30.73 billion connected devices

Source: Internet of Things (IoT) connected devices installed base worldwide from 2015 to 2025 (in billions), Statista 2018.
Since 2013

14,717,618,286 records stolen

ONLY 4% of breaches were “Secure Breaches” where encryption was used and the stolen data was rendered useless.

4,303 every minute  72 per second

Source: breachlevelindex.com. Data represented on this slide changes frequently, live, and was captured for display on July 4, 2019.
NOTABLE BREACHES

Yahoo - 3 Billion,
Marriott - 500 Million,
eBay - 145 Million,
Equifax - 143 Million,
Target - 110 Million,
Uber - 57 Million,
JP Morgan Chase - 76 million households and 7 million small businesses.
Aadhaar - 1 billion.

CSO, The 17 biggest data breaches of the 21st Century (2018); BBC, Aadhaar: ‘Leak’ in world’s biggest database worries Indians (2018);
WHAT HAPPENS TO YOUR DATA AFTER A BREACH?
WHY LISTEN?

Heather Stratford
Founder and CEO of
Stronger International

Tory Burch Fellow (2019)

Community Security Coalition
Board Member

Recipient of Whitworth University's
Women in Business Award (2018)
REGULATIONS & RULES

CCPA  GDPR

LGPD  PIPPA  PDPA

PRIVACY AMENDMENT

https://www.dlapiperdataprotection.com/
REGULATIONS & RULES

Data Protection and Privacy Legislation Worldwide

58% COUNTRIES WITH LEGISLATION
10% COUNTRIES WITH DRAFT LEGISLATION
21% COUNTRIES WITH NO LEGISLATION
12% COUNTRIES WITH NO DATA

Source: UNCTAD, 27/03/2019
WHAT IS THE GDPR?
WHY DO WE CARE ABOUT THE GDPR?
Two tiers of fines: €10 million, or 2% annual global turnover – whichever is greater; or up to €20 million, or 4% annual global turnover – whichever is greater
LATEST FINES

Google — $57 Million

Marriott — $123 Million

British Airways — $230 Million
WHERE ARE WE WITH IMPLEMENTATION?
WHAT IS THE CCPA?
WHAT IS HAPPENING IN THE FEDERAL US SPACE?
STATE vs FEDERAL
IS MY ORGANIZATION GOING TO BE AFFECTED?
COMMON THREADS
HOW TO TALK TO UPPER MANAGEMENT ABOUT THIS?
GOOD DATA MANAGEMENT IS GREAT OPPORTUNITY
Understanding where and how you use all the data within your organization, builds a foundation to gain more value from that data.
TRANSPARENCY = TRUST

Users want more personalized services

Users do not trust companies with data

58% say that companies can earn their trust by being more transparent regarding their data
IMPROVED CYBER SECURITY
FINAL FACT

Compliant organizations are:

- more secure
- gain trust from customers and prospects
- have fewer incidents and less downtime

SUMMARY

- PRIVACY MATTERS
- PRIVACY IS HERE TO STAY
- PRIVACY IS SECURITY
THANK YOU FOR LISTENING

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