

Gartner IT Symposium/Xpo – São Paulo, Brazil  
28 – 31 / October

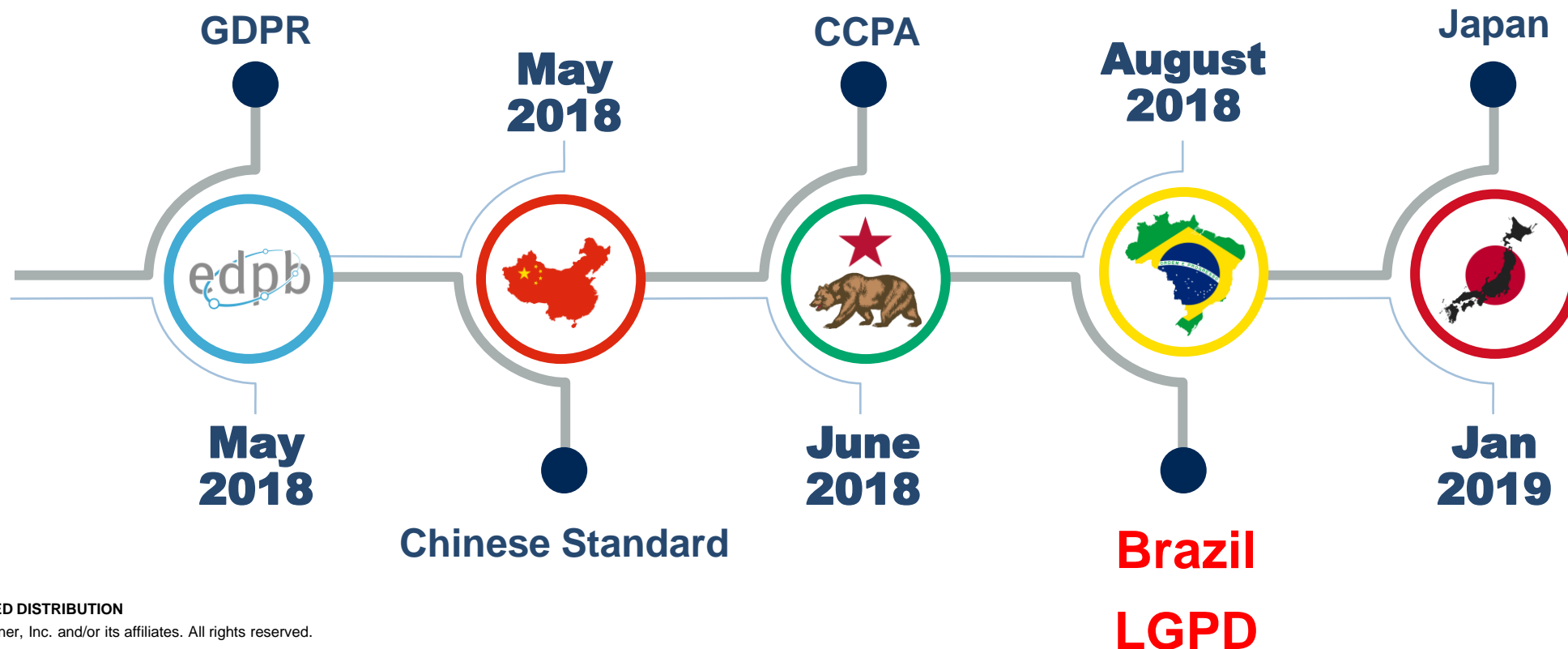
# Press Conference: LGPD and Privacy

Bart B. Willemsen, VP Analyst  
Claudio Neiva, VP Analyst

# A rapidly evolving space

More has happened in the regulatory privacy space in the last 24 months, than in the combined 100 years before that.

