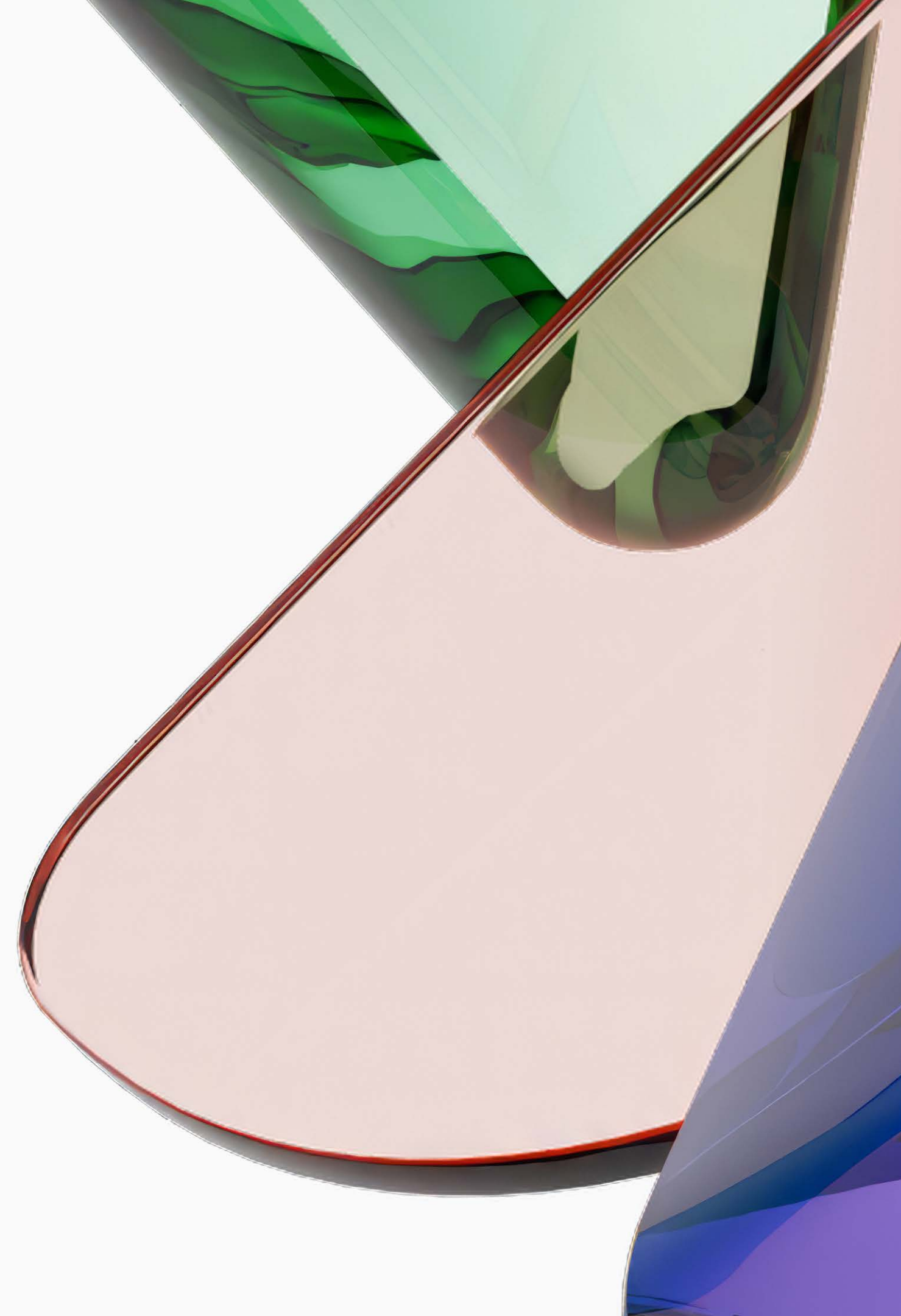




# Accelerating success with Privacy Information Management ISO/IEC 27701



# Enabling a connected future where data privacy is a priority

In today's increasingly connected world, the ethical and secure management of data stands as a cornerstone. As digitization expands, technologies advance, and consumer behaviors evolve, implementing robust data privacy controls becomes a top priority. These controls enable organizations to grow by providing trusted digital services that meet the expanding needs of our digital society.

