

## Ethos Privacy Program Management Propels Measurable Privacy Outcomes

### ***Mitigate Risk with a Privacy Program Manager***

*An experienced industry-specific privacy PM reduces the demand on in-house and outside counsel, allows technical and business unit FTEs to spend time on organizational objectives, and provides a transparent and tested approach to project management, driving outcomes purposefully aligned with the organization's strategic vision and goals.*

Privacy is complex, stretching most privacy teams to their limits. The rate of change of external requirements and the sheer volume of corporate projects utilizing personal data have exploded. These factors increase the level of effort and financial risk associated with existing programs and new initiatives.

As organizations weigh how best to deliver privacy outcomes, the need for a dedicated privacy program management role or team has never been more important. These industry-specific privacy program managers sit between privacy legal teams and their technology and business counterparts. They translate, implement, and operationalize legal and business requirements into effective processes and controls that can be easily communicated to stakeholders and throughout the enterprise.

Dedicated privacy program managers are not overhead. They can pay for themselves quickly through reduced costs and efficient administration. The cost of not adding a privacy program manager can be measured when non-privacy staff are assigned to address privacy-related issues. For example:

- **Use of internal/external legal professionals:** Lawyers are an expensive resource who can become mired in project management and process, resulting in unnecessary expense and bloated implementation schedules.
- **Use of internal IT:** Technical teams unfortunately often conflate security measures with privacy requirements resulting in incomplete or misaligned solutions.
- **Use of internal business staff:** Business teams often perceive privacy controls as interfering with their objectives and deliverables. These teams have multiple projects, additional responsibilities, and report to departments with different primary goals. As a result, their output can be compromised.

### ***Real-world Technical Expertise***

Ethos Privacy PPMs are experienced with today's privacy technology stack and can help maximize your privacy-related software investments, delivering on the best of both – privacy program proficiency and automation. Their research and expertise form the backbone of our

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own privacy confidence platform, Ethos. Unlike other privacy software, Ethos sits on top of your existing privacy software investments to give you greater control and oversight.<sup>1</sup>

## ***Foresight Advantages***

Plan 6 to 12 months into the future with confidence. Your PPM can balance your business goals and privacy needs to keep you on the right side of the compliance knife edge when evaluating risk. This specialized skillset enables you to be competitive and stay within acceptable regulatory boundaries. By understanding the regulatory landscape so thoroughly, they can navigate the inevitable communication challenges with your stakeholders, giving you the option for one source for communication, one source for status, and one focused coordinator for all the organization's privacy project work.

## ***Summary***

Ethos Privacy Program Managers combine privacy subject matter expertise with industry experience to create practical, pragmatic, and effective privacy solutions that work in busy operational environments. They establish relationships with stakeholders across the business, IT, and leadership that foster collaboration and cooperation. For those companies using privacy tools or considering their purchase, our privacy PMs have the experience to leverage specialized tools technology while keeping critical initiatives on track.

Email [info@sentinelcsg.com](mailto:info@sentinelcsg.com) for more information or to schedule a call.

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<sup>1</sup> Ethos Privacy's Ethos Data Privacy & Confidence Platform helps automate aspects of implementation plans and action steps while highlighting operational insights. With Ethos, your privacy efforts become measurable and transparent. Additionally, the platform enables organizations to plan further into the future through automated business modeling and "what if" scenarios, granting the flexibility to pivot quickly as plans and regulations change. Customers have the option of utilizing the platform with or without Ethos Privacy Consulting.