Introduction
With the shift from industrial manufacturing to knowledge creation and service delivery, the value of information and the need to manage it responsibly has grown dramatically. Ninety per cent of the data in the world today was created in the last two years. Welcome to the age of Big Data. This data is being generated by sensors and humans, from practically everywhere, and at a blistering pace that surely will continue to only increase. At the same time, rapid innovation, global competition and increasing system complexity present profound challenges for information privacy.

Privacy by Design takes the view that the future of privacy in a digitally driven society cannot be assured solely by compliance with regulatory frameworks; rather, privacy assurance must ideally become an organization's default mode of operation.

Privacy by Design Services Overview
What is Privacy by Design?
Privacy by Design is about creating a consistent framework and approach whereby you proactively embed privacy into the design and operation of your IT systems, applications, and business practices by default. Privacy by Design importantly, isn't just about securing data however, its also about keeping the interests of the individual uttermost in the design thinking.

Why its important to build in Privacy by Design
Taking a privacy by design approach is an essential tool in minimising privacy risks and building trust. Designing projects, processes, products or systems with privacy in mind at the outset can lead to benefits which include:
- Potential problems are identified at an early stage, when addressing them will often be simpler and less costly.
- Increased awareness of privacy and data protection across an organisation.
- Organisations are more likely to meet their legal obligations and less likely to breach.
- Actions are less likely to be privacy intrusive and have a negative impact on individuals.
- It can actually be a competitive advantage or differentiator to build ‘trust’ with your customers.

TwoBlackLabs Privacy by Design Services
We recognise that no two organisations are the same and in fact many typically do not have privacy by design embedded across the business or struggle with late privacy engagement.

Privacy by Design, embodying the principles of ‘privacy embedded into design,’ 'privacy by default,' and being 'proactive, not reactive,' requires more analysis, substantially more forethought, and design hinged on the privacy risks rather than current practices. This results in better economic and business sense in the long-term by avoiding costly mistakes and rework.

Our Privacy by Design services are consultative by nature, designed to work with you to understand your business, how personal information is utilised and what your typical 'information lifecycle' looks like. Only then do we develop the approach to apply the privacy by design principles across your information lifecycle in a manner to support the business and how it operates both now and in the future, be that agile driven, cloud based, outsourced etc. This is customised to maximise the opportunities for your business.

We also ensure any compliance obligations are factored in to the framework taking both domestic and international requirements into consideration.

Delivered by Trusted Professionals
TwoBlackLabs consultants are highly trained International Association of Privacy Professionals (IAPP) certified professionals who work with you to both achieve privacy compliance and enable Privacy by Design practices within your business in a way that meets your budget and expectations.
The Privacy by design principles have been often criticised as "vague" and leaving "many open questions about their application within a business.

Our privacy by design approach, removes that uncertainty, demystifying any complex jargon and provides you with a pragmatic, business relevant framework. Simply put, we leverage the principles to assist the application of privacy within an organisation, but are not rigidly wedded to them. Privacy by design should not compromise business goals. Basically, you can have privacy, revenue, and growth. You’re not sacrificing one for the other.

For example, think of Privacy by Default as helping to establish a privacy by design culture in your organization. Privacy by Default also lowers your data security risk profile and therefore the less damaging a breach will be. Visibility and Transparency helps build trust with consumers and so on...

TwoBlackLabs Privacy Services
In addition to Privacy by Design services, TwoBlackLabs provide a range of services covering general privacy and GDPR specific activities you may require from time to time, including:

- Privacy & GDPR strategies, policy and procedure development, Data Processing Agreement development
- Privacy / Data Protection Impact Assessment development, data mapping
- The vDPO service covers all the aspects that the GDPR DPO duties require to assist you with maintaining your GDPR compliance.
- Privacy risk assessment development
- Privacy control reviews and audits, sub processor reviews and audits
- Privacy & GDPR awareness
- Advice and guidance
- Privacy breach management & investigation
- Compliance assessments

About TwoBlackLabs
“Working together to manage privacy risk”
We understand the need to safeguard information be that personal information or confidential data of customers, employees and business partners.

At TwoBlackLabs, we believe that privacy should be an enabler and not a barrier to an organisation. We work alongside you to understand your and your customers’ needs, the organisational strategy and the tolerance for risk. Specialising in privacy risk disciplines we ensure that privacy solutions proposed fit with the business needs and strategies whilst reducing the level of risk to the business to a tolerable level.

For further information on how TwoBlackLabs can help you with your privacy and data protection requirements please contact us on info@twoblacklabs.co.nz

Disclaimer.
The content of this document does not constitute legal advice nor is it intended as a substitute for legal advice.