An essential component of this modern data management approach will be the effective management of Personally Identifiable Information (PII). Privacy is a human right, enshrined in law and enforced by regulators around the world.

Respecting it is non-negotiable for any organization looking to play a key role in today's connected digital economies.

The internationally recognized data privacy standard for Privacy Information Management ISO/IEC 27701 helps organizations do more than demonstrate compliance. They can leverage it to simplify processes and drive efficiencies. It also helps to reduce information security risks, ranging from consent and mis-use issues to data breaches, while still creating digital space to accelerate innovation and the development of more personalized products and services.

**63%**



of global consumers believe companies are not transparent about their handling of PII, while 48% say they have stopped buying from companies over privacy fears<sup>1</sup>



<sup>1</sup>Staying cybersecure while working from home, [Tableau](#), 2022

# The opportunities created by robust data privacy controls

## Building digital trust

Organizations' compliance with data privacy policies inspire public trust and confidence; they also demonstrate their commitment to actively raising ethical standards and contributing to reducing data-related crimes. This has a profound impact on individuals, organizations, and society as a whole.





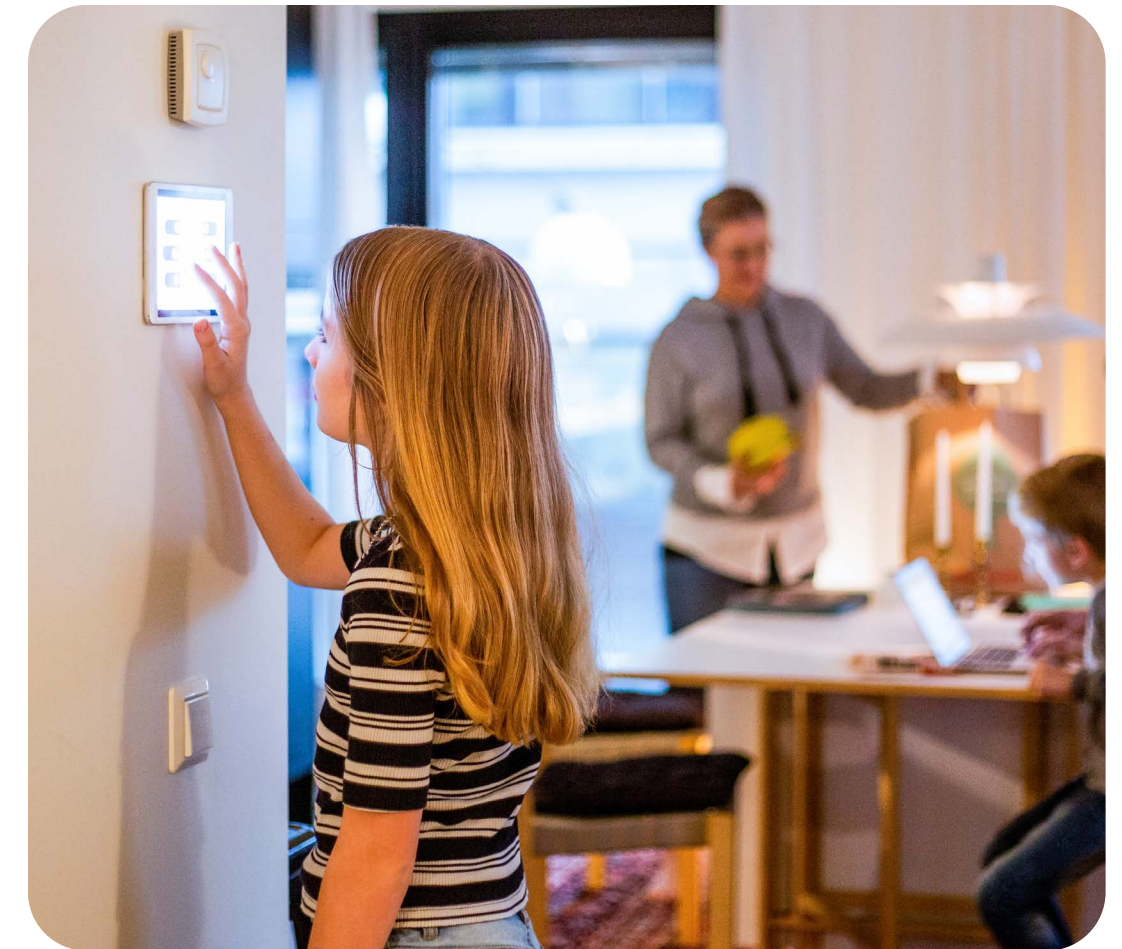
## Supporting responsible innovation

In order to establish a smarter and sustainable digital future, individuals and organizations will need to leverage technologies like AI and IoT. A critical aspect of AI is ensuring there are large volumes of data that can be leveraged.