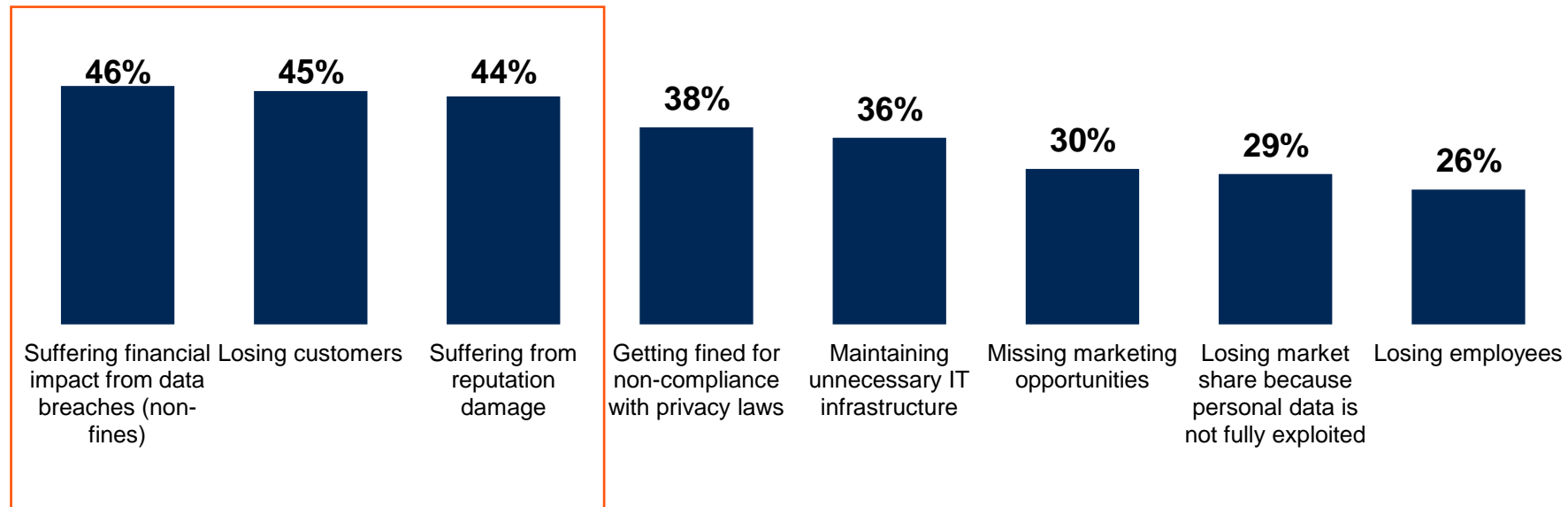
**This will not stop**



# Privacy as a conviction-based motivator

## Risks that organizations are concerned about in the context of privacy

Percentage of respondents. Multiple Responses Allowed



Base : Privacy: n=352 Source: Gartner Annual Global Risk and Security Survey, 2019  
Which risks is your organization concerned about in the context of privacy?

