



The data protection company

Law ID's

Privacy in the European market





Agenda

The data protection company

- Law ID's – Intro
- European market
- Trends
- Current state europe
- Our strategie
- What get's management attention
- Our vision
- Questions





Law ID's – intro 1/2

The data protection company

- Dutch based company
- Founded in 2001
- Mission: The European data protection company
- Portfolio:
 - Privacy and IT security consultancy
 - Privacy management solutions (PET)
 - Outsourced privacy compliance office(r)
 - Pre-audit/pre-certification
 - Data governance





Law ID's – intro 2/2

The data protection company

- Sectors:
 - Telecommunication
 - Health care
 - Financial institutions
 - Insurance and banking
 - Energy
 - Production (consumer goods)
 - Retail
 - Government



European market

- EU guidelines and member state legislation
 - Privacy and data protection
 - Telecommunication
 - And others (health care/municipals/etc.)
- Current market:
 - Government
 - Corporate
 - SME (only those with high exposure)



Trends

A. Corporate centralization (cross border)

- HR
- Customer database
- Marketing (data warehousing)

B. Sector projects:

- Like Health care

C. Image protection

A & B: mandatory by law/privacy policy



Current state Europe

The data protection company

- Corporates and government:
 - Legal implementations
 - Some appointed CPO (FG)
 - No fully implemented enterprise privacy management information systems
- SME:
 - No real management attention yet



Our strategy

The data protection company

- **Corporate - board of directors:**
 - Awareness creation
 - No feasibility without proper measures
 - High costs without proper measures
 - No sound risk management without proper measures
 - No customer trust without proper measures
- **European Data Protection Authorities:**
 - Awareness of existence of proper measures



Management attention

The data protection company

Corporate developments that get management attention:

- Partnerships that result in IT integration
- Outsourcing
- M&A
- Customer awareness (right of access); not yet an issue, but.....
- Costs and ROI
- DPA approval
- Branding / Image (privacy certificate)





Our vision

The data protection company

- Enterprises start protecting privacy of two key assets
- Privacy protection within Enterprises is only feasible with proper tools
- Privacy protection **MUST** be embedded in business processes
- Privacy protection will get proper management attention, soon
- Privacy protection will become a USP for Enterprises





Questions

The data protection company

Your questions:

- Law ID's
- The European Market
- This presentation



jeroen.derooij@lawids.com

+31(0)651 604 618

www.lawids.com