However, without evidence that their data will be handled securely and not misused, individuals will be unlikely to share the data that AI depends on in order to work effectively. 47% of global consumers reported in 2023 that they don't trust companies to use generative AI responsibly<sup>2</sup>. This is why it's so vital you are able to demonstrate a globally standardized and responsible approach to data management.

## Reducing operational complexity

Handling PII across different jurisdictions is incredibly complex, especially when you are working with third-party processors. Organizations can rapidly reduce risks of non-compliance, data breaches, and operational inefficiencies by leveraging robust frameworks.



<sup>2</sup>Thales consumer digital trust index, 2024

# A systematic approach to protecting private information

The Privacy Information Management System standard ISO/IEC 27701 empowers organizations to collect, process, store, share, and dispose of data responsibly. It provides a robust framework that helps you to safeguard PII, streamline global privacy compliance, and mitigate the impact of financial penalties.

This standard serves as a pivotal component within your organization's broader digital trust and innovation strategy. It can help you accelerate and de-risk innovation by supporting privacy by design, embedding best practice from the outset compared to retrofitting it later in the product or service development cycle. It also supports risk management and compliance across digital governance, AI ethics, cybersecurity, and digital supply chains.

Implementing Privacy Information Management System Standard ISO/IEC 27701 empowers your business with robust controls for managing PII, facilitating efforts to:

- strengthen consumer trust;
- streamline regulatory compliance;
- mitigate the risk and impact of data breaches;
- foster responsible innovation; and
- improve future digital services.



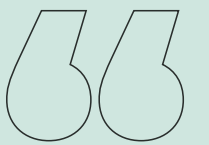


# Managing regulatory compliance

By the end of 2024

**75%**

of the world's population will be covered by data privacy legislation – up from 10% in 2020<sup>3</sup>



Strengthening future-readiness requires a thorough, up-to-date understanding of data privacy legislations, local and globally. Organizations operating multiple markets must adeptly address the unique data privacy requirements of each region and proactively anticipate regulatory alterations that could potentially impact operations.

# How the data privacy landscape has changed since GDPR

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.

