



AHLAM CYBER
املاساتايبير

FEARS, DOUBTS AND UNCERTAINTY ABOUT KSA DATA PRIVACY COMPLIANCE?

Our Privacy Experts



Gaurav Arora

Senior Consultant for Data Privacy

Gaurav is a privacy professional with a unique blend of legal expertise and technical acumen.

He has led multiple privacy initiatives in KSA.



Rahul Alawadhi

Senior Consultant for Data Privacy

Rahul has led privacy initiatives that exceed industry standards, embedding a culture of privacy and security in multiple organizations.



Amritha Kamalon

Key Account Manager - GRC & Privacy

Amritha Kamalon is Known for building trusted client relationships and driving successful outcomes through strategic data privacy consulting and solutions.

Agenda

01

Understand what is KSA's Personal Data Protection Law and who does it apply to.

02

Embark on the journey to put spotlight on data privacy.

03

Get practical tips on starting and growing a successful privacy program.

04

Learn from real-life examples of privacy compliance in action.

Introducing KSA PDPL



Saudi Arabia's PDPL
(Personal Data
Protection Law)

Revised framework
from September
14th, 2023

The KSA PDPL:

The Kingdom of Saudi Arabia's Personal Data Protection Law (PDPL) is a legal framework designed to regulate the collection, processing, and storage of personal data within Saudi Arabia.

It aims to protect the privacy of individuals and ensure that personal data is handled responsibly.

Established by the Saudi Data & Artificial Intelligence Authority (SDAIA):

SDAIA is the regulatory body responsible for implementing and enforcing the PDPL.

They oversee compliance, manage data protection policies, and ensure that organizations adhere to the law.

Key Objectives:

The PDPL seeks to protect personal data, regulate the processing activities of organizations, and enforce the rights of data subjects, such as the right to access and correct their data.

Does the KSA PDPL Apply to you?



The PDPL applies to the following processing of personal data by any means (manual or automated)

Any processing of personal data that takes place in the KSA, which means that the PDPL applies to processing of personal data on all territory on which the Kingdom has its authority, including the geographical territory of the Kingdom and its embassies in foreign jurisdictions

The processing of KSA residents' personal data outside the KSA, which means that the PDPL has extraterritorial application in relation to KSA residents (this may include Saudi citizens and other individuals who stay in the KSA permanently or temporary)



Question

**What is your biggest
challenge when it comes to
implementing privacy
laws?**

PRIVACY FOCUS WHY?



CONSUMER EXPECTATIONS DRIVE BUSINESS STRATEGY

The IAPP Consumer Trust Report

60% have taken direct action like deleting apps or switching services when they feel their privacy is at risk

70% of consumers are highly concerned about their online privacy.

IAPP-KPMG PRIVACY RISK STUDY

93% of organizations rank privacy among their top 10 business risks, with **36% placing it in the top five.**

PRIVACY FOCUS WHY?



As per **SADIA** the compliance deadline is **14th Sep 2024** and we are already passed that deadline.

Organization found in violation of KSA PDPL can also be **fined up to 5 million SAR.**

Organization **needs to register** themselves with **SADIA.**

You need to set up a **Data Privacy Office** to cater to **Data Privacy requirements.**

A person wearing a dark hoodie is shown in profile, working on a laptop. The background is a blurred cityscape at night with bokeh light effects. A semi-transparent dark blue horizontal band is overlaid across the middle of the image, containing the main text. The overall color palette is dark with teal and blue accents.

Implementation of PDPL made easy

AMMAN CYBER
امان سايبر

PRIVACY

BEFORE DIVING INTO EXECUTION...

Overcoming the **Challenge of Building an Efficient Privacy Program** for Holding Companies and Conglomerates

Thorough understanding the **organization's business operations, scale, and customer base**

Leveraging technology to build compliance program

Remember technology cannot solve everything

- **Specific KPIs to be achieved**
- **Build policies and processes**

Strategies for effective implementations



Embed Privacy into Corporate Governance:

Make privacy a board-level priority within risk management strategy.



Adopt a Holistic View of Data Governance:

Integrate privacy into broader data governance for better efficiency and decision-making.



Prepare for the Future: Build adaptive compliance programs to handle evolving privacy laws without disruptions.

