



**Being compliant  
is not the end.  
It's the beginning.**

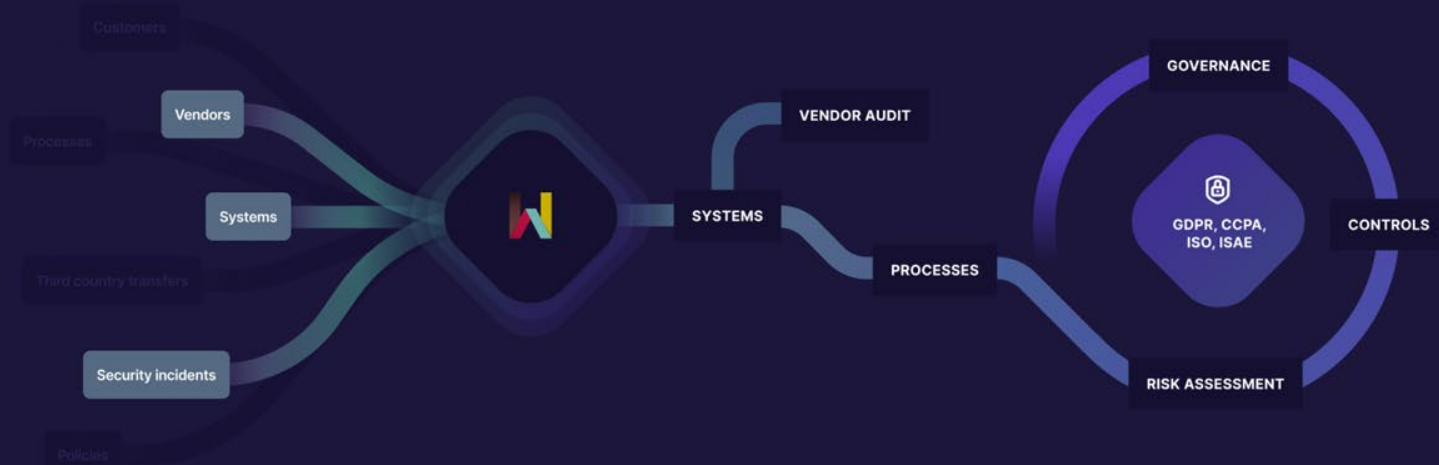
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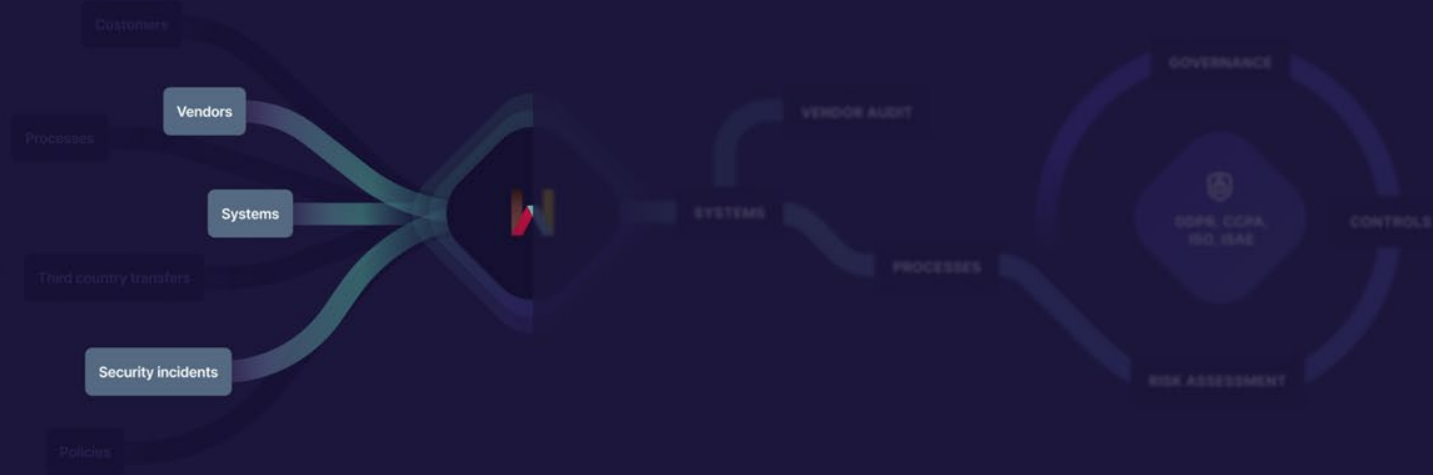


- 1** Consumers and citizens no longer (automatically) trust corporations and organizations to protect their privacy.
- 2** Privacy is deeply dependent on the rest of the organization to understand privacy.
- 3** Demand for privacy professionals is increasing.
- 4** Lack of qualified people leads to a demand for efficiency within the privacy organization.

# The Privacy Pipeline Model



# Capture



# Process



# Today's privacy workflow.

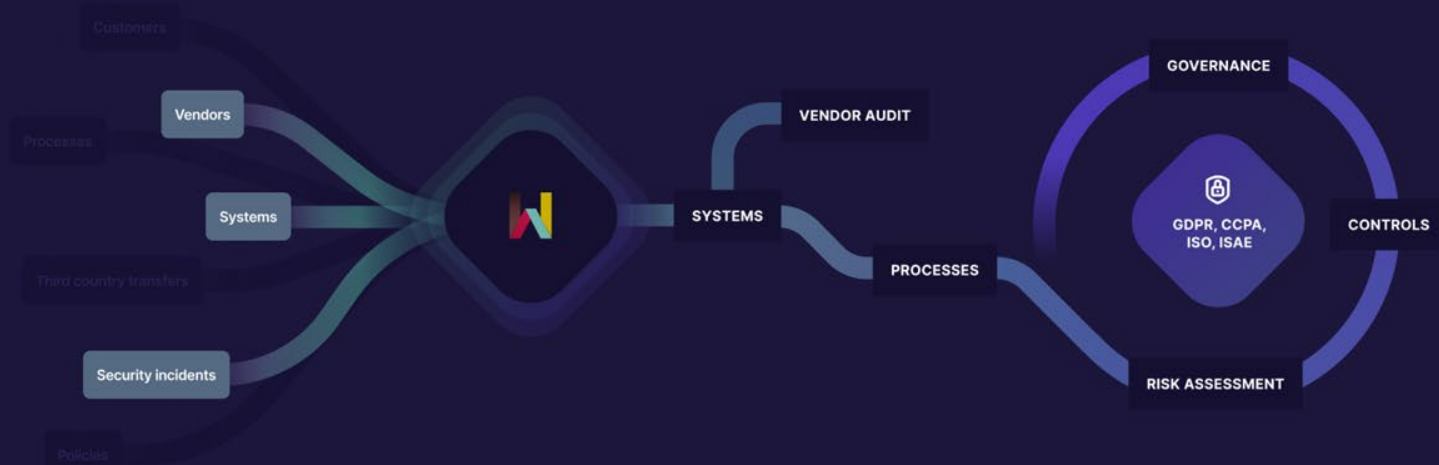


# Retain





# The Privacy Pipeline Model



**Psychological Safety**

**Dependability**

**Structure and clarity**

**Meaning**

**Impact**



## Community for privacy pro's.

- Podcast
- Weekly Live Event
- Articles
- Webinars