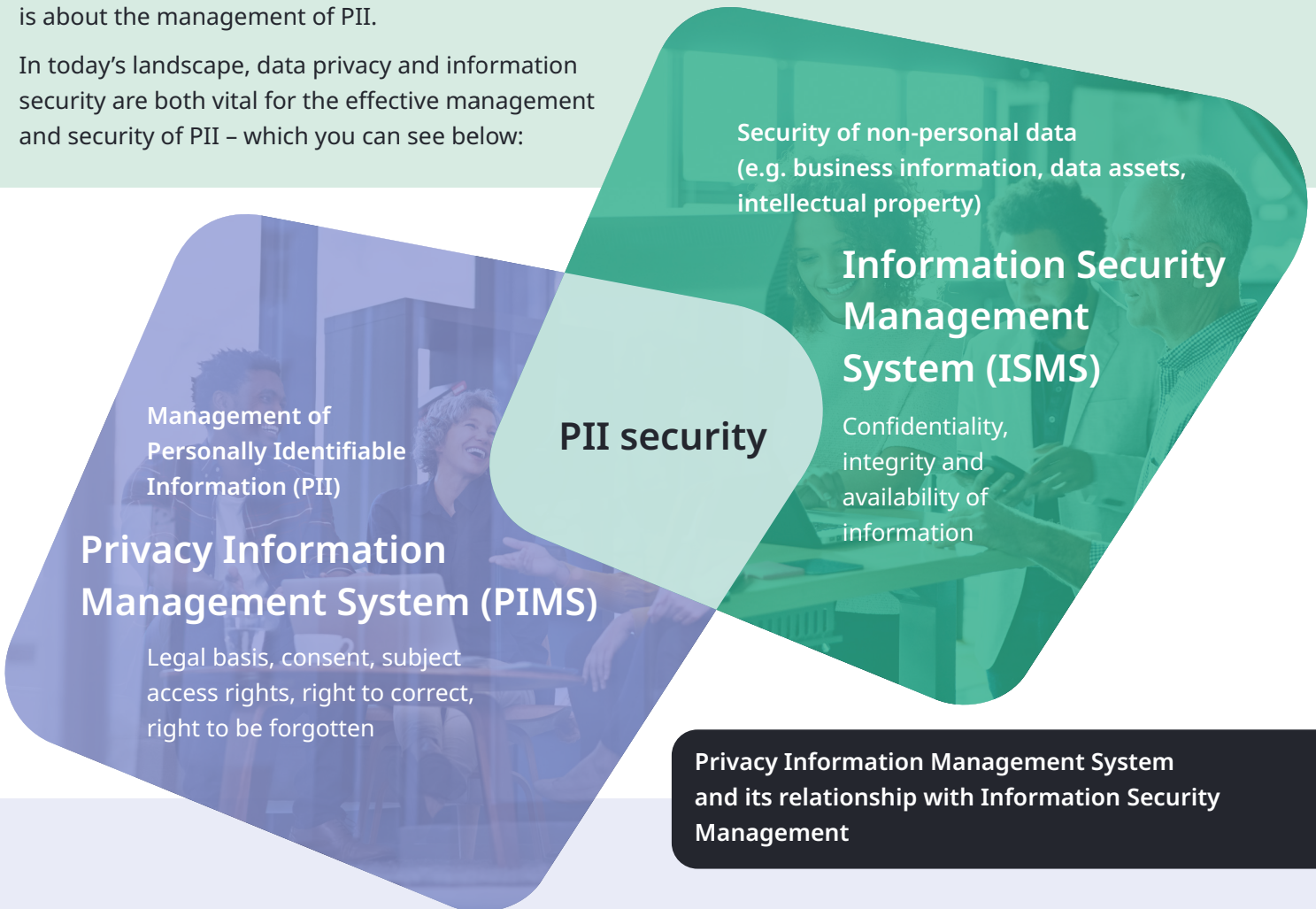# Data privacy and information security: joined forces to strengthen digital trust

Understanding each practice's role in managing personal data responsibly and securely.

bsi Your partner in progress

Across many industries and territories, there is a perception that data privacy is an add-on to information security. They are, however, two separate disciplines that work hand in hand to ensure the proper handling of data and Personal Identifiable Information (PII).

Information security covers such areas as confidentiality, integrity and availability of information. It deals with the security of data, whether this is general business information and/or PII. Data privacy, on the other hand, is about the management of PII.

In today's landscape, data privacy and information security are both vital for the effective management and security of PII – which you can see below:

Security of non-personal data
(e.g. business information, data assets,
intellectual property)

Information Security Management System (ISMS)

Confidentiality, integrity and availability of information

Management of Personally Identifiable Information (PII)

Privacy Information Management System (PIMS)

Legal basis, consent, subject access rights, right to correct, right to be forgotten

PII security

Privacy Information Management System and its relationship with Information Security Management

Data privacy must be considered in its own right, as it covers areas such as:

• the legal basis for attaining personal information;

• how an organization gets - and updates - consent for the use of personal information;

• managing subject access rights;

• the right to correct incorrect data; and

• the individual's right to be "forgotten".

For many organizations, information security and data privacy are managed by different teams or departments. This compartmentalized approach can increase the risk of inconsistent security and privacy practices, and make organizations more vulnerable to data breaches.

To ensure data privacy and PII is effectively governed, organizations must build on their current management system used for information security, to ensure it covers all domains of privacy, including specific regulations, stakeholder responsibilities and processes.

