

BUILDING PRIVACY INTO YOUR PRODUCTS AND SERVICES

PRIVACY BY DESIGN TRAINING

OVERVIEW

Including privacy considerations in the product and app development lifecycle is required by EU law and considered a best practice in the US. Implementing privacy by design into your product development process can also help you mitigate privacy risks and more effectively compete with your competitors by winning consumer trust. This training will:

- Prepare you to introduce privacy considerations at each phase of the product development process, from product conception to launch.
- Help you spot privacy red flags and solve them through consumer notice and consent mechanisms.
- Assist you in developing a consistent approach to privacy reviews across products and divisions.
- Help you better understand the types of data collection, use, and sharing that are most likely to present significant business risk.

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PROCESS

We work with legal, product, and marketing teams to consider how hypothetical use cases can impact:

- Notice and Consent
- Consumer Choices
- Vendor Contracts
- Partner Contracts
- EU Data Protection Rules