



# 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.



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

Embark on the journey to put spotlight on data privacy.

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

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?



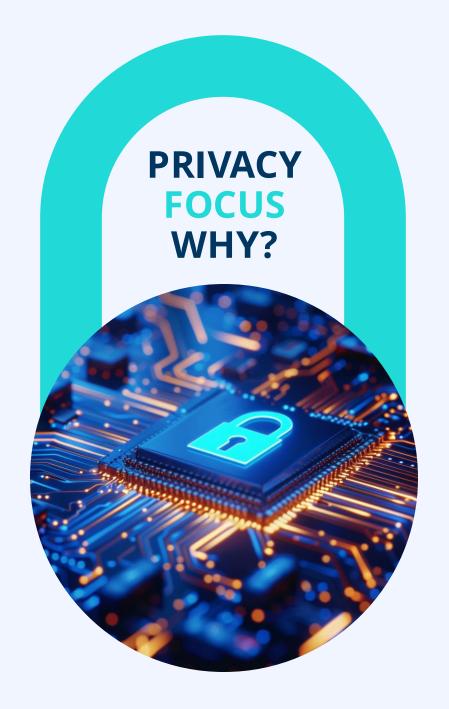
The PDPL applies to the following processing of personal data by any means (manual or automated)

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? www.ahlancyber.com





### 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

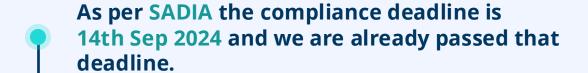
**70% of consumers** are highly concerned about their online privacy.

## IAPP-KPMG PRIVACY RISK STUDY

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







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.





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





### **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.



#### **Clarify Accountability:**

Ensure clear executive-level accountability for privacy across the organization

### **Comprehensive Privacy Framework:**

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

#### **PrivacyOps Tool:**

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



### Start with a Risk-Based Approach:

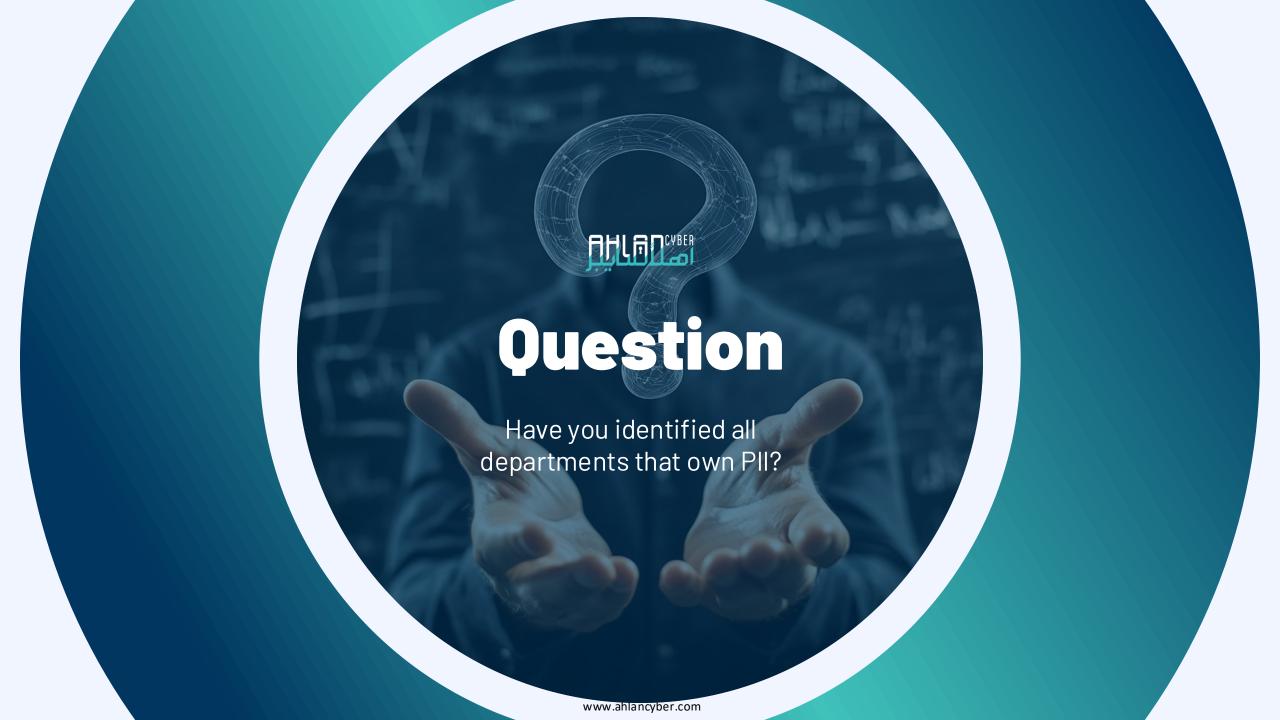
Prioritize high-risk data activities for efficient privacy management.

## Employee Training and Culture: Train employees regularly to strengthen data privacy and

breach response.

#### **Monitor and Adapt:**

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







# Real-life project insights...







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.



### **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

**Case** Study



### **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.

**Case** Study



### Our approach to help you achieve Compliance



Gap Assessments



Advisory and Consulting



Implementation services



Continuous Monitoring



Data Privacy Audits

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

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

Drive data privacy processes through automation and provide support at each phase of data lifecycle. Monitor privacy governance program through continuous risk assessments and provide training to employees. Support in conducting internal data privacy audits followed by privacy roadmap.





## 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





## ORA

Feel free to ask any questions or share your thoughts.

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# Thank You!