

## **Helping Companies to Operationalize Privacy**

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#### **Abstract**

Operationalizing Privacy Through Frameworks will explore the importance and advantages of using a framework to build a privacy program and integrate privacy throughout an organization. Learn how TrustArc uses its Privacy and Data Governance Accountability Framework to drive automated intelligence in its platform using a controls based approach to identify common controls to de-duplicate time required to assess new laws or regulations to determine how they may apply.

#### **Bio**

Joanne Furtsch, TrustArc's Director of Privacy Intelligence Development, has been with TrustArc for 22 years starting in 1999 conducting website privacy certification reviews. Joanne has since held a number of positions working on policy, product, and operational initiatives to find solutions to help companies simplify privacy and manage data in a safe and secure manner. She has worked on standards initiatives such as the W3C Do Not Track and is currently a member of the US TAG PC 317 working on the ISO/DIS 31700 standard: Consumer protection — Privacy by design for consumer goods and services. Her current role at TrustArc focuses on developing automated intelligence to simplify navigating the increasing number of privacy laws and regulations through identifying common controls and requirements across these laws.