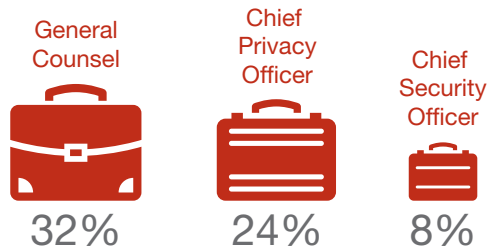# *Where does your organization stand?*

2013 PwC data privacy survey results

PwC recently conducted its 2013 Data Privacy survey. The 370 participants who responded represented a mix of individuals at the Board level responsible for oversight of privacy programs as well as practitioners involved in day to day privacy operations. Their feedback provides benchmarking results that can be used by organizations to evaluate how they are positioned compared to their competitors in terms of what strategies are being implemented and how privacy programs are being designed and operated in organizations across the US.
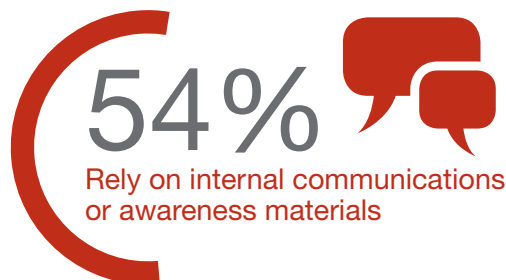
Management

- The most common executive title held by privacy leaders is **General Counsel**, with CPO being second most common.

- Most privacy leaders are now reporting directly to **CEO**, with second most reporting to CCO.

General Counsel
Chief Privacy Officer
Chief Security Officer

32%   24%   8%

Communication

- More board members rely on **internal communications** than on one-on-one briefings or presentations to the board to stay informed on privacy.

54%
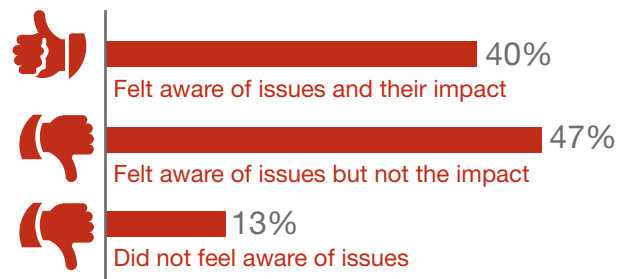Rely on internal communications or awareness materials

Self-Assessment

- An overwhelming majority of board members consider their privacy programs **similar in scale and effectiveness** to those of their peers.

82%
Considered their program similar to peer organizations
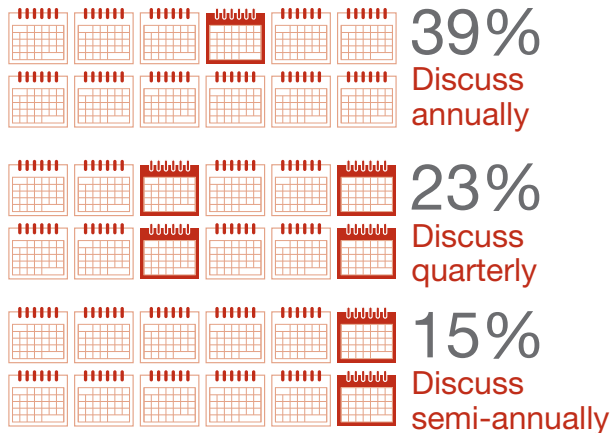
Awareness

- Though most board members feel well-informed, a greater number **feel they are unaware** of the impact of privacy issues on their organization.
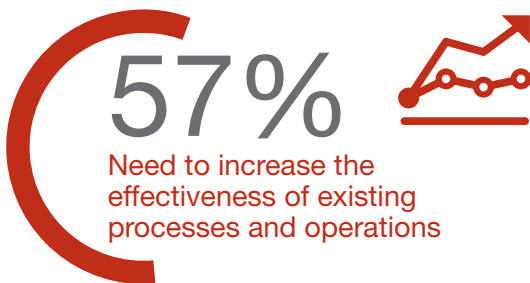
40%
Felt aware of issues and their impact

47%
Felt aware of issues but not the impact

13%
Did not feel aware of issues

pwc

Priority

- Most organizations are discussing privacy issues at the board level *annually*, but an increasing number of organizations are discussing them as often as quarterly.

- Consumer privacy continues to get mixed attention at companies, with most considering it a *medium priority*, being one of the business concerns that gets some attention.

39%
Discuss annually

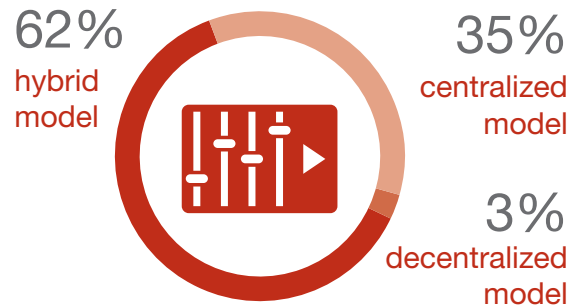**23%**
Discuss quarterly

15%
Discuss semi-annually

Strategy

- *Compliance and governance* are top of mind for most board members, with enhancing trust in brand rising in importance as a close second.

- Practitioners share this view and consider *recent privacy incidents as the highest priority* topic to present to the board, followed by impact of privacy on reputation and brand.

- Brand differentiation *rated low* in both board member and practitioner responses, probably explained by the compliance-heavy demographics of the respondents (mostly finance).

- When given a budget, the majority of practitioners would invest in *streamlining existing processes* and improving the efficiency of their current program rather than expanding the program.

57%
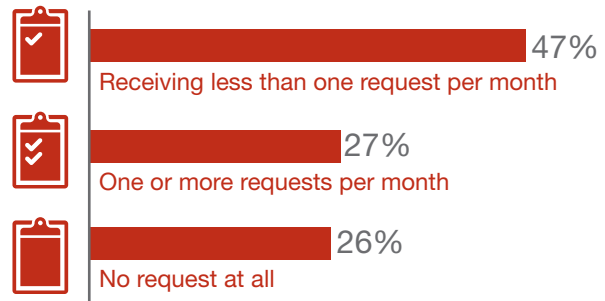Need to increase the effectiveness of existing processes and operations

Operations

- Most practitioners view a *hybrid model* as the most effective operating model for the privacy function.

- Most practitioners believe that providing *transparency* is most important to meeting consumer expectations, followed closely by demonstrating regulatory compliance.

62% hybrid model

35% centralized model

3% decentralized model

Review

- Requests for validation of privacy controls from consumers are *fairly infrequent*, with most respondents receiving less than one per month.

- Companies are requesting validation of privacy controls at business partners, with most companies doing so when negotiating the contract and at least *annually* afterwards.

47% Receiving less than one request per month

27% One or more requests per month

26% No request at all

Feedback

- Despite availability of social media, *phone trumps all other feedback* channels as the most commonly utilized to receive customer feedback, followed by website and email.

#1
#2
#3