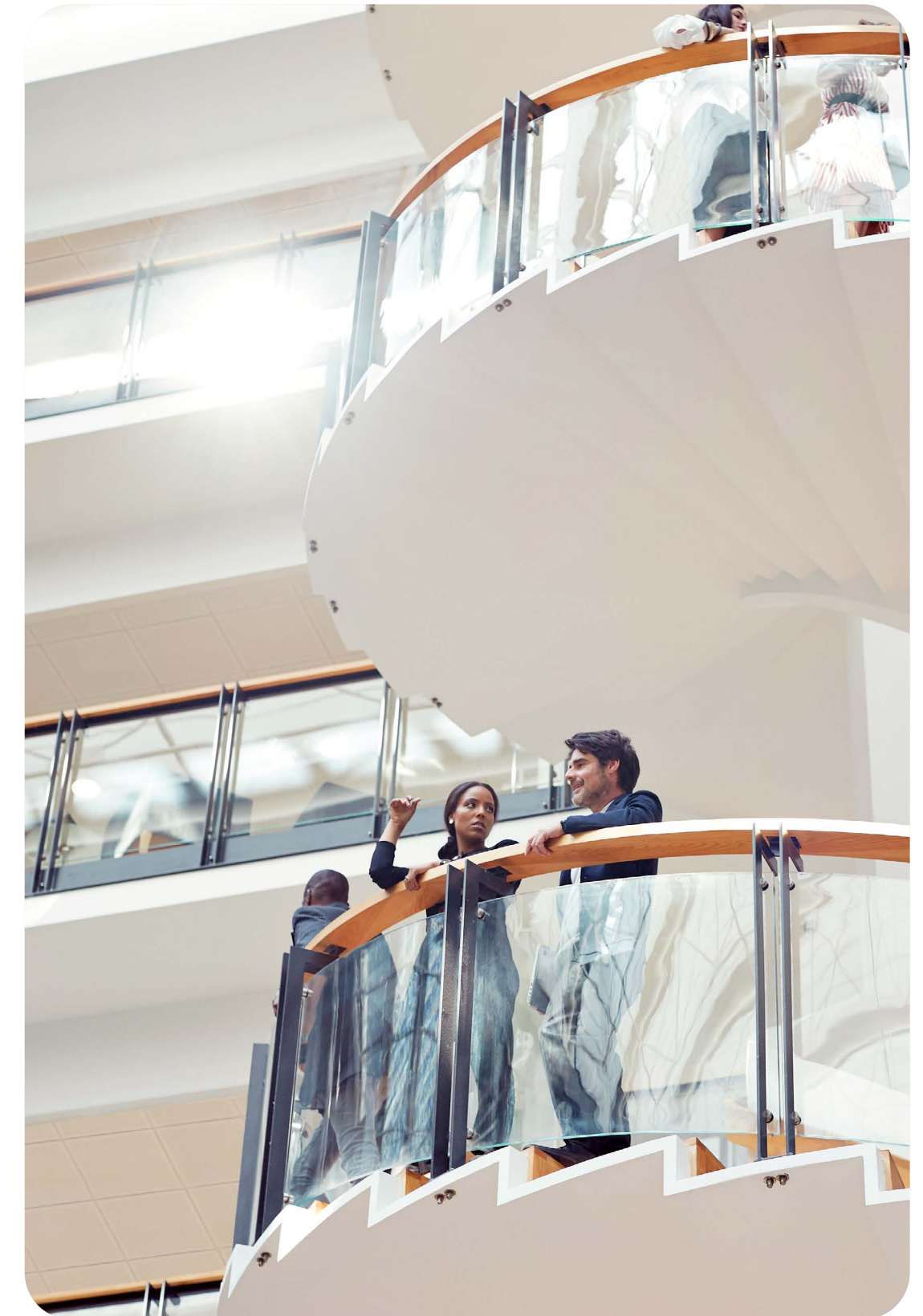
Whilst privacy regulations vary across jurisdictions, the key principles and issues of privacy remain the same. The advantage of a Privacy Information management system based on ISO/IEC 27701 is that it provides an internally recognised framework based on the key principles and issues shared globally.



There are now

**137 UN Member States**

who have adopted comprehensive data protection laws – 2/3 of the 193 total<sup>4</sup>



<sup>4</sup>[National Comprehensive Data Protection/Privacy Laws and Bills 2024](#)



Below we highlight some of the legislation that is shaping today's global privacy compliance landscape.

## LATAM

### Brazil

LGPD Act (2020)

### México

LFPDPPP (2010)

LGPDPPSO (2017)

## NORTH AMERICA

### US

CCPA (2023) \*\*

HIPPA (2021) \*\*

CDPA (2023)

### Canada

PIPEDA (2019)

## EUROPE

### Switzerland

nFAPD (2023)

### EU

GDPR (2018)

## MIDDLE EAST

### Saudi Arabia

PDPL Act (2023)

## AFRICA

### South Africa

POPIA Act (2021)

### African Union

The Malabo  
Convention (2023) \*\*\*

## APAC

### China

PIPL (2021)

### India

DPDP Act (2023)

### Indonesia

PDP Law (2022) \*\*

### South Korea

PIPA Act  
(2021, 2023) \*\*

### Japan

PIPA Act (2022) \*\*

### Singapore

PDPA Act (2021)

\*\* updated legislation \*\*\* ratified by 15 nations



# Reap the reward of a streamlined approach to data privacy

With a privacy information management system in place, you can demonstrate in a logical, effective, and consistent manner that you conform with regulations across the world.

This framework guides professionals to implement evidence-based and streamlined approaches to data privacy that are process-driven.

Furthermore, Privacy Information Management System ISO/IEC 27701 certification demonstrates to your customers and stakeholders that you are dedicated to safeguarding their personally identifiable information (PII) from breaches and that you ensure it is processed, stored, and used ethically.



