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# PRIVACY IMPACT ASSESSMENTS

**A Privacy Impact Assessment, or PIA, is a risk management tool intended to examine a business' processes, systems, and workflow that handle an individual's personal data.**



**The goals are to ensure that an individual's data is secure, their rights are protected, and you have mitigated risk of harm.**

**A PIA will help your organization assess the financial, legal, and reputational impact of privacy breaches, and the consequences of the failure to comply with privacy laws.**

**Allowing you to demonstrate your due diligence to both regulators and your potential partners/customers.**

**Run your PIA with a recognized and certified privacy professional who understands how to optimize your business and ensure compliance.**

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**Start on your path to privacy today! Contact Cat to get started.**

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## MINIMIZATION - PROTECTION - COMMUNICATION - COMPLIANCE

### Why conduct a PIA?

PIAs demonstrate your diligence and evidence of compliance to both regulators and partner companies. These assessments are globally recognized as an essential tool in examining the privacy implications associated with information management systems, web applications, and technological tools. In some cases, PIAs are a legal obligation.

### When to run a PIA

PIAs should be started early in project development or design and continued through the lifecycle. Privacy protection must not be an afterthought. When completed early, companies often obtain operational efficiencies, as it helps minimize excessive and unnecessary collection, use, retention, and disclosure of personal information, and avoids costly design mistakes and retrofits.

### What is included

Examining the whole of your product/service, from design to policies, we assess ways to best safeguard personal information within your application and within third parties.

We evaluate:

- Ways to *minimize* the collection, processing, transfer and access to personal data
- Enhanced *protection* using technical, administrative, and operational controls.
- Appropriate and thorough *communication* in both internal policies as well as customer facing policies, notices, and terms of use
- Established *compliance* with assigned roles and authorities for applicable privacy laws

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## **Cat Coode, CIPP/C**

Cat Coode is the founder of Binary Tattoo, with a mission to help protect your data. Backed by two decades of experience in mobile development and software architecture (BlackBerry), as well as a certification in data privacy law, Cat helps individuals and corporations better understand cybersecurity and data privacy.

She specializes in global privacy regulation compliance and delivering privacy education seminars. She is a member of the Canadian Standards Council for GDPR.

Cat leverages her aptitude for teaching and engineering background in both her speaking and consulting engagements to break down technical concepts in ways everyone can understand.

Putting privacy at the foundation of everything you do.