

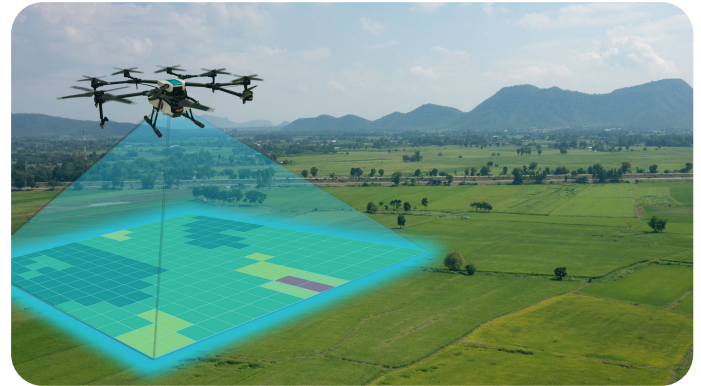
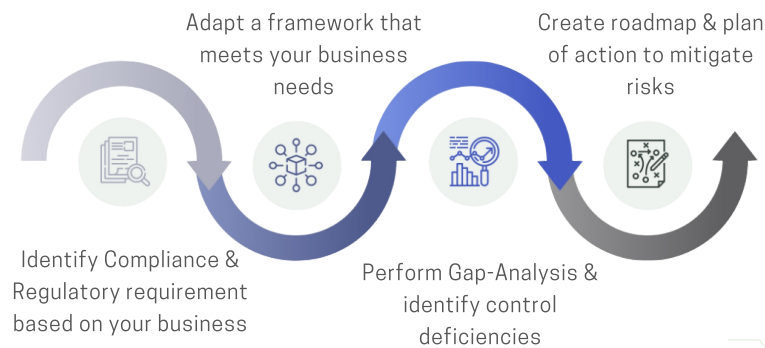
BUILDING TRUST AND REDUCING COMPLIANCE COSTS WITH A PRIVACY BY DESIGN PLAN

Business opportunities in new markets meant a drone technology startup needed to elevate its privacy and compliance functions to an expanded set of privacy standards, including the EU's General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), and the New York Privacy Act. The Client worked with Propelex to implement an enhanced compliance solution, one founded on a privacy by design framework.

TRANSITIONING FROM REACTIVE TO PROACTIVE COMPLIANCE

The Client's expanded privacy responsibilities required a strategic reorientation from a reactive, ad hoc compliance stance to one that was proactive and engaged. The Propelex team responded with a plan to rebuild their enterprise technology environment from the ground up with a focus on privacy by design implementation for systems and processes:

1. Conduct a privacy impact assessment
2. Design and implement a privacy framework
3. Embed privacy by design within enterprise standards, protocols and processes
4. Monitor and validate ongoing compliance functions
5. Support continuous improvement



NAME UNDER NDA

PRIVACY & COMPLIANCE EXECUTION

Privacy by design demands that privacy be integrated as a functional priority by default, no matter what other purposes the target system or process serves. Propelex was able to meet this goal through a dedicated privacy-first approach and resulting solutions.

Privacy by design framework:

Using findings from the privacy impact assessment, we were able to identify deficiencies that resulted in privacy and compliance risk according to the relevant standards. The Propelex team devised a framework to redesign the Client's systems, networked infrastructure, and business practices with privacy embedded organically, rather than as an add-on feature. Framework design included a leadership awareness initiative, to ensure executive buy-in and effective top-down management.

Automated data discovery and sorting:

We deployed an automated, machine learning-powered solution to discover personal data across the Client's systems. Related applications mapped data relationships and connections, which provided insights into better security policies and processes.

