



Securing buy-in

Mastering the PIA / DPIA process

April 9, 2024



Agenda

- How to tailor a plan to secure buy-in from management
- How to make sure that the whole organisation is aware of the importance of data protection and

Not about the process itself. You'll find that here:
wiredrelations.com/sustainable-compliance/webinars





We help turn fragile privacy and infosec into sustainable GRC programmes that add value through structure, overview and control.

Our promise to you

Wired Relations in numbers

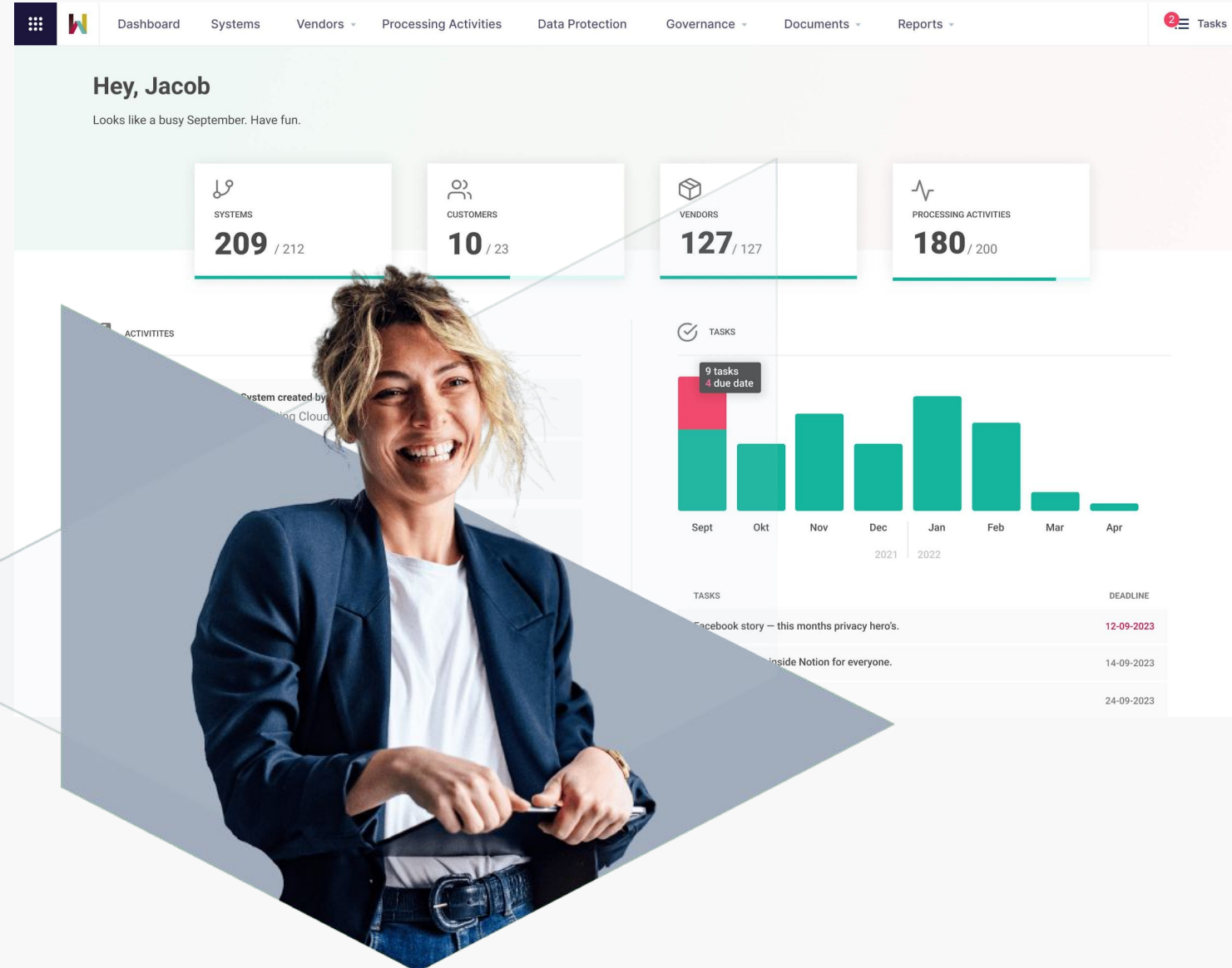
60,000+ Systems and vendors documented

20,000 Processing activities

18,000+ Recurring tasks planned

15,000+ Users

2,000+ Paying customers and free users



OVERVIEW

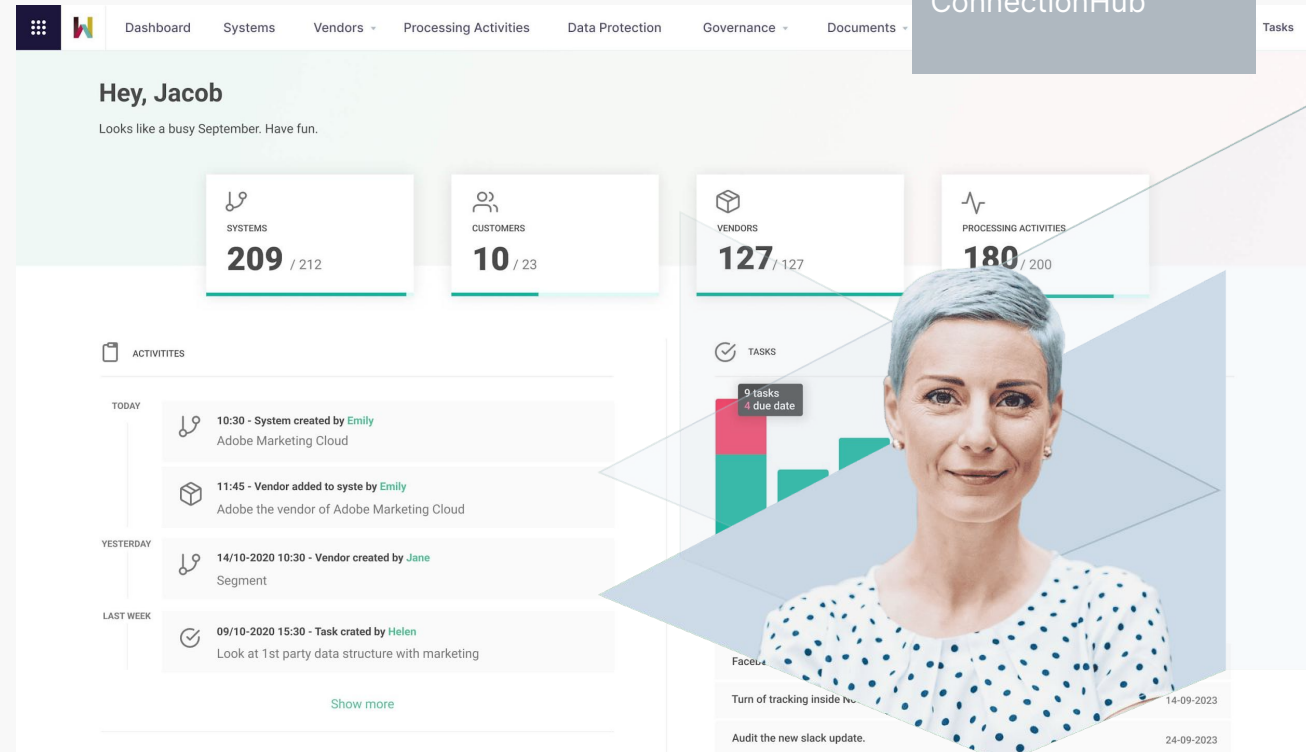
GRC workflows

Work faster than ever, involve everyone and minimise your workload. Utilise best practise to create robust workflows to make your programme sustainable.

- Link information between GDPR and information security to optimise efforts.
- Visualise the monthly workload and take back control.
- Anchor compliance knowledge in a system, not people.
- Delegate for better information and faster execution.
- Implement new frameworks at lightning speed by importing standard frameworks and utilising existing data.
- Create a great compliance overview with dashboards.
- State-of-the-art Task Manager build for compliance teams.

FEATURES

Dashboards
Task Manager
System Manager
Vendor Manager
Documents Manager
User Control
Mechanism
Group Structure
Customer Manager
ConnectionHub



7-step cheat sheet for awareness and buy-in



The cheat sheet - step 1

 What do you really want?

Ask yourself:

- What do I want to achieve? Be specific.
- What is the LAST action required to do it.
- How does that get done?

Dear Santa ... for the DPIA process I wish for

Not tangible

- An invitation
- Resources
- Closing the knowledge gap
- Sway

Dear Santa ... for the DPIA process I wish for

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Tangible

- Every time there is a project, someone in the project group must invite data protection
- Hiring one new data protection officer focusing on DPIA processes
- Getting a budget of 200,000 for consultancy on DPIA's
- 50 % of an it persons time allocated to data protection, dotted line
- Be authorized to form project teams with staff from other departments
- Have the CEO talk in the media about our focus on data protection
- I want to buy Wired Relations to get overview and control 🙄

The cheat sheet - step 1

 What do you really want?