## Conviction-Based Motivators



Organic



Cruelty-Free



Privacy-First

Source: Gartner  
ID: xxxxxxx

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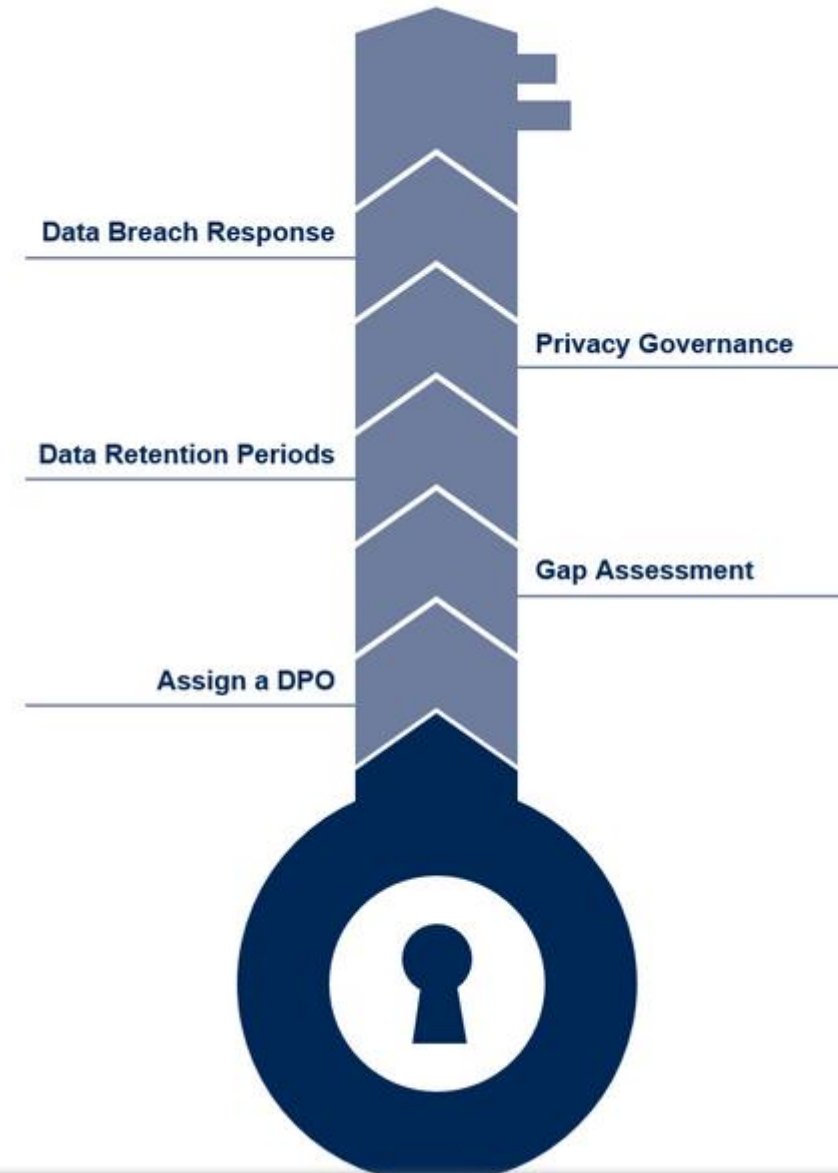
# Changes - LGPD

Every month Gartner's privacy practice fields hundreds of calls. Answers change over time as laws may change. Take LGPD:

- The 'encarregado'
- 'Automated decision making'
- Special categories of data
- The 'ANDP' (national data protection authority)
- No change but worth to note nonetheless: the sanctions

# 5 Best Practices

- Start with a leader
  - Conduct Gap assessments
  - Establish ‘purposeful processing’
  - Maintain privacy governance program
  - And set up data breach response plans
- 
- In all of this: Never Forget the Customer



# Maturity Phases and Components (technology)

## ESTABLISH



Discovery



Classification



Risk Assessment  
& Tracking



Record Keeping



Data Minimization



Privacy UX

## MAINTAIN



Measurement &  
Reporting



DPIA Automation



Privacy Centre  
(self-service portal)



