ISACA®

Privacy in Practice:
2021 Trends, Challenges and Opportunities

The current privacy landscape is rife with low investment, lack of high-level prioritization and lack of skilled privacy professionals that leave organizations open to penalties and loss of reputation.

ISACA, a global professional association and learning organization, surveyed more than 1,800 IT audit, risk, security and privacy professionals on privacy workforce trends and skills gaps, privacy programs, and the regulations and frameworks that guide privacy programs. See highlights below and visit www.isaca.org/privacy-in-practice-2021 for full survey results on the state of privacy for the coming 12 months.

INADEQUATE PRIVACY BUDGETS

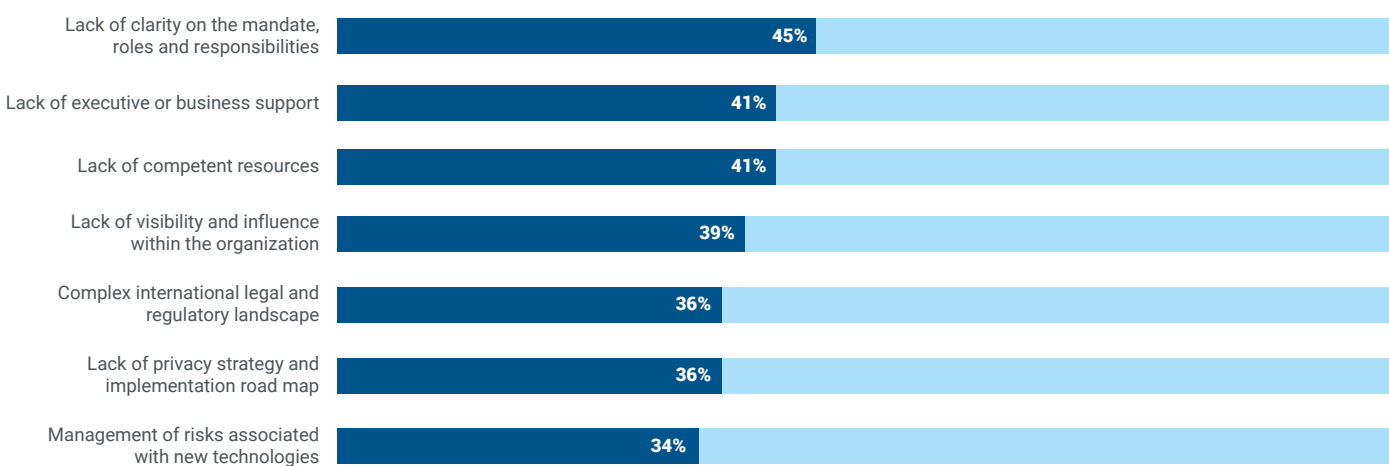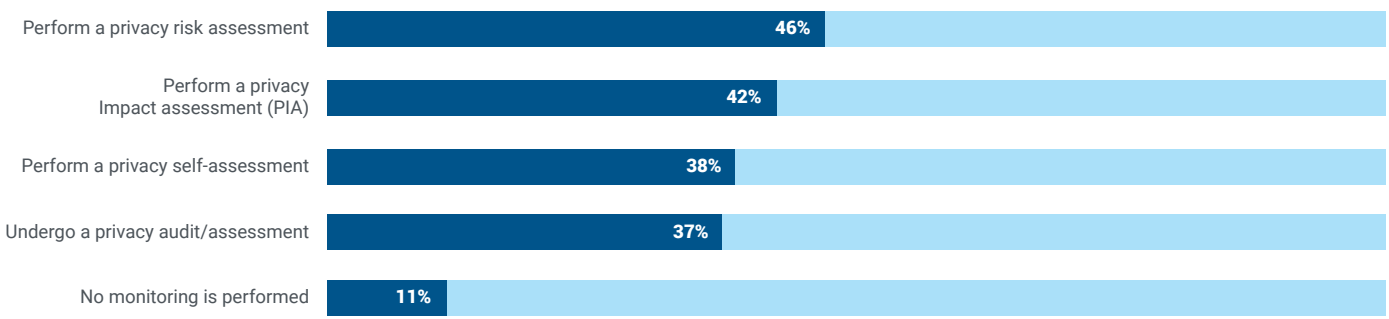**49%** of respondents said they had inadequate privacy budgets

