Privacy by Design:

The Next Generation of Privacy is Here
Speaker Introductions

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Objectives

▫ Understand the Privacy by Design Principle

▫ Understand how to implement a privacy strategy throughout your organization with Privacy by Design

▫ Learn practical tips on implementation of Privacy by Design
What is Privacy by Design ("PbD")?

• It’s an approach that promotes privacy from the start of any project.

• Examples:
  ▫ New/Different Facilities
  ▫ New Programs/Initiatives
  ▫ New Technology
  ▫ Projects
Principles of PbD

- Proactive vs. Reactive
- Privacy as a Default Setting
- Privacy Embedded into Design
- Full Functionality
- Full Life Cycle Protection
- Visibility and Transparency
- Respect for User
Strategy for Implementation

• Privacy teams need to be a key stakeholder at the decision and implementation tables for all projects

• Create quick “wins” to illustrate the benefit of PbD to the leadership and the organization

• Slowly integrate design strategies, it’s long term, ongoing project
Sutter Examples of

- Mergers and Acquisitions
- Tracking Tool for Privacy Officers’ Integration with Key Stakeholders
- New Facilities / Vacated Facilities Planning
- Patient Portal
- New Technology
Mayo Examples of

- Unique Business Lines and Strategies
- Research and Institutional Review Board
- Contracting Workflows
- Vendor Oversight Processes
Practical TIPS

• Start small depending on available resources
• Illustrate the benefit to the organization
• Use colleagues in the industry for examples
• Make sure to provide value and measure the metrics
Closing Thoughts

• PbD is a work in progress

• Create a program that works for your organization, it’s not a one size fits all approach

• PbD is necessary for a proactive privacy

• Email us if you would like sample templates, we are happy to share!
Contact Information

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