Data Mapping /  
Lifecycle visualization



Incident Response  
Augmentation

## EVOLVE



Anonymization and  
Pseudonymization



Analytics and  
Business Intelligence

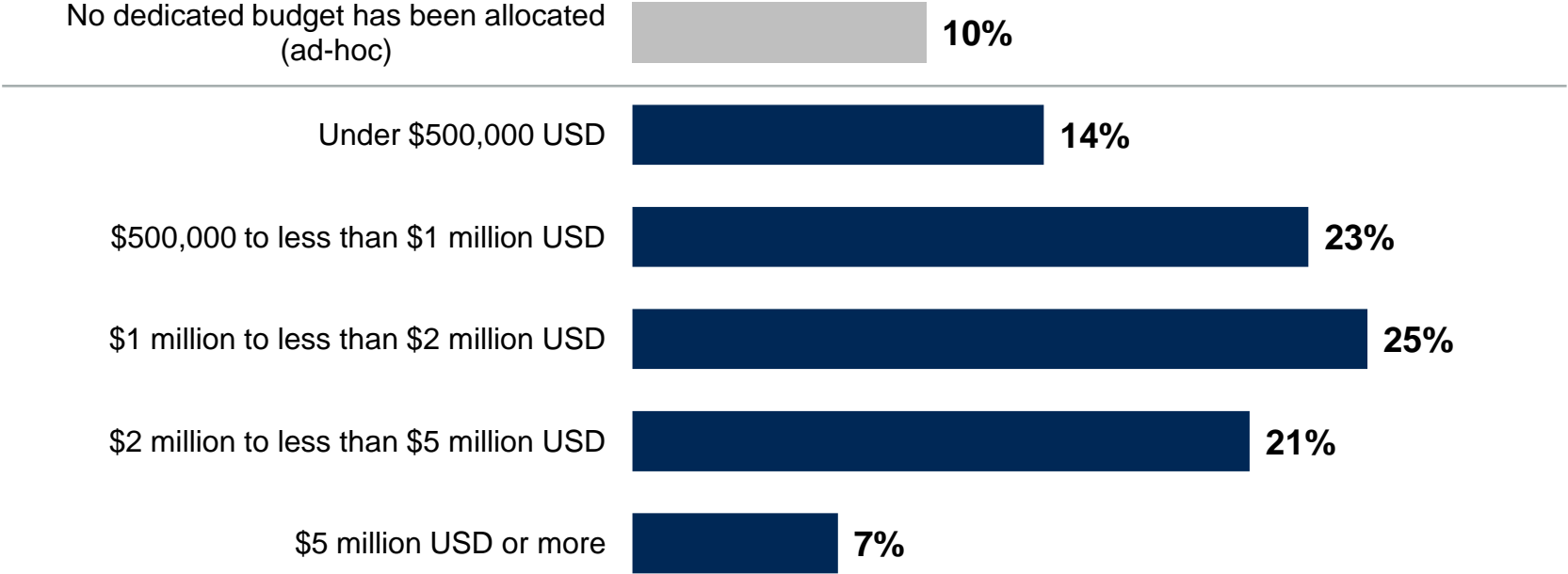


Data End-of-Life  
Controls

# Budgets Are Increasing Across the Globe

## FY2019 annual budget allocation to privacy risk

Percentage of respondents



**Mean:**  
**1.7 Million US Dollars**

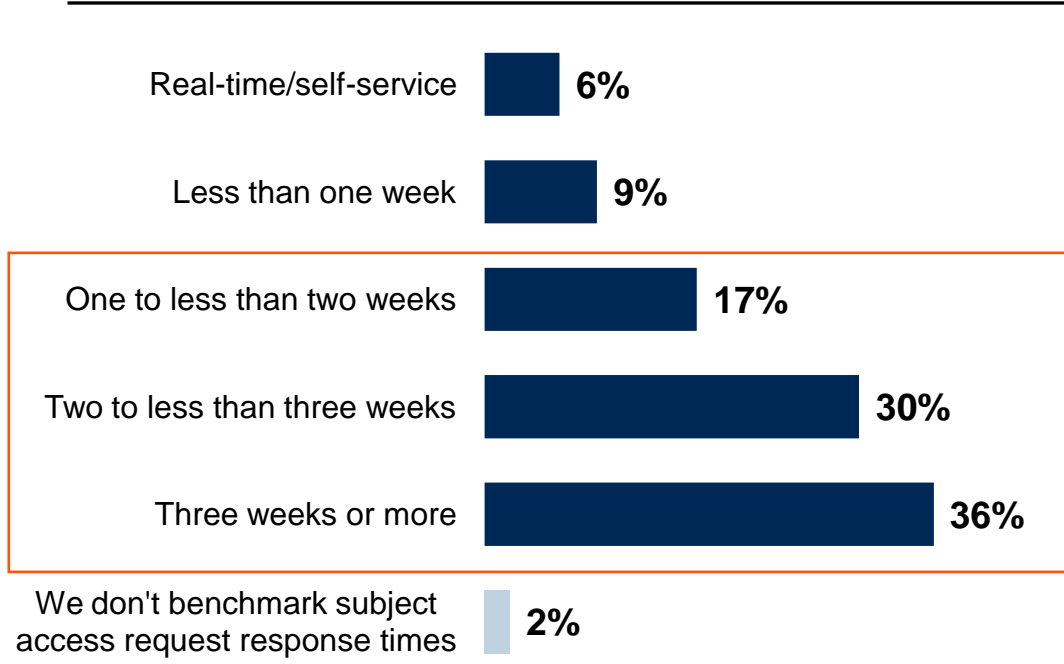
Base : Privacy, excluding DK: n=334 Source: Gartner Annual Global Risk and Security Survey, 2019  
What is the FY2019 annual budget allocation to privacy risk? All in US Dollars (USD)

