

Enabling e-business by protecting privacy



IBM Security and Privacy Services

Highlights

Helps develop processes and systems to meet privacy guidelines

Provides insight to help you meet privacy objectives

Provides a cost-effective solution to privacy management

Delivers an action plan and other recommendations for implementing sound privacy practices

Entering the privacy management era

In today's marketplace, organizations face a major challenge—to protect personal consumer and employee information both online and offline. Consumer demand and legislative requirements, such as the European Union Data Privacy Directive, increasingly require corporations to formally address privacy issues. Without comprehensive privacy policies, your organization may be exposed to legal liabilities and consumer opposition.

Positively positioning your company's response to privacy concerns

IBM Security and Privacy Services offers consulting services to help you learn more about the leading privacy issues, assess your current policies, design a privacy strategy and implement new privacy practices. Through proper education and planning, IBM can help your organization optimize the use of personal information while implementing



sound privacy practices. The people of IBM provide you with the insight that you need to meet your privacy objectives.

Leveraging knowledge and information

Transforming your processes creates business value. It begins and ends with your customer. While consumers want highly personalized service, they also want companies to apply fair information principles, including notice, choice, access and recourse.

By developing sound privacy practices, you can personalize services based on customer data, while assuring those customers that you are protecting their personal information and meeting privacy expectations. The people of IBM can help you evaluate the specific privacy issues that your company may be facing, such as Web site commerce, data warehouses and data mining, customer relationships and international transfer of data.

Developing an action plan

We offer modular privacy services to address your business needs:

Privacy workshop

IBM's privacy workshop is designed to help your company understand these new challenges and develop management plans to meet them. The workshop covers:

- current privacy issues that impact your company's industry
- issues for multinational companies
- business activities and systems that collect, store, access and use personal information
- actions your company needs to take to implement privacy practices.

Privacy strategy and implementation

Your privacy strategy must address legally required measures, regulatory requirements, industry trends, customer satisfaction needs and competitive positioning needs—and remain cost-effective. Our unique methodology helps you identify the necessary changes to your existing processes and determine the impact to your organization.

IBM's privacy strategy and implementation can aid in the examination of policies and processes to help determine the most effective way to implement sound privacy practices that are consistent with your requirements. For example, IBM can help develop a Web site privacy statement that will reflect your company's supporting processes and systems or a set of privacy policies for electronic mail, voice mail and other communications. It can also provide a strategy and plan that your organization can use to change systems and processes that collect, use and access customers' and employees' personal information.

Today's privacy-conscious, interactive Internet environment requires you to adopt effective privacy solutions that meet consumer expectations and legislative requirements and give you a competitive edge. The people of IBM Global Services can help you develop, implement and monitor a privacy solution that assures customers and employees that you are protecting their information.

For more information

To learn more about IBM Security and Privacy Services and IBM Global Services, contact your local sales representative, or visit our Web site at www.ibm.com/services/e-business.



© International Business Machines Corporation 1999

IBM Global Services
Route 100
Somers, NY 10589
U.S.A.

Produced in the United States of America
07-99
All rights reserved

IBM and the e-business logo are registered trademarks or trademarks of International Business Machines Corporation.

All other registered trademarks, trademarks and service marks are the property of their respective owners.

References in this publication to IBM products and services do not imply that IBM intends to make them available in all countries in which IBM operates.