34% said their privacy budgets are adequately funded

PRIVACY PROGRAM OBSTACLES

Which, if any, of the following are obstacles faced by an organization in its ability to form a privacy program?

Obstacle	%
Lack of clarity on the mandate, roles and responsibilities	45%
Lack of executive or business support	41%
Lack of competent resources	41%
Lack of visibility and influence within the organization	39%
Complex international legal and regulatory landscape	36%
Lack of privacy strategy and implementation road map	36%
Management of risks associated with new technologies	34%

How does your organization monitor the effectiveness of its privacy program?

	%
Perform a privacy risk assessment	46%
Perform a privacy Impact assessment (PIA)	42%
Perform a privacy self-assessment	38%
Undergo a privacy audit/assessment	37%
No monitoring is performed	11%

MOST COMMON PRIVACY FAILURES

64% Lack of training or poor training

53% Failure to perform a risk analysis

50% Bad or nonexistent detection of personal information

AMBIGUITY ON WHO LEADS THE PRIVACY CHARGE IN ORGANIZATIONS

23% CISO or CSO

21% Chief privacy officer

13% CEO

13% CIO

9% Chief compliance officer

Taking privacy seriously goes beyond appointing a chief privacy or compliance officer—it becomes part of the organization's DNA.

BIGGEST PRIVACY SKILLS GAPS:

1. Experience with different types of technologies and applications **60%**
2. Understanding the laws and regulations to which the organization is subject **51%**
3. Experience with frameworks or controls **50%**
4. Business insight **45%**
5. Technical expertise **44%**
6. Soft skills (e.g., communication, leadership) **36%**

Technical privacy teams appear to be more understaffed than legal/compliance teams, and technical privacy positions often take longer to fill than legal/compliance positions.

THE PRIVACY LANDSCAPE AND NEEDS

With several high-profile privacy failures around the world, C-suites and boards are increasingly concerned about hiring qualified IT privacy professionals. Employers need experienced professionals who can communicate with legal, compliance and database administration professionals, assess privacy needs and design comprehensive privacy by design solutions aligned with the organization's needs and goals.

Here's what privacy professionals say about the privacy landscape:

> It has been my experience that the obstacles of building a good privacy program are overcome by hiring a solid privacy leader and investing in people through education, training and certifications. For a well-rounded privacy professional, it is important to be able to straddle both technical and legal aspects, understand the nomenclature and have exposure in multiple capabilities.

– David Bowden, CDPSE, CISM, CIPT, CIPM, PMP, CSM
VP - Information Security, Data Privacy,
Compliance & Information Technology , Zwift, Inc.

> We have seen a major increase in hiring demand for professionals with skills and expertise in privacy and data protection over the past 12 months, and that is a trend that I would expect to continue in the coming years. Those who have combined skillsets in compliance, cybersecurity and data privacy are highly sought-after and ideally situated for these growing opportunities in the job market of the future.

– Charlotte Osborne
Senior Consultant, Cyber Security
Preacta Recruitment

> Security and privacy have evolved to become board-level responsibilities. Data is the new world currency and companies need to use security and privacy as the core foundation to safeguard their company, customer data and their assets. Designations such as the new privacy certification from ISACA can complement existing flagship ISACA certifications and offer privacy engineers a qualification they can leverage to stand out from their peers and demonstrate their technical privacy know-how.

– Adj. Professor Jason Lau
CDPSE, CISA, CISM, CGEIT, CRISC
Chief Information Security Officer
Crypto.com