# Average Total Cost of SRR's is over \$1400 USD

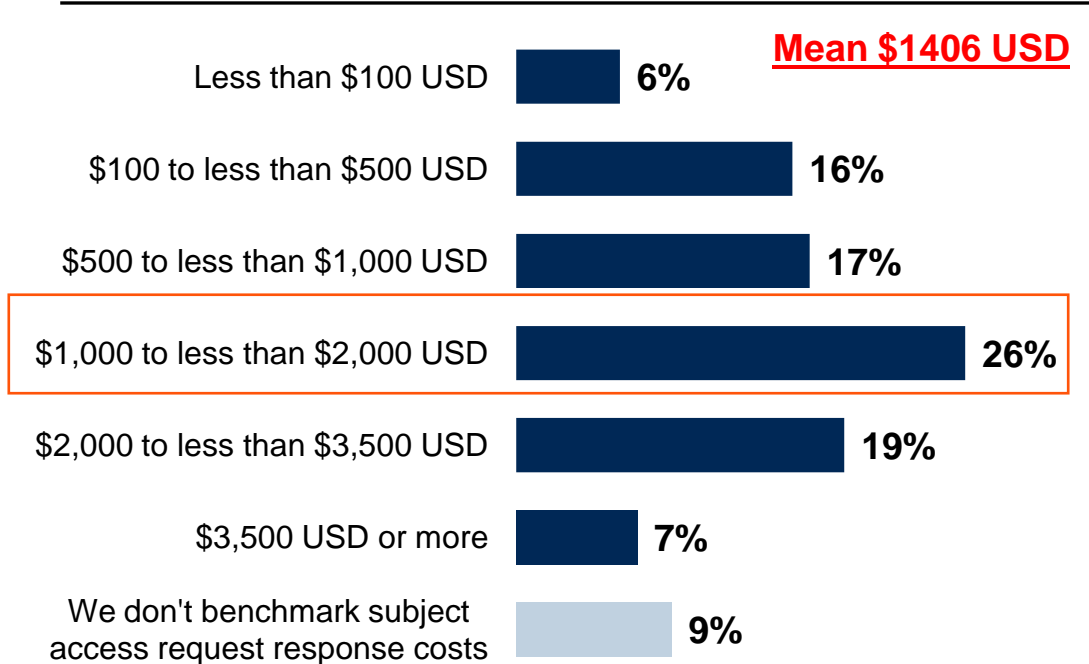
## Subject access request

Percentage of respondents

### Average Response time



### Average Total Cost



Source: Gartner Annual Global Risk and Security Survey, 2019  
 Base: Privacy, excluding "Not sure": n=347  
 What is the average response time to a subject access request?

What is the average total cost (including man hours, external costs, etc.) of responding to a subject access request? US Dollars (USD)





