



**OUR CUSTOMIZED PRIVACY RISK MITIGATION SYSTEMS PREVENT MAJOR LOSSES AND REDUCE YOUR PRIVACY COSTS**



## ORGANIZATIONS HAVE TWO MAIN TYPES OF PRIVACY RISKS

Almost all organizations have two main types of privacy risks:



**PRESCRIPTIVE** – This refers to liability and other harm (e.g., reputational) from violating the regulations governing how you (1) obtain and use personally identifiable information and (2) comply with requests from the people whose information you control. These regulations come from laws and standards like PCI DSS, GLBA, GDPR, CCPA, New York SHIELD Act, FERPA, HIPAA.



**SECURITY** – This refers to liability and other harm from the theft or misuse of personally identifiable information you control: i.e., data breaches. Security failures are even more costly than prescriptive failures. The Ponemon Institute's well-respected report stated that the average data breach in 2019 cost \$3.92 million.

## WHAT IS A PRIVACY RISK MITIGATION SYSTEM?

A Privacy Risk Mitigation system goes beyond your privacy policy, covering all aspects of how you will cost-effectively comply with your prescriptive privacy obligations and secure your personally identifiable information. These systems typically include the following:

- External facing privacy policy.
- Internal privacy administration procedures.
- Internal privacy training.
- Data encryption as part of a defense-in-depth strategy and customized and prioritized data classification.

## OUR SYSTEMS REDUCE YOUR RISKS & YOUR COSTS

Because of our rare mix of cybersecurity and privacy expertise, we can help you deploy a cost-effective, customized Privacy Risk Mitigation System. This typically involves:

1. Evaluating your organization's prescriptive privacy compliance and administrative efficiency.
2. Providing a "prescriptive privacy" improvement roadmap showing what needs to be changed and how to reduce costs.
3. Evaluating your organization's privacy security and providing a cybersecurity improvement roadmap showing what needs to be changed and how to reduce costs.



## PRACTICAL CYBER: MULTIDISCIPLINARY EXPERTS

We are a multidisciplinary cyber and privacy risk mitigation firm driven by the cost-effective integration of these two proven, top-flight experts:

### Cybersecurity & Computing Continuity Expert – Dr. Marc Rogers.



Internationally known cybersecurity expert and founder of MKR Forensics.

Tenured Cybersecurity Professor and Executive Director of the graduate and undergraduate cybersecurity programs at one of the top university cybersecurity departments in the world.

25+ years practical cybersecurity experience enhanced by academic career & access to talented graduate students and alumni with excellent practical experience.

### Device, Cyber & Privacy Law + Cyber Risk Expert – Elliot Turrini, JD.



Former federal cybercrime prosecutor, cyberlaw/privacy attorney in private practice, & tech company General Counsel.

Cyber risk mitigation & transfer expert – both insurance and contract.

Co-Editor & Author of [Cybercrimes: A Multidisciplinary Analysis](#).

## LEARN ABOUT OUR SERVICES

## BEYOND CYBERSECURITY

Cybersecurity is just one of five tools Practical Cyber uses to help organizations mitigate their client’s cyber risks. The five mitigation tools comprise the following:



## LEARN MORE ABOUT OUR INNOVATIVE APPROACH