

Webcast

Data privacy in Egypt:

What you need to know



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With you today



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Our focus for today

Welcome

**Data privacy
101**

**Understanding
the new data
privacy law**

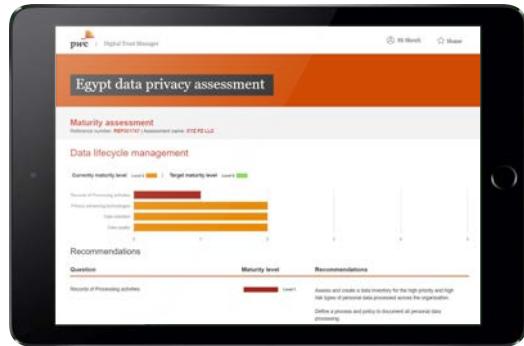
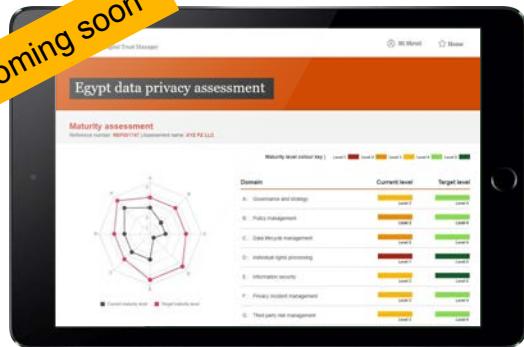
**10 steps to an
effective data
privacy
programme**

Q&A

Resources

Egypt data privacy law online self assessment

Coming soon



Data privacy handbook

Data Privacy Handbook

A starter guide to data privacy compliance

دليل خصوصية البيانات

الدليل الأولي للامتثال لخصوصية البيانات



Quick poll

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Data privacy 101

Why is data privacy important?

Competitive advantage

Organisations are finding efficient and economical ways to run their businesses which involve transferring data outside of their jurisdictions and are using data analytics to create new revenue streams.



Consumer Trust

Organisations need new mechanisms to build consumer trust and confidence as they address emerging challenges in business, risk management, and compliance.



Interconnected world

Traditional ways of doing business are no longer valid in an increasingly interconnected world, with people and information being spread across multiple countries.



Privacy regulation

Regulatory bodies are taking an increasingly tough stance on privacy, imposing heavy fines on breaches for violations of individuals right to privacy.



Data privacy laws in the Middle East



Constitutional codes

- The constitutions of some Middle East countries recognise the individual's right to privacy under certain conditions.



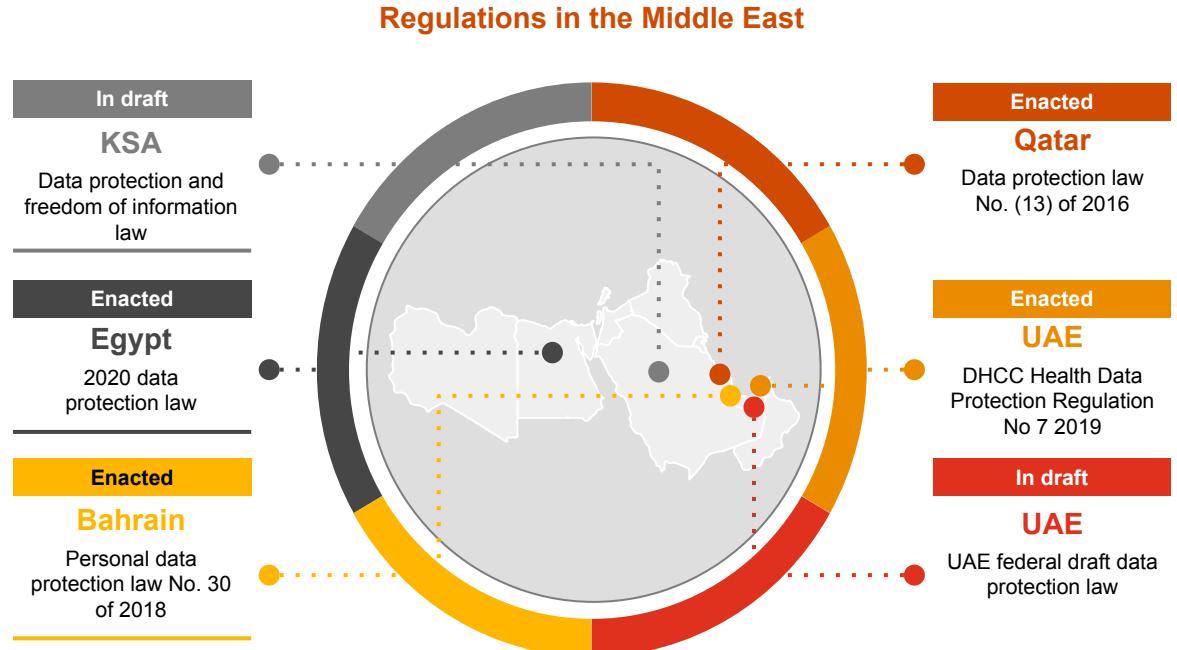
Sectoral laws

- Elements of privacy are embedded within several laws pertaining to specific industry sectors.