# Pitfall to Avoid: The Governance and Setup is WRONG

Percentage of Respondents

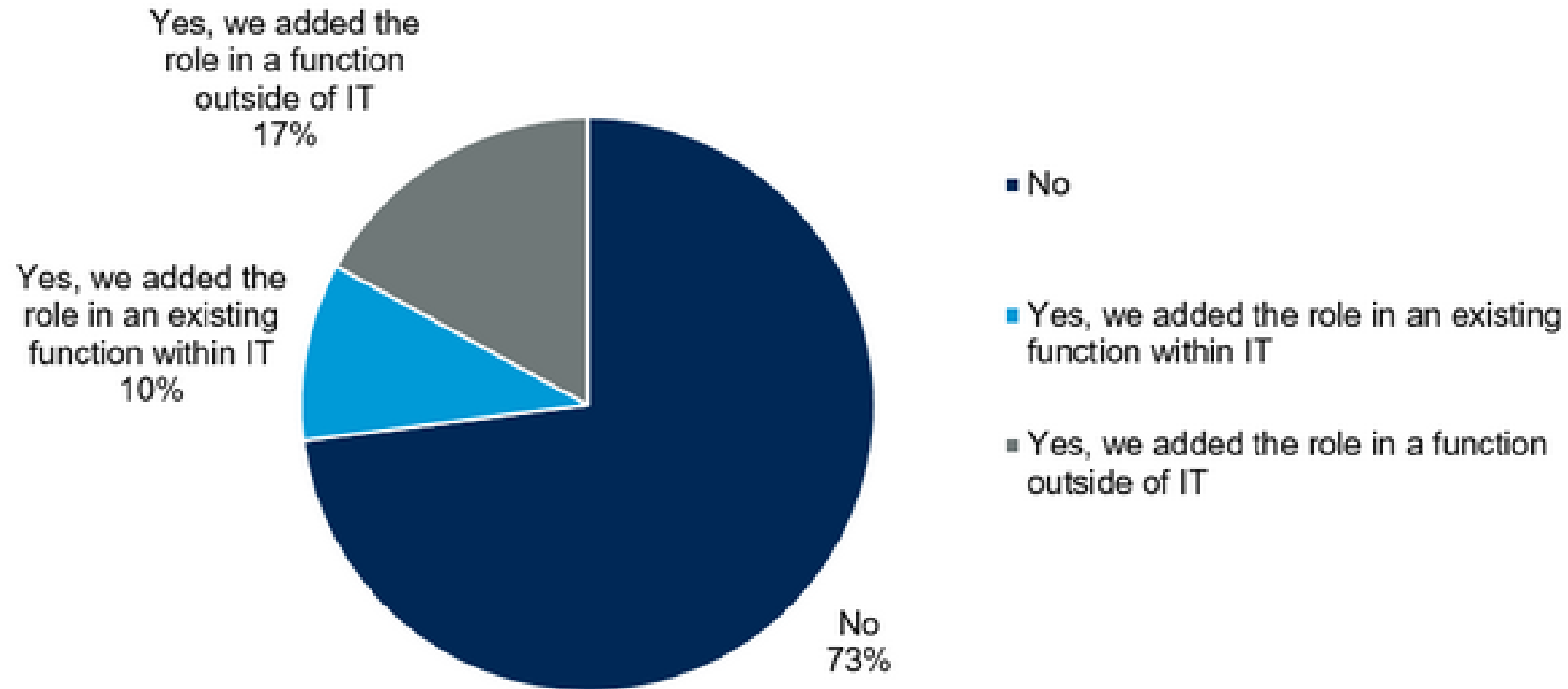
## Most Senior Privacy Role Reports to...



Base : Privacy: n=352 Source: Gartner Annual Global Risk and Security Survey, 2019

In your organization, to whom does the most senior level person dedicated to privacy directly report?

