



RiskRecon® Privacy Risk Rating

Cutting-edge insights to strengthen data protection and enhance customer relationships



LANDSCAPE

Evolving privacy laws, data breaches and enforcement actions are changing how organizations secure their most valued asset — their data.

91% of companies¹ plan to assess their vendors' ability to adhere to privacy regulations and, ultimately, their ability to keep client data safe.

SOLUTION

RiskRecon Privacy Risk Rating provides actionable insights and tools to navigate privacy risks confidently, fostering trust and confidence among your customers.



RiskRecon Privacy Risk Rating uses six key domains to determine a Privacy Risk Rating:

- 1 Data Subject Rights** — Our proprietary tool first determines if a privacy notice is available, then leverages analytics to search the details of the notice to ensure commonly required obligations (privacy rights) are included.
- 2 Geolocation (Sanctioned Country Data Hosting)** — Identifies if personal information is sent or stored in a European Union (EU), United Kingdom (U.K.), United Nations (U.N.) or Office of Foreign Assets Control (OFAC) sanctioned country known to have comprehensive or import and export sanctions related to technology or telecommunications.
- 3 Communications Encryption** — Examines if the data collected on websites is safely encrypted during collection and transit.
- 4 Breach Events and Enforcement Actions** — Highlights if there is public enforcement action on how a company has mishandled personal data.
- 5 Consent Management System** — Determines if there is a consent management (opt-in/opt-out) system present for customers to specify how and with whom their personal information will be shared.
- 6 Cybersecurity Rating** — Provides comprehensive vendor cybersecurity monitoring that highlights potential risks, allowing organizations to make informed decisions related to their third-party vendor management.

1. According to RiskRecon Customer Working Group Survey.

THE RISKRECON DIFFERENCE

RiskRecon is uniquely positioned at the bustling intersection of cyber and privacy: **the first solution offering a broad view across multiple-risk dimensions.**

HOW IT WORKS

RiskRecon uses intelligence and data to allow businesses to put their best foot forward.



Discover

Through advanced machine learning, our models gather information from various sources, including public information, to build a privacy-risk profile for your third-party vendors.

Assess

We assign a rating (A to F) to the vendor-risk profile based on information collected in six privacy domains.

Act

Insights learned from RiskRecon Privacy Risk Rating's monitoring technology are applied to support your third-party risk management process, helping you make informed decisions regarding the privacy information pertaining to your vendor relationships.

BENEFITS

RiskRecon Privacy Risk Rating allows customers to protect valuable assets while maintaining customer trust and safeguarding their reputation in today's interconnected digital landscape. RiskRecon Privacy Risk Rating enables customers to:

- **Preserve customer trust.** Privacy is the foundation of trust. Prioritizing the privacy of a customer's personal information allows organizations to foster trust, loyalty and long-term business relationships, ultimately leading to enhanced brand reputation and competitive differentiation.
- **Strengthen data governance.** Privacy is an essential component of comprehensive data governance. Integrating privacy into risk assessments and data management strategies establishes a robust framework for identifying, mitigating and managing potential risks. This proactive approach helps safeguard businesses by preserving the integrity and confidentiality of sensitive data.
- **Build competitive advantage.** Privacy is a crucial differentiator in today's marketplace. Customers are increasingly concerned about the security of their data and are more likely to choose businesses that prioritize privacy. By championing privacy as a core value, organizations gain a competitive edge, attracting privacy-conscious customers and opening new avenues for growth.
- **Decode the compliance landscape.** Gain insights into privacy regulations and standards, such as GDPR and CCPA, to better understand risks and potential penalties linked to non-compliance.
- **Practice ethical responsibility.** Respecting privacy rights reflects your commitment to treating customers with respect, dignity and fairness. By upholding privacy principles, organizations contribute to a safer, more equitable digital ecosystem.

Building trust builds business

For more information about RiskRecon, please visit riskrecon.com

