

Privacy+

Resiliency-focused data privacy program development

A solid privacy program is no longer just a compliance question – it's a competitive requirement. Going forward, the question of privacy cannot be answered with a simple privacy policy and contract language. Privacy regulations are growing in number and complexity all over the world, and only a few remaining markets haven't imposed some degree of privacy obligations.

Consumers have become more sophisticated and demanding about how organizations collect and use their personal data. Taking a strategic approach to building privacy into your products and services not only makes you more resilient against evolving compliance requirements, but it also strengthens your customer and business relationships..

A STRATEGIC DATA PRIVACY ADVISORY SERVICE

Coalfire helps you prepare for and demonstrate compliance across a broad range of global privacy regulations. Through our Privacy+ service, you can develop a flexible privacy program to meet increasingly complex regulatory requirements and better address customer expectations.

By using a lifecycle-centered approach, Privacy+:

- Establishes baseline program maturity across core privacy dimensions, allowing for targeted investments and the ability to articulate program improvements over time.
- Develops a unified privacy control catalog and operational practices to meet your compliance obligations, minimize duplication, and prepare

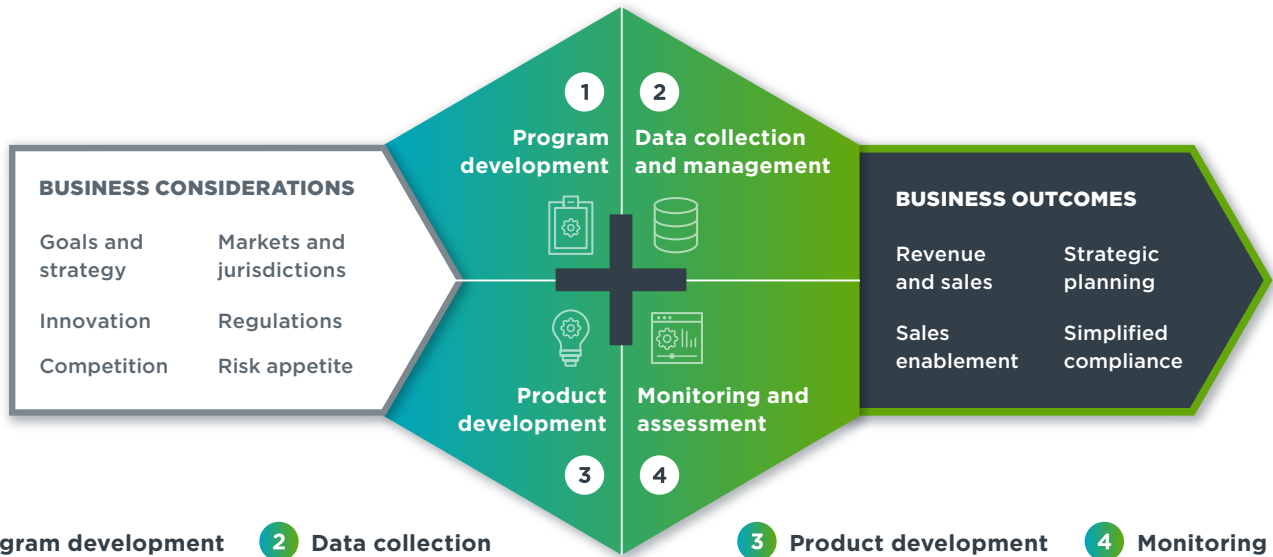
you for future regulations and market needs.

- Identifies privacy risks and vulnerabilities in your existing products.
- Introduces a new approach to product and service development that incorporates privacy from the beginning.

Privacy+ goes well beyond traditional compliance readiness and assessment services. This comprehensive, privacy-forward service starts with a benchmark review of your current privacy program, followed by:

1. Privacy program development
2. Data collection and management practices
3. Product and services development with a privacy focus
4. Monitoring and assessment

In addition to a scorecard of current performance status, Privacy+ deliverables include a comprehensive controls operations guide and a bespoke policy development plan with recommended actions, timeline, financial investment, and expected ROI.



1 Program development

- Policies
- Control framework
- Procedures
- Data processing agreements
- Training
- Communications

2 Data collection and management

- Collection
- Notice and consent
- Use, retention, and disposal procedures
- Disclosure and transfer

3 Product development

- Customer expectations
- Requirements design
- Competitive advantage
- Appropriate use

4 Monitoring and assessment

- Metrics
- Maturity
- Audit and certification

WHY CHOOSE COALFIRE

- **Take a proactive approach:** Privacy+ establishes a foundation for compliance with future privacy regulations and market needs.
- **Fill skills gap within privacy teams:** Our privacy specialists can assist you with building and driving your privacy program to reduce staffing-related gaps and risks.
- **Build privacy-forward products and services from the ground up:** Avoid costly and ineffective retrofits of mature products by incorporating privacy protections at inception.

- **Organize business strategy around privacy:** Meet the expectations of increasingly sophisticated and privacy-savvy consumers by looking beyond compliance to plan for privacy in all aspects of business operations.
- **Implement executive and board-level reporting:** The Privacy+ maturity dashboard provides simple maturity rankings for your privacy program across 11 key domains, so you can understand level of maturity, review plan improvements, and demonstrate ROI.

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**ACCESS STRATEGIC DATA
PRIVACY ADVISORY SERVICES.**

Learn more about Privacy+.

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About Coalfire

Leading cloud infrastructure providers, SaaS providers, and enterprises turn to Coalfire for help solving their toughest cybersecurity problems. Through the combination of extensive cloud expertise, technology, and innovative and holistic approaches, Coalfire empowers clients to achieve their business objectives, use security and compliance to their advantage, and fuel their continued success. Coalfire has been a cybersecurity thought leader for 20 years and has offices throughout the United States and Europe. For more information, visit [Coalfire.com](https://www.coalfire.com).