

Chapter 9

Data Privacy vs. Data Security

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ABSTRACT

The proliferation of data exposure via social media implies privacy and security are a lost cause. Regulation counters this through personal data usage compliance. Organizations must also keep non-personal data safe from competitors, criminals, and nation states. The chapter introduces leaders to the two data governance fundamentals: data privacy and data security. The chapter argues that data security cannot be achieved until data privacy issues have been addressed. Simply put, data privacy is fundamental to any data usage policy and data security to the data access policy. The fundamentals are then discussed more broadly, covering data and information management, cyber security, governance, and innovations in IT service provisioning. The chapter clarifies the complementary fundamentals and how they reduce data abuse. The link between privacy and security also demystifies the high resource costs in implementing and maintaining security practices and explains why leaders must provide strong IT leadership to ensure IT investment is defined and implemented wisely.

INTRODUCTION

Data is the bedrock for Artificial Intelligence (AI), Machine Learning (ML) and the Internet of Things (IoT). Many businesses take advantage of the significantly different data capabilities they offer from those available through traditional technologies (Patel, K., & Lincoln, M. 2019, p.6). The coming of 5G on mobile networks means that more and more data can be created and consumed ever more quickly. We have the 21st century gold rush.

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In the past, data was not seen as valuable asset. Now able to analyze unstructured and structured data, much of it personal, places data at the heart of understanding every potential customer to create tailored products and services. As the research company, Forrester (2011), states, it is “the age of the customer.... Empowered by technology, customers have more leverage and higher expectations than ever before.”

Data abuse, in combination with public opinion and the related data privacy laws, such as the European Union’s General Data Protection Regulation (GDPR), means that organizations must demonstrate a duty of care over the personally identifiable data they hold to avoid fines. These requirements apply equally well to all valuable data. Data privacy and data security are core to sound data management.

What does this mean in practice? Knowing the net asset worth is important but insufficient for optimizing assets. Knowing where and how they are held, and who can access them is equally important. This is as true for data as for tangible assets, such as artwork.

A valuable painting in a gallery will have security designed around it. The value and accessibility of each painting owned is fully considered, leading to a mix of homogenous and bespoke protection. The painting’s presence, absence or damage are easy to detect. We need to set up an equivalent approach for our data.

Data is extensive and diverse forming the basis of, as well as being integral to, key decision-making, financial numbers, corporate monitoring and, ultimately, a store of wealth known as intellectual property. The combination of reach and diversity, supported by complex computer systems providing high volume storage facilities and high-speed data transfers, pose many technological and security challenges that must be solved to ensure the benefits arising from data are achieved. Data’s net worth requires an equivalent understanding to the way artwork is valued.

The research for the chapter’s content is based on the work from Gartner, Forrester and ISACA, who are leaders in the Information Technology (IT) security industry. Both make the science from the IT industry accessible for practical implementation by IT technical and non-technical business leaders. A broader range of literature was researched to establish the detail and are referenced at the end of the chapter.

From this research, the chapter establishes the type of understanding leaders must have to assess their data’s net worth and thus the level of protection needed. The key points covered in this chapter are:

- Broader business engagement in IT.
- Different and complementary aspects of data privacy and data security.
- Understanding the data lifecycle and how that influences privacy and security.
- A review of what is meant by ‘access rights’ and ‘CIA’ relating to ‘confidentiality’, ‘integrity’ and ‘availability’.

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