

# KPMG privacy services

## The need to get privacy right



The ever-evolving regulatory landscape is changing how we think about the protection and use of personal data. The need to process this information in a secure and compliant way is more essential than ever.

Increasingly demanding data requirements, ever-shifting cyber threats, regulators' new and changing initiatives, technological innovation and digital transformation — all are driving the need for organizations to adapt and enhance their privacy efforts. As the influence of data privacy regulators, activists and privacy-savvy consumers builds a head of steam, it's time for organizations to consolidate and strengthen. However, when facing such an array of challenges, organizations can struggle to focus on the issues that matter most to their business.

## Challenges you're facing and key questions to answer

-  Are your compliance frameworks keeping pace with or enabling digital transformation?
-  Do you know the regulatory landscape and the privacy risks you're exposed to?
-  Are you using technology to automate your privacy processes? Do you have sufficient knowledge and resources to maintain and sustain this technology?
-  Can you confidently deploy privacy by design to manage personal data throughout its lifecycle?
-  Are you confident that your products, new ventures, or acquisitions are privacy compliant?
-  Is your privacy program set up for success? Are you gaining any benefits?
-  Can you quickly and adequately respond to a subject's request or a privacy breach?
-  Are you prepared for a privacy regulator audit or inspection?

## How we can help

KPMG's team of data privacy experts is ready to help you efficiently assess key issues, transform your business, and partner with you to operate your privacy processes.

We do this in four ways: **assess, transform, operate and audit.**

### Assess

We help you assess your privacy risks and identify ways to remediate any weak areas in line with your risk appetite.

#### Potential benefits to you:

- improved visibility of key privacy issues and compliance gaps
- a pragmatic roadmap in line with your organizational objectives.

### Transform

We support your privacy framework transformation by helping you implement the necessary policies, processes and controls.

#### Potential benefits to you:

- enhanced maturity and confidence that you're managing risk effectively
- streamlined privacy processes aligned to your business
- digitalization of your privacy monitoring process.

### Operate

We help you operate your privacy processes to efficiently manage risks and drive innovation by supporting your data protection officer or team.

#### Potential benefits to you:

- increased control of privacy risks
- real-time access to critical information
- greater consistency and accuracy of privacy processes.

### Audit

We support your internal audit function by conducting data privacy audits, issuing assurance reports, and auditing your processing activities to prepare for certification with schemes such as:

- the **CNPD CARPA** (Certified Assurance Report- based Processing Activities), which follows the ISAE 3000 standard
- the **Europivacy™/®<sup>1</sup>** certification scheme.

#### Potential benefits to you:

- improved readiness for an audit or inspection from the privacy regulator
- increased customer and public trust
- improved reputation and market access
- identification and reduction of legal and financial risks.

<sup>1</sup>KPMG Luxembourg has been selected and qualified as a Europivacy official partner by the European Centre for Certification and Privacy. Europivacy is an international trademark registered in several jurisdictions. More about Europivacy: [www.europivacy.com](http://www.europivacy.com)

**We have seasoned experience in helping clients in financial services and the public sector, as well as corporates.**

### Case Study #1

A global corporate financial institution wanted to improve the maturity of its GDPR compliance. Using our privacy management framework, we performed a structured review and identified key areas of weakness. Following this, the client asked that we partner with them on their GDPR compliance journey. As a result, the client now has a sustainable privacy office function that manages privacy compliance globally.

### Case Study #2

An international investment company specializing in real estate development and management requested our help with performing a gap analysis of their privacy framework. We used our privacy management framework to review and identify areas that required remediation. Following this, the client asked us to support the implementation of its privacy compliance roadmap.



### Our trusted partners

A leader in privacy management with 7,500 customers around the world.

Europriacy™/® provides a state-of-the-art methodology to certify the conformity of data processing with the GDPR. The certification scheme is managed by the European Centre for Certification and Privacy located in Luxembourg.

**OneTrust**  
PRIVACY, SECURITY & GOVERNANCE

**EP**  
Europriacy™  
Official Partner

### Contact us

Want to see how we can make a difference?



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### Our capability:

#### Privacy risk advisory

Privacy is not a standalone exercise. KPMG will help your privacy team work with the entire enterprise to successfully manage complex program interdependencies and connect to your business's strategic priorities. Our global team of certified privacy experts includes 400 IAPP members and the first 50 Fellows of Information Privacy. We support clients across the entire lifecycle of their privacy journeys.

#### Privacy technology services

KPMG has over 5,000 technology specialists globally, including deep integration experts to help you embed privacy technology into your systems of record. We work with top technology companies and global alliance partners to incorporate KPMG's guidance and expertise into leading digital platforms.

#### Privacy legal

KPMG Law Luxembourg, an independent law firm, collaborates with the KPMG Luxembourg advisory team to help you meet your legal privacy requirements.

Want to learn more about our services? Discover more [here](#).

**kpmg.com**



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