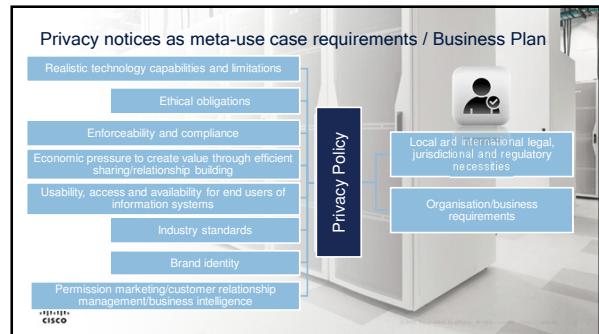


Privacy Engineering is...

- A discrete **discipline** or field of inquiry and innovation using **engineering principles** and processes to build controls and measures into processes, systems, components, and products that enable the authorized processing of personal information.
- The **creative innovation process** to manage increasingly more complex data streams and data sets that **describe individual humans**.
- The gathering and application of privacy **requirements** with the same primacy as other traditional feature- or process requirements; and then **incorporating, prioritizing, and addressing** them at each stage of the development process, project, product or system lifecycle.



Cisco's Approach to Managing Privacy

Understand	Prioritize	Develop	Govern
<ul style="list-style-type: none"> Obligations Data Lifecycle Business Purposes Technical architecture 	<ul style="list-style-type: none"> Goals Requirements Processes Controls Maturity Goals & Gaps Assurance 	<ul style="list-style-type: none"> Universal Protection Standards Access Management Models Domain-Specific Implementation Plans 	<ul style="list-style-type: none"> Program Governance Change Management Traceability Assurance Incremental Improvement

Privacy Impact Analysis

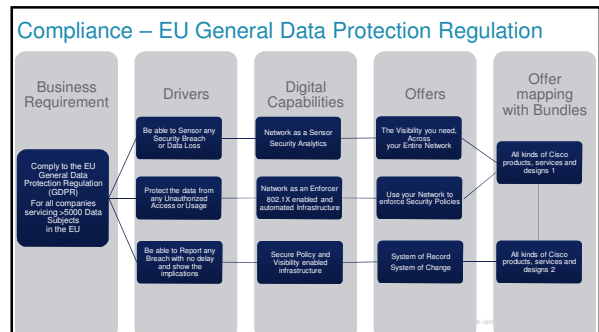
- Kickstart a program
- Periodic review of capability evolution

Privacy Program - Assessment and Strategy Development

- Comprehensive assessment of requirements and development of a program roadmap

Privacy Compliance Program Support

- Accelerate development and implementation
- Transform compliance requirements into a practical program



Cisco – Security Introduction and GDPR

Many 'LEGO' blocks already available:

- Encryption
- Trust systems
- CVD / DIG
- Privacy by design / security by design
- Etc.

Open questions:

- Certification?
- Forensic grade safe keeping?
- ...



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