



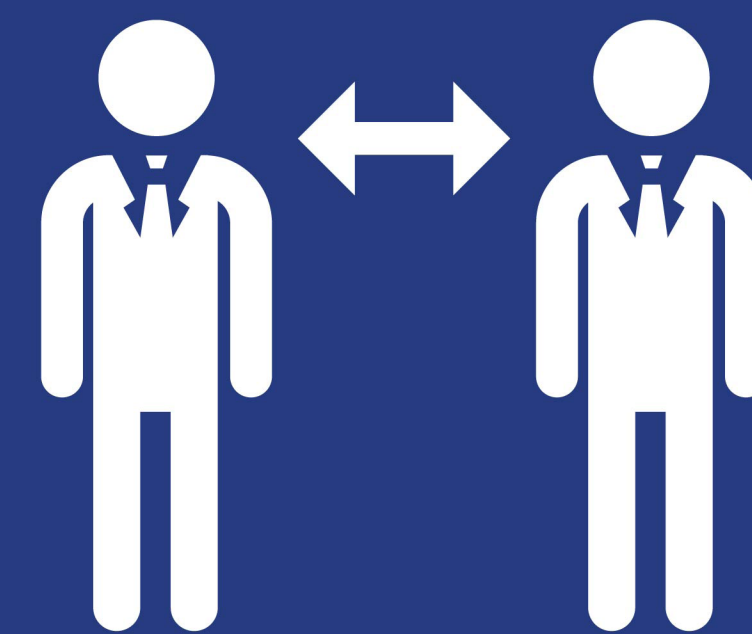
5 DATA PRIVACY AND CYBERSECURITY FUNCTIONS WILL BECOME MORE INTEGRATED

TOP TEN DATA PRIVACY TRENDS FOR 2021

Data continues to be one of the most valued and targeted resources held by organizations of all sizes and industries. As we examine the ever-evolving landscape of data privacy, our team shares their thoughts on the top data privacy trends they anticipate for 2021.

THIRD-PARTY RISK MANAGEMENT WILL CONTINUE TO BE A MAJOR FOCUS

6



7 A SHORTAGE OF PRIVACY PROFESSIONALS



1 THE CALL FOR FEDERAL DATA PRIVACY LAW WILL GROW LOUDER

EMPLOYEE TRAINING ON DATA PROTECTION WILL INCREASE

8



MORE STATES WILL INTRODUCE OR PASS NEW DATA PROTECTION LAWS

2



9 DATA PRIVACY WILL BECOME A BUSINESS DIFFERENTIATOR



3 DATA PRIVACY WILL BECOME A BIGGER FOCUS IN EXECUTIVE AND BOARD ROOM DISCUSSIONS

SIGNIFICANT INCREASES IN DATA SUBJECT ACCESS REQUESTS (DSARS) AND COMPLAINTS

10



MORE COMPANIES WILL MOVE TO A SINGLE, ENTERPRISE-WIDE PRIVACY STRATEGY

4



BONUS TREND!

MORE ORGANIZATIONS WILL INCORPORATE PRIVACY FRAMEWORKS

About Schneider Downs Data Privacy Services

At Schneider Downs, our IT Risk Advisory Practice has a team of professionals who specialize in data privacy. Our team not only understands the evolving data privacy regulations, but also the technologies that allow for opportunities to enable controls in effort of reducing and protecting the data footprint and ongoing risks of non-compliance.

For more information on how we can help your data privacy needs please visit www.schneiderdowns.com/data-privacy-services or contact us at contactsd@schneiderdowns.com.

For the full list, including a comprehensive analysis of each trend prediction, please download our [Top Ten Data Privacy Trends for 2021](#).