# And Brazil is Behind on This

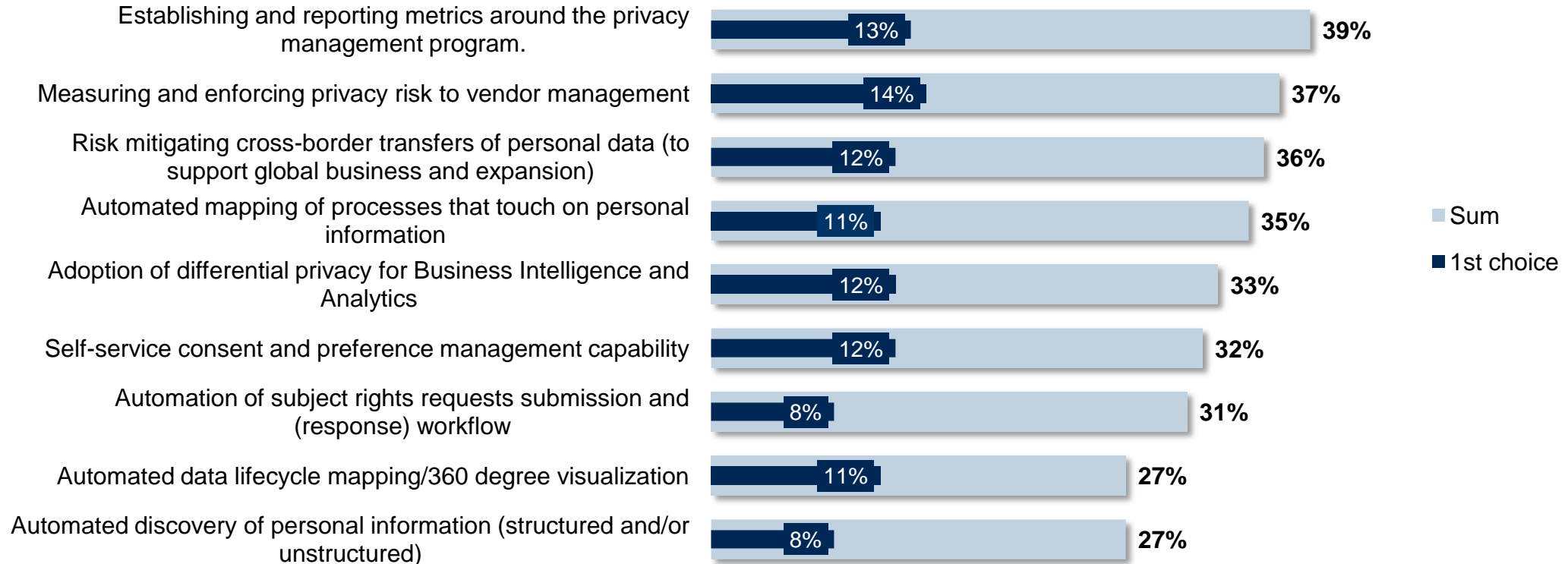


Data from a 2017 Gartner LGPD webinar  
Base: 40 Gartner Brazil client organizations  
Q. Do you have a privacy officer/lead privacy function?

# Privacy a Comprehensive, Balanced Approach

## Top 3 capabilities to pursue over the next 12 months

Percentage of respondents. Sum of Top 3 Ranked and 1<sup>st</sup> choice



Base: Privacy, Excluding DK: n=352 Source: Gartner Annual Global Risk and Security Survey, 2019  
Which are the top 3 capabilities your organization intends to pursue over the next 12 months?