Imminent laws

- Some countries in the region have drafted privacy laws for a few years which might come into effect in the near future.



With the exception of two GCC countries which have recently enacted data protection laws, overarching privacy laws common in some parts of the world do not exist in the Middle East. However the right to privacy is recognised and afforded to individuals through several means:

Risks to the organisation

What risks can the organisation face?

Organisations that fail to protect personal data and comply with data privacy regulations aren't just risking financial penalties. They also risk operational inefficiencies, intervention by regulators and most importantly permanent loss of consumer trust.



Regulatory

Regulators may require the provision of information, conduct audits, and obtain access to premises if they determine it is necessary.



Reputational

Non-compliance with the law could result in brand damage, loss of consumer trust, loss of employee trust and customer attrition.



Financial & Criminal

Fines and, in some countries potential prison sentences, could be enforced depending on the violation. You may also experience loss of revenue and high litigation and remediation costs.



Operational

Data subjects can impose data processing bans and order the correction of an infringement. This could result in restricted operations and invalidated data transfers.

What is personal data?

Personal data



Personal data is any information that can identify a living person.

Personal data



Name and surname



ID card number



Online identifiers (e.g. IP addresses)



CCTV footage

Non-personal data



An organisation's corporate registration number



Mailboxes such as info@pwc.com

Sensitive personal data



Some personal data is considered **sensitive**, as it could cause serious harm to the individual if leaked or misused.

Sensitive personal data



Racial or ethnic origin



Physical or mental health



Political or religious beliefs



Sex life or sexual orientation



Trade union membership



Criminal offences & court proceedings

It's important to differentiate between personal data and sensitive personal data because the processing of sensitive personal data usually requires additional safeguards to be in place.

How is data privacy affecting organisations?



Data inventory

Mandatory data inventorying and record keeping of all internal and third-party processing of European personal data.



Breach notification

Mandatory data-breach notification to regulators and individuals whose information is compromised.



Right to access

Comprehensive individual rights to access, correct, port, erase, and object to the processing of their data.



Impact assessment

Routine data-protection impact assessments for technology and business change.



Governance

Mandatory data protection officers and an overall rethinking of privacy strategy, governance, and risk management.



Third parties

How third parties handle personal data represents a risk and administrative burden to update and negotiate contracts.

Seven key data privacy principles



Lawfulness, Fairness & Transparency

You should always process personal data in a fair, lawful and transparent manner, in line with the requirements of the applicable data privacy laws.



Purpose Limitation

You should only process personal data for a specified and lawful purpose. You cannot use the data for another purpose unless conditions are met.



Data Minimisation

You must ensure you are only processing the personal data which you truly need to conduct your business and nothing more.



Accuracy

You should ensure personal data is kept up to date, and that necessary measures are in place for correcting and updating inaccurate data.



Storage Limitation

You must not keep personal data for longer than you need it. It should be securely destroyed after the defined retention period.



Integrity & Confidentiality

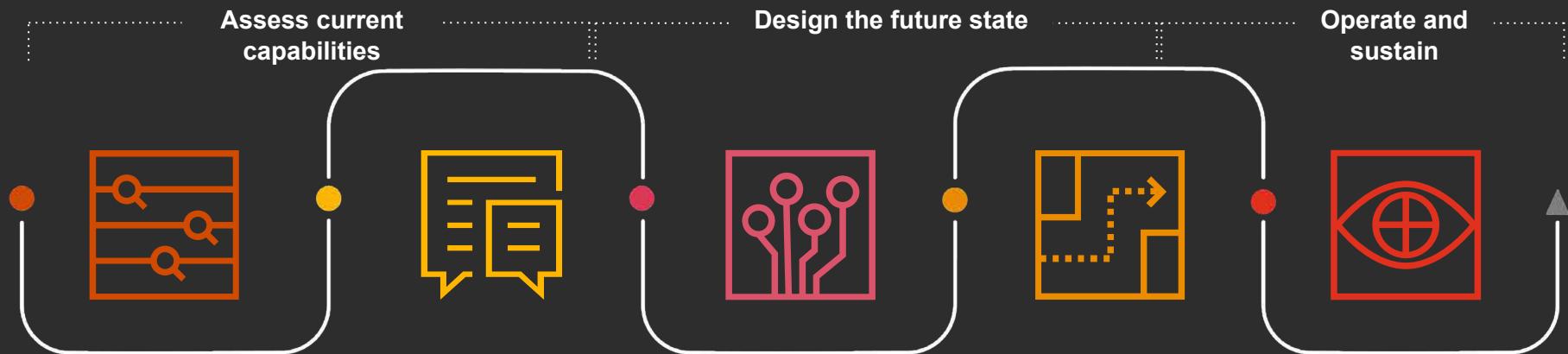
You must implement adequate security controls to ensure that personal data is protected against loss, destruction or damage.



