

# Data Privacy

Meeting Compliance Standards

Data protection is in the public eye. The legal requirements in the national and international environment are becoming increasingly complex and hold several unresolved questions. Regulators start issuing significant fines for violations of data protection regulations. Your own organization is fully occupied with the daily business and hardly finds time to check whether important tasks are not or insufficiently performed. Therefore, it is time to assess your readiness and start to close any gaps in a holistic way.

## Privacy Compliance

The deployment of privacy-invading technologies (such as Big Data, mobile apps, customer profiling, etc.) is growing and the number and impact of privacy-related scandals are on the increase. Organizations risk high fines and reputational damage in case personal data is not protected adequately.

## Global Privacy Regulations

Privacy regulations all over the world are being changed enhancing the privacy rights of individuals and the protection of their personal data. The tightening regulatory frameworks require substantial changes by organizations. Knowing which regulations must be complied with and then implementing the required changes is crucial.

## GDPR

The EU GDPR has been in force since 25 May 2018 and must be complied with by organizations in the EU and in some cases also outside of it. The EU GDPR with its large scope has fundamentally changed the privacy landscape and continues to be the biggest game changer introducing new controls, processes, responsibilities, reporting standards and fines up to 4% of the global turnover of a firm.

## Swiss Federal Data Protection Regulation

The revised Federal Act on Data Protection came into force in Switzerland on 1 September 2023. The revision brought with it numerous new requirements for the processors of personal data.

## Assess your readiness

Even companies which are not directly subject to GDPR have started introducing new internal rules. Most of these projects have been handled by a dedicated project team which handed over the results to a newly assigned role

(e.g. a DPO) which did its best to understand and implement the results. However, much know-how was lost and the “real live” put many question marks on proposed processes.

## Data protection as an ongoing task

In order to keep an adequate overview of the multitude of rights of data subjects, companies urgently need a precisely adjusted data protection management system. It regulates responsibilities, structures processes and measures (including their evaluation) and enables necessary adjustments to be made. In addition, this system also defines data protection goals, i.e. how to deal with companyspecific data protection risks and establish controls (e.g. for the Internal Control System (ICS)).

The implementation depends not only on the right steps, but above all on attitude: Managers must not see data protection as a rigid catalogue of requirements to be implemented only once, but rather as a sustainable example of an ongoing compliance with the Data Protection rules.

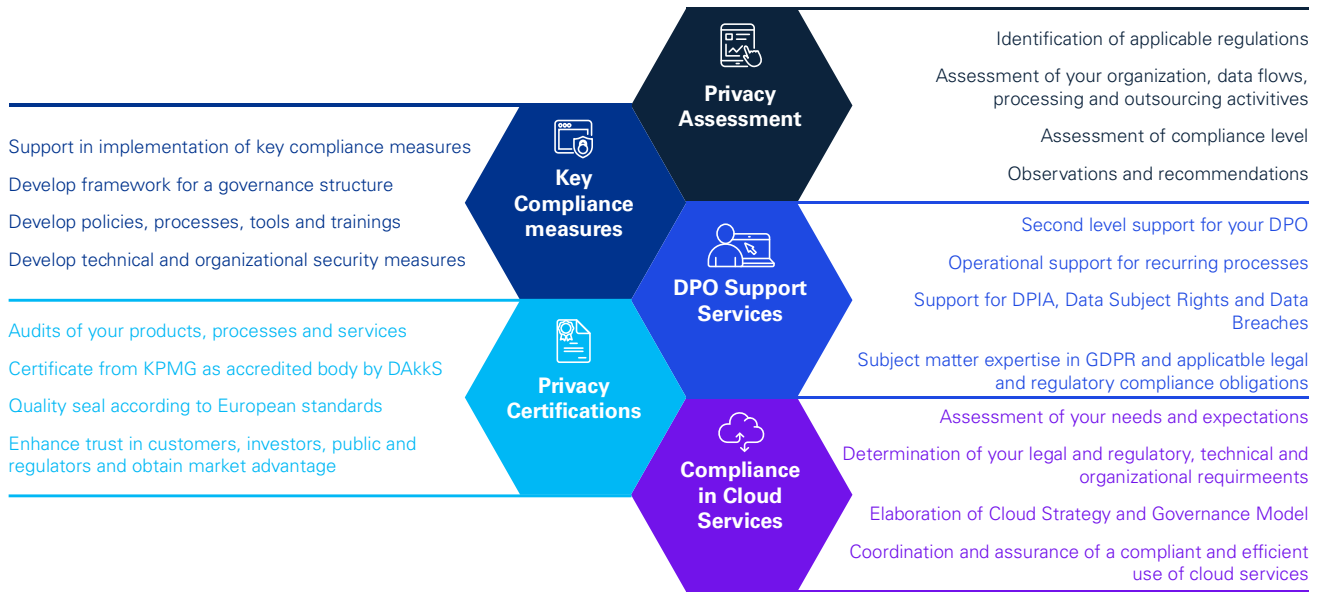
## Strengthened trust is a competitive advantage

A living data protection culture forms the foundation of every data protection. The functionality of the implemented data protection processes must be regularly reviewed for appropriateness and effectiveness and improved, if necessary. Equally important is the regular training and sensitization of employees in all departments responsible for operational data protection.

The below key services serve as proof of accountability to supervisory authorities, service providers, affected parties, supervisory bodies and other stakeholders. And they furthermore strengthen the trust of customers and the public, thus creating competitive advantages for the organization.

## Key Services

KPMG offers different services which range from Privacy Assessments, Implementation of Key Compliance Measures, DPO Support Services, GDPR certifications and ensuring compliance for specific areas such as Compliance in Cloud Services. Our team of highly skilled specialists with profound experience in privacy, IT security, legal and compliance, risk and project management, audit and certification can support you in reaching your goal of becoming and remaining compliant.



### Client benefits

- Assessed level of maturity of the organization's compliance.
- Lean and agile data protection organization.
- Understanding of the organizations data flows and processing activities.
- Mitigated risk of fines for non-compliance.
- Quick and effective response to data incidents.
- Development of firm and customer-friendly solutions.
- Trained and problem-sensitive organizations.

## Why KPMG?

KPMG has broad experience with Data Protection assessments, implementations, small- and large-scale improvement programs and DPO support services in a diverse range of industries. Our multidisciplinary team of highly qualified professionals have the skills, competencies and experience to support you with the most challenging issues. Our specialists cover all aspects of Data Protection, including legal, compliance, risk management, IT security and audit. We follow a proven approach to Data Protection management that we tailor to the Data Protection challenges and opportunities of your business. KPMG understands that compliance is not the sole goal for your organization and uses their expertise and experience of risk management and Data Protection, in order for you to become compliant with Data Protection rules and regulations, while limiting the costs of compliance and maximizing "in control" benefits.

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