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Top 5
Privacy Challenges

The five challenges you will read about:

1. Coordinating across teams and projects

2. Navigating the evolving compliance landscape

3. Demonstrating appropriate and effective protections

4. Ensuring appropriate linkage across diverse data sources

5. Extending to emerging data types

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Organizations across virtually every sector are seeking to use more sensitive personal data to drive solutions and improve customer value. These initiatives are getting widespread attention with the rise of AI tools and technologies and increased privacy and AI regulations. The upward trend in personal data use cases and regulations affects multiple industries and geographies, often with initiatives that are cross-sector or cross-jurisdictional.

While the upside of these initiatives is clear (and exciting!), it's critically important when working with personal data to ensure you're doing it safely, efficiently, and in a compliant manner. These projects have ethical, legal, and practical considerations and may require scalable governance and frameworks to implement good data protections.

At Privacy Analytics, we deliver proven technology and expertise to enable timely, usable data that can be safely linked and put to work — in compliance with global regulations — and backed by auditable proof.

We provide a full range of governance and privacy protection options - everything from small, one-off projects to ongoing, system-wide programs.

Here are 5 of the biggest challenges we see organizations face and potential solutions for each.

Coordinating across teams and projects

Most organizations working with sensitive personal data at scale employ robust **Privacy Program Management.** These projects are often cross-functional - with different teams and users - and there are frequently several projects in flight at once. Some may require (or benefit from) **data de-identification or anonymization;** others instead may be focused on best practices for processing or policies or ensuring data is restricted to highly secure environments or clean rooms.

Good **Privacy Program Management** tracks concurrent initiatives and flags efficiencies while ensuring strong stakeholder alignment across internal and external functions and users. Simplifying the approach and conversations to what's essential and impactful, whether that's data de-identification or anonymization, or other approaches to defensible AI, ensures data risks are appropriately managed.

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Navigating the evolving compliance landscape

For organizations collecting data across geographies, it can be challenging to track and navigate the **changing** privacy **compliance landscape.** In particular, the US has contrasting state privacy laws coming into effect over time, creating a patchwork of regulatory requirements to monitor and implement against. This problem is even more complex for organizations operating across multiple countries or sectors, and **AI-specific regulations** with privacy requirements complicate things further. To meet these challenges, organizations need a strong understanding of their compliance approach backed by solid documentation to be prepared for formal audits or client/ customer requests for information.

Privacy Analytics publishes **monthly updates on global data privacy compliance on its website** with the option to **subscribe to updates by email.**

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Demonstrating appropriate and effective protections

When solving for personal data privacy with **de-identification or anonymization,** it is vital to be able to **demonstrate or validate** that data has been <u>**rendered suitably non-personal in a robust, defensible way.**</u> Organizations are often conflicted about what de-identification or anonymization standard is best or most applicable and want to choose an approach that fits broadly across a range of use cases.

Again, there is a strong need for documentation that would act as auditable proof of effective de-identification or nonymization when responding to stakeholder

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Ensuring appropriate linkage
across diverse data sources

When looking across broad use cases or planning for the future, there's often a need for **robust data linkage** between different organizations, data types, and data assets. Secure linkage through robust tokenization approaches can solve part of the challenge. But if data needs to be de-identified, it's **important to supplement these approaches with de-identification or anonymization assessments.** When linkage is well-managed, organizations can seamlessly integrate new data sources to create component data assets that are readily linkable but strongly governed to ensure regulatory compliance and practical protection.

Ensuring appropriate linkage across diverse data sources

Recently, AI has put particular emphasis on pulling insights, training data, or **other value from unstructured data.** There is a lot of industry confusion around whether this data can be de-identified or anonymized at scale. Organizations want to know what technologies are available, how this is managed on an ongoing basis (from technical and regulatory perspectives), and how to validate the effectiveness of a process. Despite the challenges, **Privacy Analytics has enabled** organizations to set up defensible, effective, and scaled de-identification for **text**, **images**, or other unstructured data types for both internal and external data sharing.

Privacy and data governance are dynamic and evolving fields with challenges that rise and fall into focus rapidly. These are five we've found particularly impactful with our clients, partners, and broader network.

