

# wirewheel

2021 Privacy Predictions: 5 Key Takeaways



## Speakers



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# Privacy Predictions 2021

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# Values-Based Companies Will Elevate Customer And Employee Privacy As A Strategic Business And Societal Imperative

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# 5 predictions to shape your privacy priorities in 2021

Regulatory and legal activity related to employee privacy will increase 100%

Prediction 1

Interesting consequences of the UK becoming a “third country” for data protection matters in 2021

Prediction 3

CCPA 2.0 will pass and spur the introduction of federal privacy legislation in the US


Prediction 5

Forty percent of privacy leaders will report to the CEO

Prediction 2

One in four CMOs will invest in consent and preference management

Prediction 4

A hand holding a crystal ball against a sunset background. The crystal ball is held in the foreground, and the background shows a sunset over a body of water, with the sun low on the horizon, creating a warm orange and yellow glow. The water reflects the sunset colors.

# 5 predictions to shape your privacy priorities in 2021

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- Forty percent of privacy leaders will report to the CEO
- The UK will become a “third country” for data protection matters in 2021
- One in four CMOs will invest in consent and preference management
- CCPA 2.0 will pass and spur the introduction of federal privacy legislation in the US

Option 2

# Recommendations

- Ensure that you have adequate policies and controls in place on employee data that you already have in your systems.
- Develop a privacy-by-design approach for your workforce analytics projects.
- Evaluate the executive visibility, accountability, and business-enabling impact of your current reporting structure for privacy leaders.
- Make privacy a value-add to your customer experience.
- Map out your data transfers to determine whether they entail transferring personal data of EU citizens to the UK.
- Carefully vet vendors' use of "consent" and "preferences," as these are different categories with separate purposes and use cases.
- Focus on collecting data directly from customers
- Run gap analysis to determine which incremental changes you must make to your program to meet the new requirements.

# Thank You

Questions? Reach out to us at [marketing@wirewheel.io](mailto:marketing@wirewheel.io)