

# 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”)?

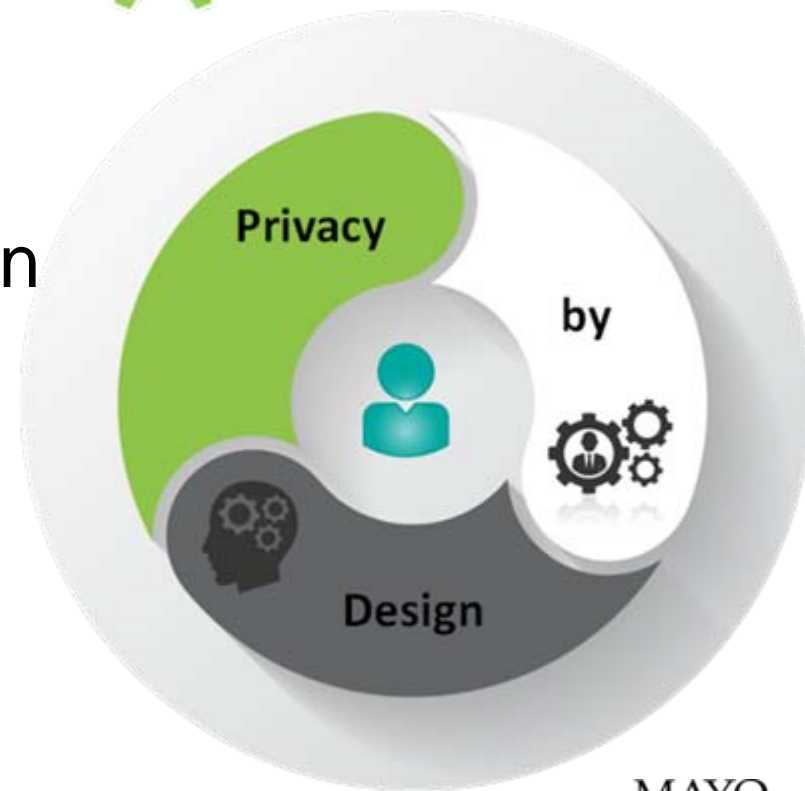
- It’s an approach that promotes privacy from the start of any project.
- Examples:
  - New/Different Facilities
  - New Programs/Initiatives
  - New Technology
  - Projects



# Principles of



- 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



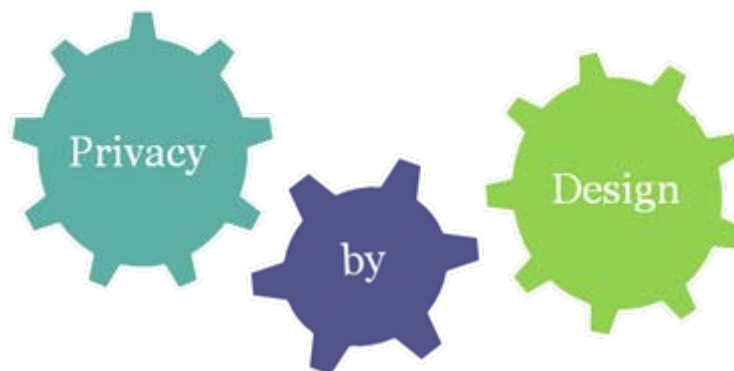
- Unique Business Lines and Strategies
- Research and Institutional Review Board
- Contracting Workflows
- Vendor Oversight Processes



# Practical



- 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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