

Commercial Solutions

# PRIVACY SOLUTIONS

Customized Services to Help Clients Thrive

In today's connected society, privacy is an imperative and business enabler.

## The Business of Privacy

Privacy is ultimately about people. It isn't about rules and regulations: It's about respecting and protecting the personal data of individuals. Privacy done well goes beyond compliance to also support a company's strategic vision, business goals, and product plans. After all, reputation is the capital of the digital age, and companies can only thrive if they maintain customer trust. By keeping people at the center of the privacy discussion, companies can create a trusted relationship with customers that shows dividends on the bottom line.

As demands for greater information security increase in the wake of breaches and threats, integrating enhanced privacy protections will become an even greater differentiator. Privacy must be a core philosophy of leaders—a lens through which to view the business and a critical component of company culture. Smart privacy programs will help mitigate risk while streamlining operations, today and tomorrow.

## About Booz Allen

At Booz Allen Hamilton, we work with forward-thinking business leaders who understand the importance of driving smart data-use strategies in line with global privacy requirements and best practices. We are trusted partners who combine cutting-edge approaches with cross-sector privacy insights to help clients respect and protect personal data and enhance stakeholder trust. Our experts team with multinational clients in a wide array of industries—including financial services, technology, retail, and healthcare—to solve their toughest problems. By integrating our privacy expertise with Booz Allen's cyber, analytics, and data protection capabilities, we deliver tailored, actionable privacy solutions that address gaps, increase efficiencies, and maximize the benefits of collecting, using, and sharing personal data.

We help clients understand the business of privacy and take action to achieve long-term success.

## The Value of Integrated Solutions

For more than 100 years, Booz Allen has worked with public and private sector clients to solve their most complex problems, integrating our capabilities into customized solutions that address the unique challenges of each client environment.

### Cyber

Delivering the cyber programs that protect the U.S. government to companies seeking to detect and respond to internal and external threats

### Analytics

Managing and analyzing massive quantities of structured, semi-structured, and unstructured data to reveal useful insights for strategic decision-making, revenue generation, and risk mitigation

### Governance, Risk, and Compliance

Helping to ensure governance policies, processes, and technologies are compliant—with minimized risk—and able to keep up with new regulations

### IT & Business Transformation

Maximizing the efficiency and effectiveness of organizations' processes, technology, and data

Together,  
we make the  
business of  
privacy work.

To learn how Booz Allen's privacy experts can help your business thrive, contact:

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## Our Privacy Solutions

Booz Allen provides a range of complementary solutions to help clients build privacy into a successful business strategy.

### Privacy Strategy By Design

Assist in creating or enhancing privacy programs that protect data and prevent security breaches as well as identity theft

- Develop policies, procedures, and training as well as related compliance and audit plans
- Create governance charters
- Conduct data flow mapping
- Build or enhance incident response and breach escalation policies and procedures

### Third Party Risk Management

Conduct third party risk assessments, remediation, and management

- Determine vulnerabilities that expose companies to risk of regulatory enforcements, privacy breaches, identity theft, and cyber attack
- Assess risks to data security posed by vendors and third parties
- Provide guidance for communicating and responding to regulatory inquiries, investigations, and enforcements related to third parties

### Incident and Breach Response

End-to-end capabilities to help companies manage security incidents and privacy breaches

- Conduct forensic analysis/documentation under legal privilege
- Determine breach notification obligations
- Manage regulatory enforcements and prepare supporting documents for regulators
- Conduct assessment of privacy controls and design/implement remediation of risks
- Track frequency/nature of responses, questions, complaints and impact on business

### Compliance

Evaluate and enhance privacy compliance with various international laws and regulations

- Identify compliance gaps
- Identify and track global requirements for international data transfers
- Identify and map transfers of data across country lines
- Assist with due diligence and compliance related to data transfer requirements
- Benchmark and develop implementation of choice preference management for privacy opt ins/outs, CAN-SPAM, and related international laws

### Innovation

Determine privacy implications for implementing new systems or launching new businesses

- Conduct data element inventory analysis and/or classification
- Determine assessment and safeguards required for third parties to handle personal data
- Recommend necessary controls, policies, procedures, and compliance requirements
- Conduct privacy impact analysis on marketing segmentation and response
- Identify privacy issues for cloud, analytics, mobile, social, and IoT

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Booz Allen Hamilton has been at the forefront of strategy and technology for more than 100 years. Today, the firm provides management and technology consulting and engineering services to leading Fortune 500 corporations, governments, and not-for-profits around the globe. Booz Allen partners with public and private sector clients to solve their most difficult challenges through a combination of consulting, analytics, mission operations, technology, systems delivery, cyber security, engineering, and innovation expertise. With international headquarters in McLean, Virginia, the firm employs more than 22,500 people globally and had revenue of \$5.27 billion for the 12 months ended March 31, 2015. To learn more, visit [www.boozallen.com](http://www.boozallen.com). (NYSE: BAH)