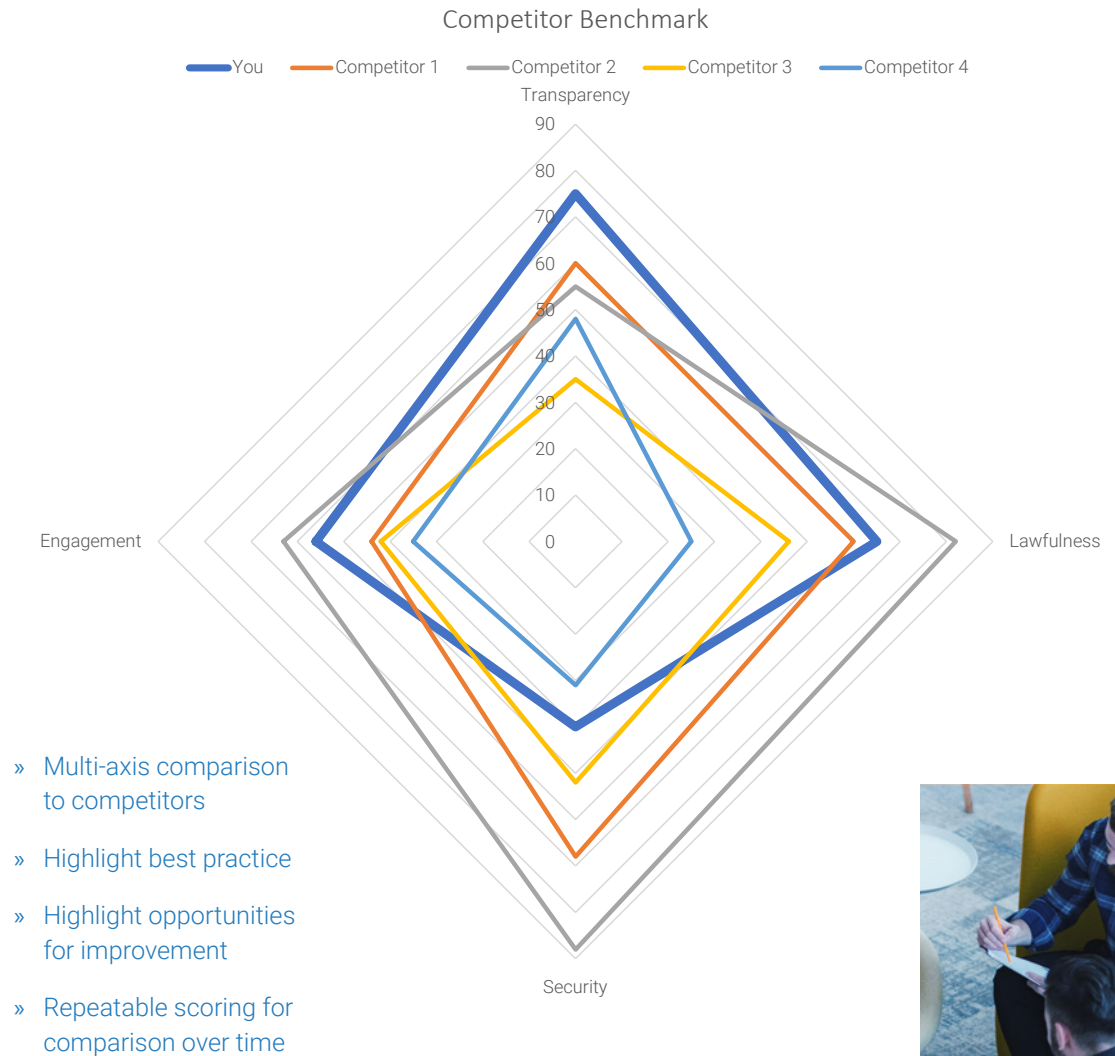
Enterprises have many kinds of data subjects, not just customers and prospects, but employees, suppliers, shareholders, collaborators etc. This understanding of the circle of stakeholders that surrounds every enterprise ensures a 360° view of privacy, looking across silos, functions and geographies.

Benchmarking

The benchmarking score is calculated using a blend of visible compliance metrics. We consider all readily-assessable elements of compliance and several other consistently scored measures of privacy posture. Amongst others, we review privacy messaging, privacy notice presentation and readability, use of appropriate and accessible communication media, approach to use of cookies and cookie management, attainment of security certification and visible commitment to data protection.

Securys will work with you to provide a range of benchmarking assessments across these parameters to help your organisation identify opportunities to improve your competitive position on privacy and provide a reference baseline to measure improvements in the future.

Take the opportunity to embed the competitive advantage of privacy into your organisation.

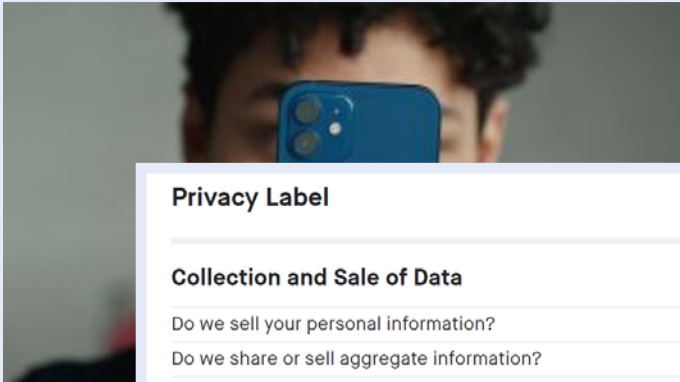


Privacy positive user journey and Privacy Signalling™

Our consultants are experts in mapping a user's privacy journey. Securys will work through your user journeys whether via website or app and compare this with industry best practice. We will make suggestions for improvements at each stage based on our Privacy Made Positive™ research findings and our experience with other clients. In addition, we will work with you to explore A/B testing of specific proposed changes to provide actionable evidence of the value of privacy in attracting and engaging users.