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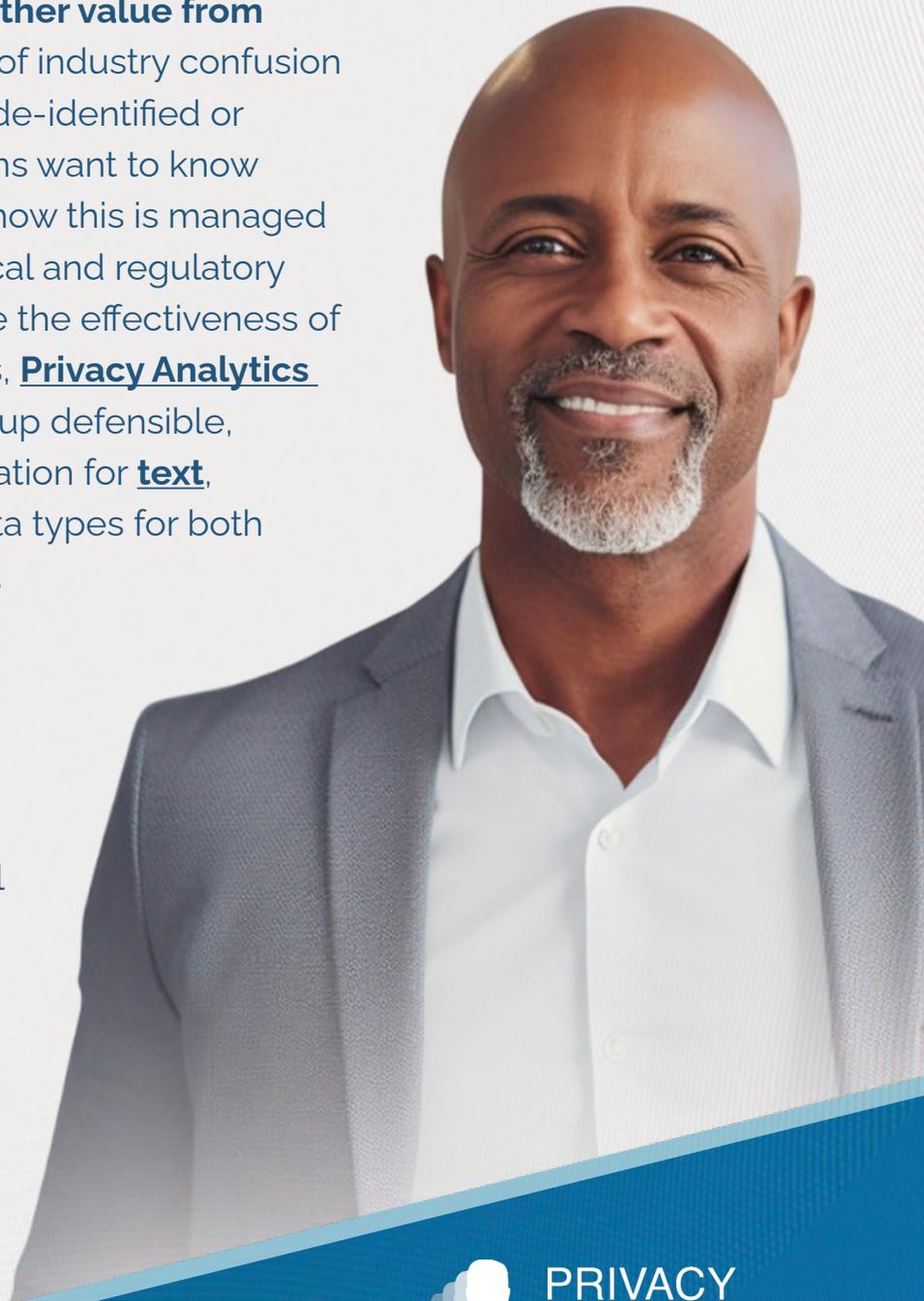
About Privacy Analytics

With Privacy Analytics, you get proven technology and expertise to enable timely, **usable data** that can be **safely linked** and put to work – in compliance with global regulations – and backed by **auditable proof.**

https://privacy-analytics.com/

- ✓ GDPR
- ✓ HIPAA
- ✓ CCPA

100s of other privacy and data protection laws worldwide

100s of clients served over 17 years in business

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Contact
Our Experts

Reach out to us for a detailed discussion on how our services and technology can enhance your data-driven initiatives while ensuring privacy compliance.

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