



Turning Data Privacy in to Practice

Do I Even Need a Data Policy??

- Why Should I Worry About It?
- No one can claim a violation of our policy
- I can do what I want, when I want, & how I want



But Consider This

- What's my response when customers ask?
- How will I feel about doing business with customers who I know this is a concern for
- How do we manage the communication process throughout our company

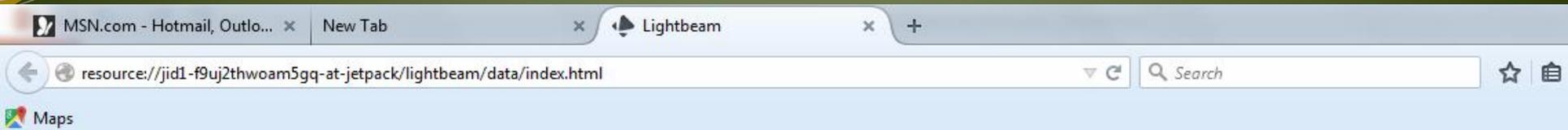
The Basics of a Plan

- How will you create “Value” for your customers using customer data?
- How will you make money for your business using customer data?
- Once these questions are answered then the “auditing” process can begin.....

Auditing

- Once business processes are understood, then an examination of those vendors contributing to your business processes are necessary
- “YOUR DATA PRIVACY POLICIES ARE DETERMINED MORE BY YOUR TECHNOLOGY PARTNERS!!
- Your software and hardware providers’ data privacy policies CAN determine or limit your own policies!

Connections



Lightbeam
for Firefox

VISUALIZATION

- Graph
- List

DATA

- Save Data
- Reset Data

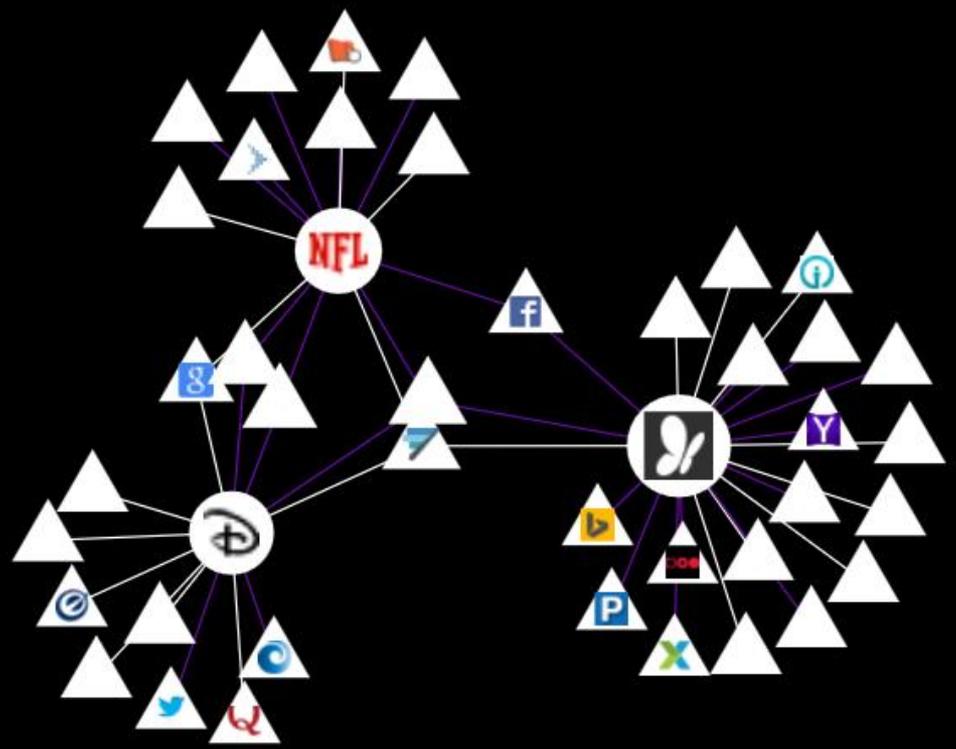
Give Us Feedback
mozilla.org/lightbeam

DATA GATHERED SINCE JULY 28, 2015

YOU HAVE VISITED 3 SITES

YOU HAVE CONNECTED WITH 51 THIRD PARTY SITES

Daily
GRAPH VIEW



TOGGLE CONTROLS

Technology Partners

- You must know the data privacy policies of every vendor you do business with!
- Ask hard questions as some will say one thing but document another....
- Marketing vs. Legal

Read the Fine Print!

- Buried on page 25 of a 38 page agreement, we found the one paragraph dealing with data privacy we were looking for: 172 words out of nearly 17,000 words....

Get it in Writing!

- Demand formal written data privacy, usage agreements
- Know the “lingo”
 - “We won’t sell your data”
 - “We only share data with ‘affiliates’”
 - “We are customer focused”
 - Notification Policies

“Farm Bureau Data Principles”

1. Education:
2. Ownership:
3. Collection, Access and Control:
4. Notice:
5. Transparency and Consistency:
6. Choice:
7. Portability:
8. Terms and Definitions:
9. Disclosure, Use and Sale Limitation:
10. Data Retention and Availability:
11. Contract Termination:
12. Unlawful or Anti-Competitive Activities:
13. Liability & Security Safeguards:

Transparency Tool

- This new tool will allow farmers to compare and contrast specific issues within (service provider) contracts and to see:
 - how service contracts align with these agreed-upon principles
 - how Service Providers manage and use farmers' data
- This voluntary program will be a great way to have independent corroboration of your published policies against actual practice!



References

- Visualization from Lightbeam for Firefox (mozilla.org/lightbeam)