Ask yourself:

- What do I want to achieve? Be specific.
- What is the LAST action required to do it.
- How does that get done?

I want to hire a DP pro, focusing on DPIA

LAST ACTION: CFO approves budget


JUST BEFORE THAT: My boss puts in on the table as one of five priorities

JUST BEFORE THAT: My boss decides to have it as a top 5 priority

.... YOU GET THE PICTURE




The cheat sheet - step 2

 What do they think about this right now?




“That, when one really wants to succeed in leading a person to a certain place, one must first of all take care to find him where he is, and start there.”

The cheat sheet - step 2

 What do they think about this right now?

- What is the thinking on my issue?
- Go talk to people
- Ask questions
- What is important to them?
- Don't fool yourself

The cheat sheet - step 3

 What will they lose by not doing what you think?

- Exploit loss aversion
- Reframing
- Gaining trust or losing trust




*By hiring a new DP, we'll do better data protection
which builds trust among our customers and lowers
risk of data breach*



I did a focus group with ten of our customers. They trust us to protect their information. However, if they lost faith in us, they would do business with Ajax Corp instead. We need to invest in keeping that trust, right?

The cheat sheet - step 4

 Where can you reach them?

- Meetings
- Annual or monthly reports
- One-to-one meetings or occasional bump-ins
- The intranet
- E-mails with great results from the latest phishing campaign
- You being featured on the Sustainable Compliance podcast (just saying ;-))

The cheat sheet - step 5



Who will support you?



**BLUE
WATER
SHIPPING**



“This compliance system stands out with a very user-friendly platform”

Thorsten Kranz
Head of Business Ethics and Compliance
Blue Water Shipping


The cheat sheet - step 5



Who will support you?

- Who within - or outside of - your organization has the same or similar interests.
- Would IT also like more resources for information security?
- Does the local business council run a campaign for management being more aware of privacy?
- Maybe you could interview your data subjects to get their view (hint: Management often listens to customers).
- Reach out to leverage working together to get resources👁️ Where can you reach them?

The cheat sheet - step 6

 Speak to the mind ... and the gut

First you should gather all the rational arguments for management to swing your way.

- Use internal information,
- Search for reports on the matter on the internet
- Ask your peers in other organizations if they have information for you

Rational arguments

Dashboard Systems Vendors Processing Activities Data Protection Governance Documents Reports

Hey, Jacob
Looks like a busy September. Have fun.

SYSTEMS

209 / 212

CUSTOMERS

10 / 23

VENDORS

127 / 127

PROCESSING ACTIVITIES

180 / 200

ACTIVITIES

TODAY

- 10:30 - System created by Emily
Adobe Marketing Cloud
- 11:45 - Vendor added to syste by Emily
Adobe the vendor of Adobe Marketing Cloud

YESTERDAY

- 14/10-2020 10:30 - Vendor created by Jane
Segment

LAST WEEK

- 09/10-2020 15:30 - Task crated by Helen
Look at 1st party data structure with marketing

[Show more](#)

TASKS

9 tasks
4 due date

TASKS	DEADLINE
Facebook story – this months privacy hero's.	12-09-2023
Turn of tracking inside Notion for everyone.	14-09-2023
Audit the new slack update.	24-09-2023

Before mitigation


	LOW	MEDIUM	HIGH	VERY HIGH
LIKELY				
POSSIBLE			2	1
UNLIKELY			1	1
RARE			1	

Consequence

Likelihood

Cookie use on website	32%
Customer Chat	19%
Newsletter subscriptions	55%
Newsletter subscriptions – Germany	100% ✓
Salary payments – Germany	100%
Salary payments – UK & DK	100% ✓
Sales	6%

The cheat sheet - step 6

 Speak to the mind ... and the gut

Look for the stories:

- Talk to data subjects to hear what they think, and retell the story
- Tell the story of how phishing was prevented because of awareness training
- When you see a story in the news on your topic - send it to management with a few words attached.








The cheat sheet - step 6



Get organised

- One hour a week: The goal of your weekly hour is to create one piece interaction with management. An e-mail about something you saw in the press. A video on your recent awareness-training.
- Half a day every month: evaluate this plan and come up with new ideas for nudging management.

The cheat sheet

-  What do you really want?
-  What do they think about this right now?
-  What will they lose by not doing what you think?
-  Where can you reach them?
-  Who will support you?
-  Speak to the mind ... and the gut
-  Get organised

Pre-assess your IT system or make legally-sound DPIAs in 7 easy steps with a proven ICO framework in Wired Relations.

Book a meeting with us at wiredrelations.com to learn more.





Thank you

Contact us

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