Putting privacy at the heart of innovation

With evolving, automated technologies (including Artificial Intelligence) increasingly shaping the future of work across business divisions, data privacy is more important than ever. This is because solutions like Artificial Intelligence harness large volumes of data and PII to turn insight into impact applications, across multiple sectors.

There is an opportunity, right now, to elevate digital trust within organizations and to ensure evolving technologies align with business strategy and policy.

Ensuring best practice for data privacy

According to Gartner,

by the end of 2024, 75% of the world's population

will be covered by data privacy legislation[1].

The fact that this has shot up from 10% in 2020 underlines how pressing the movement is.

Future-ready organizations will have a thorough and up-to-date understanding of data privacy legislations, both locally and globally.

The internationally recognized data privacy standard Privacy Information Management System (ISO/IEC 27701) can help simplify processes needed to demonstrate compliance with various regulations. It helps organizations use data responsibly – from collection, integrity and disposal. It also provides guidance on how to share data with third-party processors in a way that is compliant with privacy regulations. The ISO/IEC 27701 standard will enable companies to:

• demonstrate compliance with data privacy legislation;
• simplify processes;
• drive efficiencies;
• reduce data privacy breaches and information security risks; and
• create and maintain a 'safe' digital space for innovation.

As digital landscapes evolve and privacy becomes increasingly critical, partnering with BSI to certify to ISO/IEC 27701 ensures your organization not only meets, but exceeds global privacy standards. Let's shape a secure and trustworthy digital future together.

Speak to BSI today for more information about both our data privacy and information security standards.

1. Gartner Identifies Top Five Trends in Privacy Through 2024
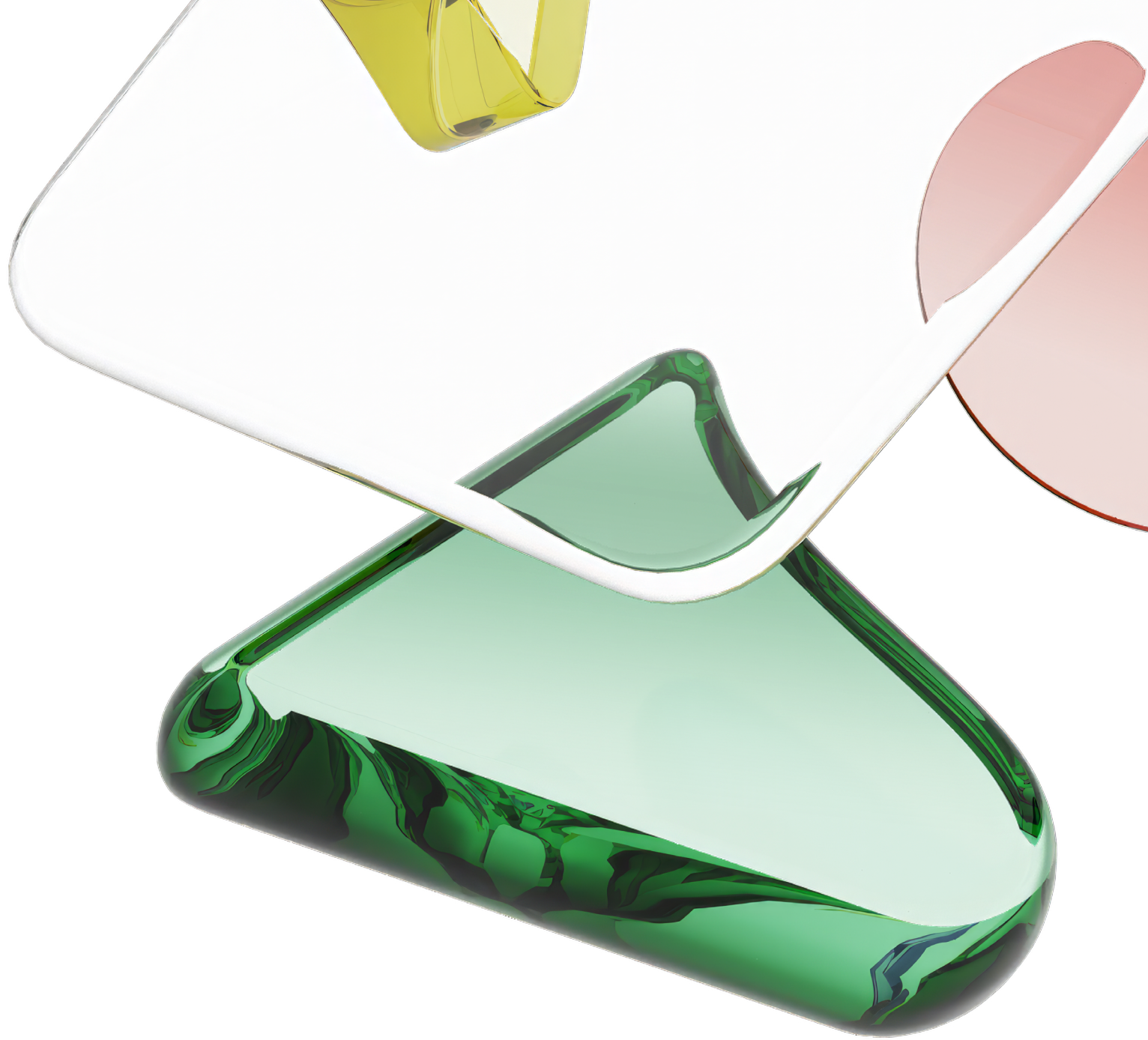
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