

ETHOS PRIVACY STRATEGY ASSESSMENT

The Checklist Trap

Privacy programs are often developed as a reaction to emerging laws rather than proactively anchored to a strategic vision of how a robust privacy program enables better business outcomes. An over-reliance on compliance checklists leaves organizations without a clear understanding of how effective or efficient their privacy programs are, or whether they are even aligned with broader business goals. Corporate privacy professionals can find themselves blindsided due to these gaps in privacy programs.

Our Ethos Privacy Assessment goes beyond standard control checklist-style assessments. Our holistic review considers how privacy roles function within your organization, how internal and external relationships factor in, and how to enable business teams to deliver privacy outcomes that align with your business goals.

Proven Path to Effective Privacy Programs

The Ethos Privacy Assessment identifies areas for program improvement, how to mitigate risks, and bring key stakeholders into your privacy process. Ethos Privacy consultants:

- Clarify the areas of data risk that drive program scope
- Assess the design and effectiveness of controls
- Evaluate how the program manages relationships with internal stakeholders and how to improve the overall communication and messaging strategy within your organization for better privacy outcomes
- Evaluate gaps between privacy team delivery and enablement of broader business teams
- Identify tools to help streamline or automate privacy processes to improve program efficiency
- Measure the cultural impact of privacy throughout the organization and identify areas where perception may not align with reality

In an ever-evolving regulatory landscape, Ethos Privacy has the deep expertise to help you navigate ambiguous and complex laws and regulations to achieve your privacy-related business goals. You get a fully formed operational report, actionable insights, and a process roadmap to guide and inform your organization through each phase of recommended program implementation or adjustments.

Getting to Results

Step 1: *Information gathering and discovery*

Ethos Privacy digs deep to understand your privacy ecosystem. We will develop a document request list, interview scope, and question set to engage with selected key stakeholders on how your privacy program currently operates.

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Step 2: *Identify Areas of Improvement and Increase Efficiency*

Ethos Privacy will review and evaluate existing privacy program controls, structure, and focus areas to expose targets for potential improvement and increased efficiency. We will evaluate your privacy program using a proprietary privacy program methodology, based on established standards, as well as our experience working with industry-leading programs.

Step 3: *Develop Customized Assessment Report and Roadmap*

Based on research performed in Steps 1-2, Ethos Privacy will deliver an assessment report that includes an executive summary, detailed findings and recommended remediation controls, and a phased remediation roadmap based on prioritized action items. Additionally, we can participate in management and executive readouts to provide context for findings.

The Ethos Privacy Difference

Protecting your company's reputation is vital. Ethos Privacy is committed to the successful implementation of a privacy program that will strengthen your company's reputation and overall trust in your organization. Whether your company is mid-sized or a Fortune 50, our assessments can infuse a cultural shift towards privacy awareness and knowledge, throughout your organization.

Ethos Privacy offers both strategic consulting and a software platform that help define and measure the right privacy program for your unique organization.

Trusted Advisors. Our consulting team's unique approach and proprietary methodologies can help you build a robust privacy ecosystem that will benefit your external customers, as well as your internal stakeholders, today and well into the future.

Research-fueled Technology. Unlike other privacy software, the Ethos platform sits on top of your existing privacy software investments to give you greater control and oversight. The Ethos Privacy Confidence Platform helps automate aspects of implementation plans, displays your current privacy status and what requirements apply to your organization, highlighting operational insights. With Ethos, your privacy efforts become measurable and transparent. Additionally, the platform enables organizations to plan into the future through automated business modeling and "what if" scenarios, granting the flexibility to pivot quickly as plans and regulations change.

Getting Started

Get started with a short survey to get an initial sense of program focus that you can share with colleagues and stakeholders. We can quickly help you determine an efficient path to sustainable privacy improvements that make business sense.

Learn more at cultureofprivacy.com or by emailing info@sentinelcsg.com