Embracing Privacy Made Positive™ allows you to go beyond compliance and use privacy and trust as a marketing tool. Privacy Signalling™ leverages your privacy notices and other visible privacy information together with a focused marketing campaign to advertise your competitive position and your superior trustworthiness. Our research shows that 70% of consumers consider privacy when making a purchasing decision providing a compelling ROI for adopting active Privacy Signalling™.







- » Privacy signalling
- » Cookie banners
- » Privacy notices:
 - Readability
 - Layering
 - Iconography
 - Presentation
- » Data collection
- » Subject rights exercise
- » Communication



Privacy Label

Collection and Sale of Data

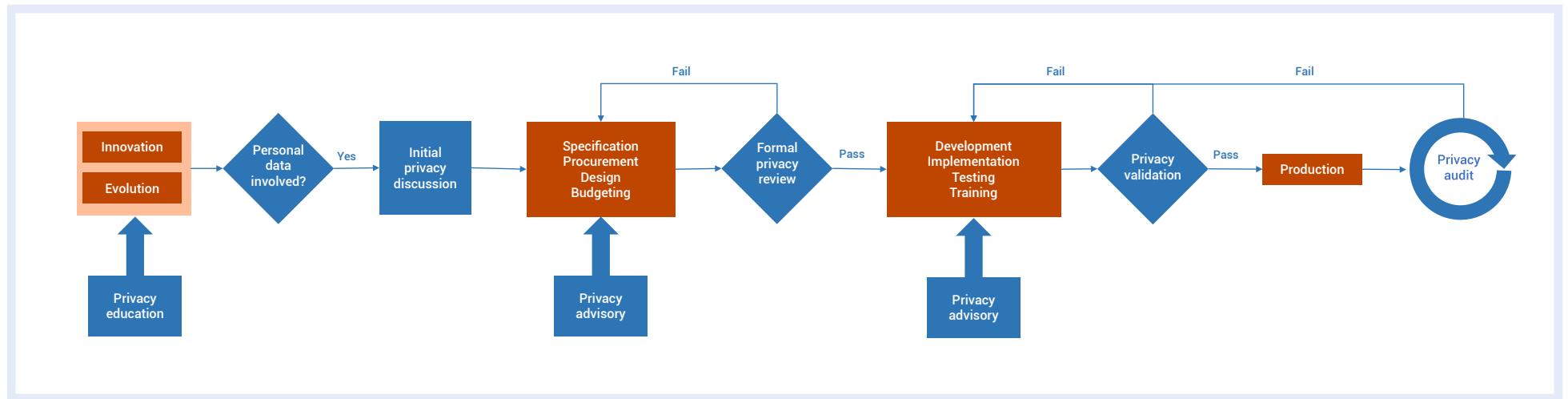
Do we sell your personal information?	No
Do we share or sell aggregate information?	Yes
Do we share your data with third party API partners?	Yes, with your consent
Do we use sensitive categories of data, like health information?	Yes, with your consent
Do we use your contact list if you allow us access?	Yes
Do we delete your data when you request account deletion?	Yes

 <p>General Data We process general personal data about you, such as your name and contact details.</p>	 <p>Financial Data We process your financial data.</p>	 <p>Health Data We process your health data.</p>
 <p>Location Data We process your location data.</p>	 <p>Biometric Data We process your biometric data.</p>	 <p>Intimate Data We process intimate data about you.</p>

Embedding Privacy Made Positive™ into the future

Adopting a trust-building approach to privacy means not just changing your current practices and engaging in Privacy Signalling™, you also have to ensure that privacy is at the heart of your innovation and change programme.

Our privacy by design programme supports you throughout the innovation and evolution process to make sure that your development fully reflects your commitment to safeguarding individual privacy and works hand in hand with Privacy Signalling™ to demonstrate your trustworthiness. This ensures that your competitive advantage is delivered and maintained over time.





We're not just a
consultancy, we're your
privacy engine room.

About Securys



Securys is a specialist data privacy consultancy with a difference.

We're not a law firm, but we employ lawyers. We're not a cybersecurity business but our staff qualifications include CISSP and CISA. We're not selling a one-size-fits-all tech product, but we've built proprietary tools and techniques that work with the class-leading GRC products to simplify and streamline the hardest tasks in assuring privacy. We're corporate members of the IAPP, and all our staff are required to obtain one of more IAPP certifications. We're ISO 27001 and ISO 27701 certified and have a comprehensive set of policies and frameworks to help our clients achieve and maintain certification. Our relentless focus is on practical operational delivery of effective data privacy for all your stakeholders.

We're not just a consultancy. We're your privacy engine room. We can stand in your boardroom and do strategy with the best of them, and work with your compliance teams to solve knotty problems. We can audit your compliance and deliver drillable risk dashboards across the organisation. But above all, we can get involved at ground level and help your frontline teams get the job done. That's Privacy Made Practical™.



Download the eBooks here:
[Privacy Made Positive from Securys](#)



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