Accountability

You must have appropriate measures and records in place to be able to demonstrate your compliance.

Five step approach to compliance



Risk analysis and data discovery

Establish your personal data footprint:

- types and scale of data held
- jurisdictions they fall within
- personal data risks you face

Gap assessment

Assesses your current capabilities against relevant legal requirements for your current and future uses of personal data. It will help identify the gaps, and where improvements can be made.

Target operating model and programme design

Define and establish the ongoing governance structure in order to coordinate, operate and implement the remediation activities.

Programme implementation

Implementation will be carried out according to the specific programme designed according to the your gaps and requirements.

Ongoing operations and monitoring

Establish the necessary ongoing compliance mechanisms to promote continued accountability.

PwC's data privacy programme

PwC's data privacy framework



Strategy, Governance & Accountability

- Data Protection Designation
- Governance Structure
- Training & Awareness



Data Subject Rights & Processing

- Data subject rights (e.g. Right to Rectification / Right to be Forgotten, Automated Decision-making)



Privacy Notice & Policy Management

- Policies, Standards & Guidelines.
- Transparent & Concise Communication



Risk Management & Compliance

- Regulatory Compliance Monitoring
- Risk Identification, Mitigation & Reporting
- Privacy Impact Assessment



Data Lifecycle Management

- Data Classification, Inventory, Sources, Flow/Maps
- Risk Identification, Mitigation & Reporting
- Data Quality
- Privacy by Design (PbD)



Incident Response & Breach Management

- Breach Identification
- Breach Notification
- Incident Response



Third Party Risk Management

- Cross-border Transfers & Safeguards
- Contracting
- Monitoring



Data Security

- Security
- Disaster Recovery, Business Continuity and Backup

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Understanding the
new data privacy law

GDPR versus Egypt Data Protection Law

Key:

Similar
Absent
Broader
Narrower



Below is a comparison of the Egypt data protection law as against the European Union General Protection Law (GDPR).

	GDPR	Egypt Data Protection Law
Scope	Processed EU personal data	
Right to access	Right to access all EU personal data processed	
Right to portability	Must export and import certain EU personal data in a user-friendly format	
Right to correction and erasure	Right to correct errors in EU personal data processed or erase EU personal data under certain conditions	
Right to stop processing	Right to withdraw consent or otherwise stop processing of EU personal data at any time	
Right to stop automated decision-making	Right to require a human to make decisions that have a legal implications	
Response time for data subject requests	1 month with potential extension by 2 additional months	
Cross-border transfers	Permitted under specific conditions and if adequate levels of data protection are provided	
Governance	Appoint a DPO and a lead supervisory authority under certain conditions. Roles & responsibilities clearly defined	
Incident and breach response	Where required, disclosure of incidents and data breaches without undue delay and within 72 hours of the breach	
Regulator enforcement penalties	Fines up to the greater of EUR20m or 4% of global annual revenues	

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Ten steps to an effective
data privacy programme

Ten steps to an effective data privacy programme

1 Appoint a Data Protection Officer



2 Maintain a personal data register



3 Notify purpose and seek consent



4 Respond when individuals ask about their personal data



5 Enforce security mechanisms



Ten steps to an effective data privacy programme



Embed data privacy into your systems, processes and services



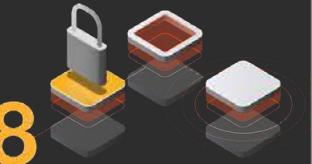
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Notify data breaches



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Manage third parties



8

Protect personal data when transferring overseas



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Communicate your data protection policies, practices and processes



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Q&A

Quick poll

Contact us



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Thank you

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