# How Privacy Information Management ISO/IEC 27701 accelerates success

## Strengthen digital trust

- Supports the implementation of robust controls that identify, assess, and mitigate privacy risks
- Provides guidance on policies and procedures that improve risk management
- Helps define roles and responsibilities to engage employees
- Introduces processes for incident response and breach notifications
- Certification of this standard drives competitive differentiation as you become a recognized leader in data privacy protection

## Streamline global compliance

- Simplifies the process of complying with various global data privacy laws
- Helps you accommodate changes needed to meet national and industry regulations
- Improves compliance across your supply chain and other third-party stakeholders
- Complements Information Security Standard ISO/IEC 27001

## Innovate and improve digital services

- Enables you to capitalize on data-leveraging technologies (e.g. AI), fueling growth and societal benefit
- Facilitates effective business agreements boosted by privacy compliance
- Supports the implementation of privacy-by-design in your digital products and services



# Why certify to a data privacy management system?



## Fosters Innovation

Certification encourages the adoption of cutting-edge digital solutions that need access to personal data.



## Builds Consumer Trust

Certification enhances consumer confidence by demonstrating a commitment to protecting their personal data, strengthening customer loyalty, and encouraging access to personal data to support new tools and solutions



## Ensures Compliance

Certification supports adherence to data privacy legislation, around the world, reducing the risk of legal penalties and regulatory fines.



## Drives Growth

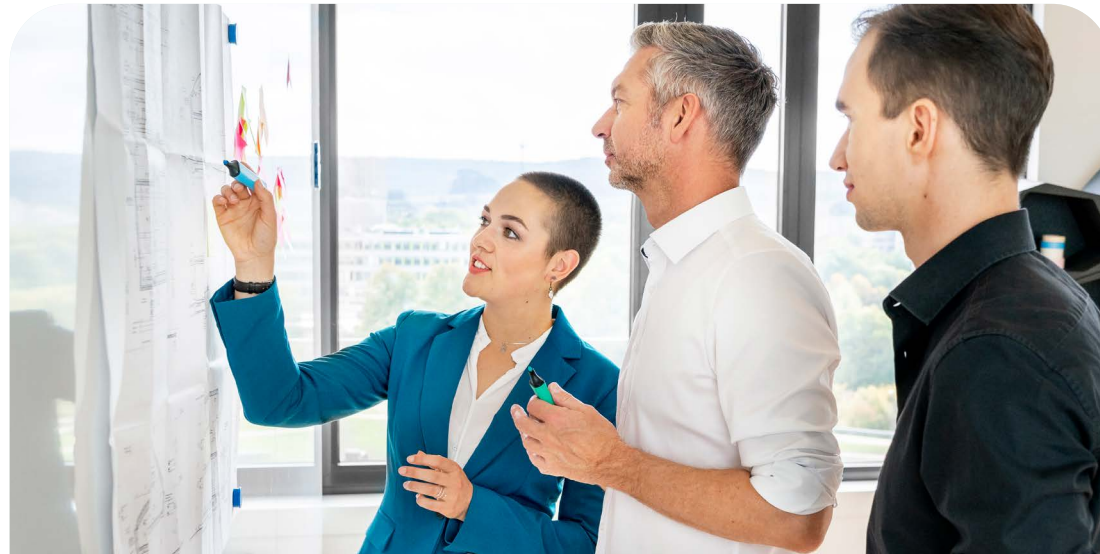
Certification positions the organization as a leader in data privacy, attracting new customers and business opportunities, and supporting sustainable growth.

# Supporting your journey towards certification



## Training courses in Privacy Information Management ISO/IEC 27701

Understand what Privacy Information Management does, how to implement it, and how to audit your system in our range of training courses.



## Privacy Information Management ISO/IEC 27701 gap assessment

Identify any gaps in your current data privacy strategy against future goals or desired performance based on ISO/IEC 27701 requirements.



## Privacy Information Management ISO/IEC 27701 certification

Show customers, stakeholders, and regulators your commitment to building trust in data privacy with certification.



# Developing best practice at the forefront of the evolving digital landscape

Having been on the frontline of technological progress for more than a century, BSI has been working with organizations globally to build trust in digital risk management through information security, cyber and privacy standards, training and certification services, built on the internationally renowned information security management system ISO/IEC 27001.

Backed by technical prowess and a robust network of industry leaders, academics, and professional bodies, BSI is committed to advancing the digital trust agenda, focused on privacy for both organizations and society. Partner with us to navigate the complexities of privacy and information security with confidence.

# Speak to us about our Privacy Information Management solution

Connect with BSI today to learn more about how we partner with you to drive impact and inspire trust through our range of data privacy solutions.

[Enquire now](#)

