

# Accelerate success with Privacy Information Management ISO/IEC 27701

## A quick introduction

Privacy is a fundamental human right. As we accelerate into an increasingly connected digital future, managing private data ethically and securely is critical to create trust.

Protecting Personal Identifiable Information (PII) is becoming the cornerstone of digital trust, and the foundation by which consumers evaluate the companies and suppliers they choose. But according to a recent report by **Tableau**, there is still some way to go...

**63%**



of global consumers believe companies are not transparent about their handling of PII.

**48%**



say they have stopped buying from companies over privacy fears<sup>1</sup>.

## The GDPR effect

The data privacy landscape today is seeing rapid change. Since the launch of the EU's landmark data privacy legislation in 2018, governments across the globe have prioritized legal frameworks to regulate data protection.

**By the end of 2024, 75% of the world's population will be covered by data privacy legislation – up from 10% in 2020<sup>2</sup>.**

Staying on top of this evolving legislation while continuing to deliver best practice data privacy has become a top priority for organizations. That is where utilizing best practice and partnering with independent partners enables success.

<sup>1</sup>Tableau: Staying cyber-secure while working from home <https://public.tableau.com/app/profile/ratnesh2928/viz/Stayingcyber-securewhileworkingfromhome/Stayingcyber-securewhileworkingfromhome>

<sup>2</sup>Gartner: Gartner Identifies Top Five Trends in Privacy Through 2024 <https://www.gartner.com/en/newsroom/press-releases/2022-05-31-gartner-identifies-top-five-trends-in-privacy-through-2024>

# Empowering responsible innovation

The internationally recognized data privacy standard for Privacy Information Management ISO/IEC 27701 helps organizations not only demonstrate compliance, but also simplify processes, deliver efficiencies, reduce information security risks, and drive innovation with confidence.

The standards also supports risk management and compliance across digital governance, AI ethics, cybersecurity, and digital supply chains.

It can help you:

- **Introduce** new processes and robust policies, giving guidance on risk management, and defining roles and responsibilities.
- **Simplify** processes, accommodating changes for specific local regulations, and improving compliance across the supply chain.
- **Capitalize** on evolving technologies like AI and support the implementation of privacy-by-design in your products and services.



## What does privacy management cover?

Going beyond the security of PII, ISO/IEC 27701 covers privacy-specific issues such as:

- the legal basis for attaining information;
- how an organization gets - and updates - consent for the information;
- managing subject access rights;
- the right to correct incorrect data; and
- the right to be 'forgotten'.

BSI can help you create a robust structure that enhances data security, ensures compliance and supports overall business success through our training, assessment and certification solutions.

[Find out more](#)