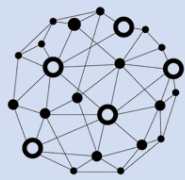




MARK - A - WEB
Data Protection Services

Foundations For Digital Transformation

Curacao Data Days 15-12-2022



MARK - A - WEB
Data Protection Services



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Caribbean Region



Partners



Global network across the Americas, EMEA, Asia Pacific, Australia, New Zealand and the Caribbean.



Foundations for Digital Transformation



1

Digital Trust Transformation

2

Governance of smart cities

3

Fourth Industrial Revolution





Regional, International & Global Development

1

**SUSTAINABLE
DEVELOPMENT
GOALS**

2



GABIÈRNU DI KÒRSOU

3



Kingdom of the Netherlands

4





Regional, International & Global Development

1

Data Protection Officer
(DPO)

2

Records of Processing
Activities

3

Data Protection Authority
(DPA)

4

Cross-Border
Data Transfers





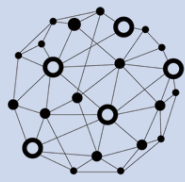
What is **PRIVACY** or **DATA PROTECTION**?

The right to control how your personal data is used, collected, shared, and stored.

Pertains to the activities of private companies and governments.

Evolving with the development of new technologies and new data privacy laws.





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What is the difference between **PRIVACY** and **SECURITY**?

- **Same goal** – Protect data by preventing breaches, theft, loss, misuse, though by different means.
- **Cybersecurity** = Maintain control of data through technology systems. Emphasis on **who** can **access** data.
- **Privacy** = Manage data handling through policies, rules, procedures, education and training. Emphasis on **who** is using data and for **what**.





Privacy & Data Governance



GRC & Security Assurance



Ethics and Compliance



ESG & Sustainability



Key Take Away

- ✓ **Successful digital transformation requires that organizations maintain a strong bedrock of digital trust.**
- ✓ **Digital trust has many facets that need to be integrated within a cohesive organization-wide strategy and approach**
- ✓ **Senior executives must clearly define, prioritize, measure and align digital trust throughout organizations.**
- ✓ **Measurement of digital trust is critical to improving the organization's maturity and its ability to achieve the rewards of digital transformation.**
- ✓ **Digital trust is a journey**



**Government to Citizen Model
(G2C)**



**Government to Business Model
(G2B)**



**Government to Government
(G2G)**



**Government to Employee
(G2E)**



Key Take Away

- ✓ Leaders are encouraged to instigate a review of their policies to identify gaps in smart city governance and address them.
- ✓ City officials should be conscious of the governance gaps exposed by smart city deployments, which could affect their domains unexpectedly.
- ✓ Civil society organizations have a significant role to play in providing more capacity and skills to local government.
- ✓ Promotion of more public-private-partnerships (ppp)



Recources

- ✓ *ISACA 2022, bar chart illustration about digital trust related benefits/ consequences of a lack of digital trust, adapted from the "State of digital trust 2022: an ISACA global research report, retrieved from www.isaca.org/state-of-digital-trust*
- ✓ *World Economic Forum 2022, illustration about interaction of multiple subtopics with the main topic of Fourth Industrial Revolution, adapted from WEF strategic intelligence, retrieved from <https://intelligence.weforum.org/topics/a1Gb0000001RIhBEAW/key-issues/a1Gb0000001RIktEAG>*
- ✓ *World Economic Forum, governance model illustration, adapted from Governing Smart Cities: Policy for Ethical and Responsible Smart City Development white paper, retrieved from https://www.weforum.org/whitepapers/governing-smart-cities-policy-benchmarks-for-ethical-and-responsible-smart-city-development/?DAG=3&qclid=CjwKCAiAheacBhB8EiwAltVO24e8bINxTNAHpgTvUCGMBbC-MOFtDRreGqwiNFbU3aA9Lve7GuoT8BoCrZ4QAvD_BwE*
- ✓ *Singh 2022, illustration of Curacao FSI, adapted from SOURCE: THINK TO DO INSTITUTE FRAGILE STATES INDEX CURAÇAO COUNTRY REPORT2022*
- ✓ https://iapp.org/media/pdf/certification/CIPM_BOK_3.0.0.pdf
- ✓ <https://hbr.org/2018/02/the-4-dimensions-of-digital-trust-charted-across-42-countries#:~:text=We%20considered%20four%20key%20dimensions,Attitudes%2C%20Environment%2C%20and%20Experience>

Thank You!



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Are there any Questions!

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