# 10 Princípios para Tratamento de Dados Pessoais



**Finalidade**  
Propósitos Legítimos,  
Específicos, Explícitos  
e Informados



**Adequação**  
Compatível com as  
Finalidades



**Necessidade**  
Utilização (apenas) de  
Dados Estritamente  
Necessários



**Livre Acesso**  
Acesso ao Tratamento  
e à Integridade dos  
Dados



**Qualidade dos Dados**  
Dados Exatos, Claros,  
Relevantes e  
Atualizados



**Transparência**  
Informações Claras e  
Precisas aos Titulares  
dos Dados



**Segurança**  
Medidas Técnicas e  
Administrativas aptas a  
Proteger os Dados  
Pessoais



**Prevenção**  
Adoção de Medidas  
para evitar danos aos  
titulares dos dados



**Não discriminação**  
Não utilização para fins  
discriminatórios, ilícitos  
ou abusivos

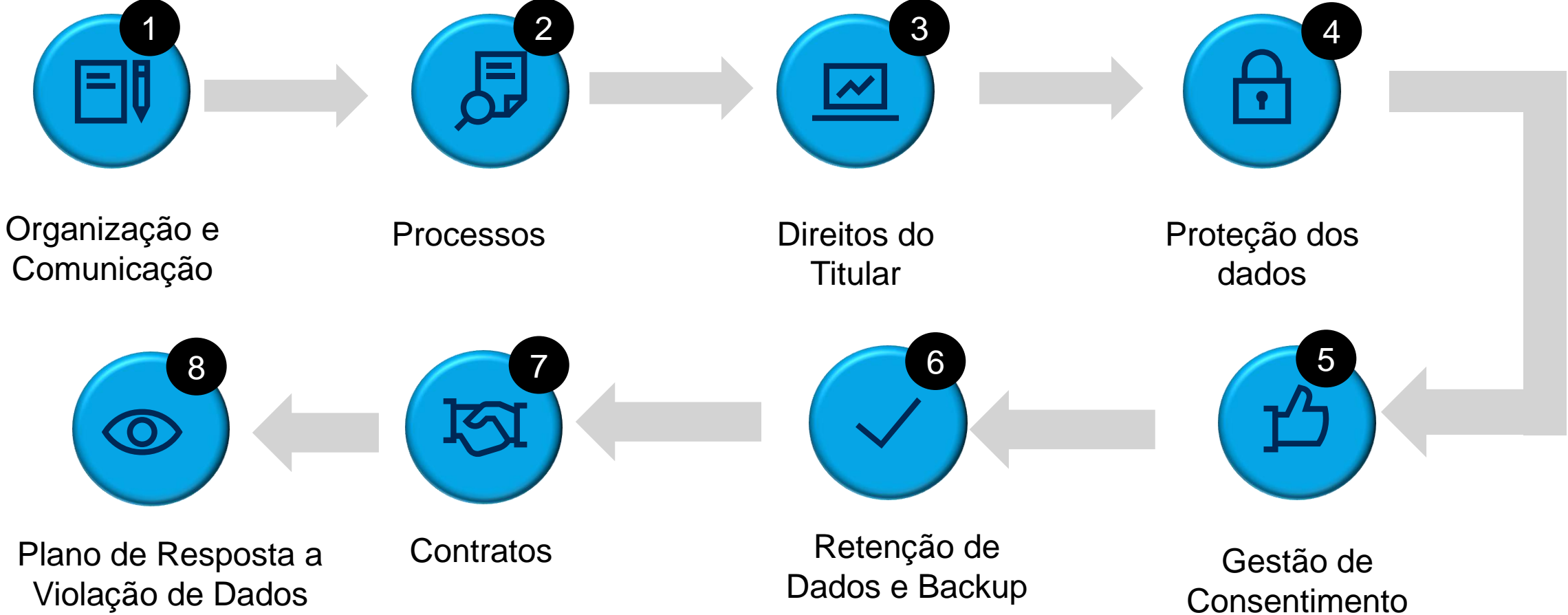


**Responsabilidade e  
Prestação de Contas**  
Demonstração de adoção  
de medidas eficazes ao  
cumprimento das normas

Fonte extra-Gartner: <http://www.portaldaprivacidade.com.br/2018/07/19/infografico-04-os-10-principios-para-o-tratamento-de-dados-pessoais>

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# Nada melhor que um plano a ser seguido...



# For more information:

**Podcast:** [Líderes das áreas de cibersegurança, risco e conformidade no Gartner IT Symposium/Xpo™](#)



**Podcast com o Especialista do Gartner em Segurança**

Bart Willemsen, VP de Pesquisas do Gartner

Entenda a importância dos temas:  
**Segurança, Privacidade e LGPD**

00:00 / 21:05

**Press Release:** [Gartner Says Less than 30% of Organizations Subject to the LGPD Will Fully Comply by August 2020](#)

**Gartner Research:** [Beyond GDPR: 5 Best Practices for LGPD Compliance](#)

[IT Score for Privacy](#)

[Use These Frequently Asked Questions When Starting a Privacy Program](#)

[Beyond GDPR: Five Technologies to Borrow From Security to Operationalize Privacy](#)

[Toolkit: Assess Your Personal Data Processing Activities](#)

[Hype Cycle for Privacy, 2019](#)

# THANK YOU

## Q&A?

Bart B. Willemsen, VP Analyst  
Claudio Neiva, VP Analyst