What you need to focus on

AHLAN CYBER
المستشارين

**Personal Data
Discovery &
Classification**



**Data Breach
Notification, Data
Privacy Office**



**Record of Processing
Activities & CBDT**



**PIA's/DPIA's ,
Legitimate Interest
Assessment, TIA**



**Security for
Privacy & Privacy
by Design**



**Data Subject
Rights**



**Notice, Policy and
Controller/Proces
sor Registration**



**Consent
Management**



Practical tips Privacy...

Clarify Accountability:

Ensure clear executive-level accountability for privacy across the organization



Start with a Risk-Based Approach:

Prioritize high-risk data activities for efficient privacy management.



Employee Training and Culture:

Train employees regularly to strengthen data privacy and breach response.



Comprehensive Privacy Framework:

Build a scalable, adaptable framework for data discovery and breach response.



Monitor and Adapt:

Regularly audit privacy processes to align with evolving regulations and needs.



PrivacyOps Tool:

Use automation to streamline tasks like data mapping, consent tracking, and response.





AHLANCYBER
اهل انسايبير

Question

Have you identified all
departments that own PII?

Case Studies & Real-life project insights...



Real-life project insights...



SDK Scanning on Mobile Applications:

Android apps collect more data than iOS due to default SDK settings.



Permanent Storage of Candidate Data:

Organizations often store unsuccessful candidate data indefinitely, violating retention policies.



Lack of Awareness and Training on Social Media Usage:

Employees share sensitive data on social media without understanding privacy risks.

How did automation of 100+ processes help a Saudi telecom company improve privacy compliance?

Challenge:



- Reliance on manual processes for data privacy management posed reputational and regulatory risks for the company
- Complex evidence management complicated handling audit queries
- Privacy concerns stem from blind spots in identifying departments holding personal data, caused by a lack of central visibility

Solution:



- Comprehensive privacy management platform that facilitates efficient management of data subject rights, vendor risk management, and data mapping
- Automated privacy impact assessments (PIAs)
- Improve compliance posture through Cookie and Consent Management and policy & notice management

Impact:



- Automated processes and over 100 privacy impact assessments ensured we met our privacy goals, securing data practices.
- Enhanced Regulatory Compliance that is in alignment with KSA PDPL requirements,
- Streamlined Regulatory Evidence Management ensuring efficient compliance demonstration, saving time , and ensuring transparency

How did **privacy controls** help a group holding company to **transfer data** amongst group entities?

Challenge:



- Multiple entities operating in distinct jurisdictions sharing data with headquarters and amongst other group entities
- Inconsistent holding structure and relationship amongst different entities within the group despite extensive personal shared

Solution:



- Shared services agreements executed amongst entities sharing data within each other.
- Data processing agreements also executed along with standard contractual clauses (SCCs) to ensure every entity is complying with applicable data protection regulations.
- Unnecessary data sharing is minimized to ensure alignment with data minimization principle.

Impact:



- Group was able to share data internally without impacting the holding structure and legal relationship between the entities.
- Data minimization was established by reducing the magnitude of data shared between the entities.
- Compliance with KSA PDPL ensured by establishing necessary privacy controls like data processing agreements and SCCs.

Our approach to help you achieve **Compliance**



Gap Assessments

Assess existing data privacy gaps within the organization against applicable laws on the basis of a privacy control checklist and offer recommendations



Advisory and Consulting

Assist in organization - wide data privacy framework, governance structure and mitigate data privacy risks to meet regulatory requirements.



Implementation services

Drive data privacy processes through automation and provide support at each phase of data lifecycle.



Continuous Monitoring

Monitor privacy governance program through continuous risk assessments and provide training to employees.



Data Privacy Audits

Support in conducting internal data privacy audits followed by privacy roadmap.



AHLANCYBER
اهل انسايبير

Question

Have you done any sort of
Privacy assessment?

Why trust us with your privacy compliance?

Our 30+ clients will answer that
with a smile!



30+ Clients



End-to-end
Privacy services



Rich pool of privacy
experts

Take our online privacy assessment test



اهل انسايبير
CYBER

Q&A

Feel free to ask any questions
or share your thoughts.

gaurav@ahlancyber.com

rahul.alawadhi@ahlancyber.com

amritha@ahlancyber.com

Contact +966592845935



AHLAD CYBER
املاک سایبر

Thank
You!