



Is your organization ready for emerging privacy regulations



In the absence of a comprehensive federal law that governs data privacy in the United States, number of states in the US have taken the initiative to create new or amend their Privacy Laws. The State of Virginia has passed the Consumer Data Protection Act (CDPA) that will come into effect as Act from January 1, 2023. Like the General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA), the act provides consumers who are Virginia state residents, rights and more control over their personal data.

Key challenges

Organizations that are embarking upon the data privacy journey are facing numerous challenges:



Lack of knowledge/awareness of personal data in the enterprise. No Single Source of Truth for personal data processing.



Adoption of technologies like IoT, Blockchain, Cloud, Mobility poses new privacy risks



Inability to apply controls in fragmented and legacy systems & schemas



Manual processes to manage privacy requirements



Challenges in selecting a bottom up approach or a top down approach for discovering personal data in the enterprise.



Non-availability of qualified resources to understand and manage privacy requirements

Solution overview

Wipro recommends leveraging its comprehensive data privacy management solution combining Data Discovery integrated with our Data Privacy Inventory framework, Privacy Impact Assessment (PIA) module, and Privacy technology leveraging Artificial Intelligence, Automation and Analytics across the value chain to redesign your business processes and practices, automate your Subject Access Requests, automate your breach notification processes to deliver an intelligent, end-to-end approach for managing customer data and reducing compliance complexity. As a company that has its origins in technology, Wipro is uniquely positioned to integrate privacy consulting services with traditional areas of expertise.

Our value proposition

- **Trusted Partner:** Meet end to end requirements of your privacy program management and privacy remediation needs (driven by Automation, Analytics & Artificial Intelligence).
- **Privacy Center of Excellence (CoE):** Jumpstart your privacy program and accelerate engagement benefits by leveraging our reusable toolkits, frameworks and proprietary tools
- **Team of Subject Matter Specialists:** Help you strategize, advice, assess, standardize, re-engineer and govern all aspects of data privacy by leveraging a risk based approach.
- **Data Privacy Partner Ecosystem:** Deliver technology that enhances your operational efficiency and minimizes the impact on the business.

Our recommended approach

As the privacy regulations continue to rise, our recommendation is to take a holistic approach in addressing privacy requirements and to implement a forwarding looking data privacy program that will enable them to:

- Identify and comply with incremental changes to data privacy requirements
- Establish repeatable standardized processes
- Leverage Automation, Artificial Intelligence and Analytics across the value chain to remediate gaps & meet privacy requirements
- Set-up ongoing monitoring & privacy management to provide real-time insights and assurance

How can we help?

Wipro's Cybersecurity & Risk Services practice has developed intelligent set of frameworks and privacy solutions that can help organizations to apply, calibrate and implement emerging privacy requirements in USA appropriately and effectively.

We can enable you to jumpstart the data privacy compliance journey and overcoming the challenges in implementing a forwarding looking data privacy program



Business benefits



Manage the personal data in a safe and secure way while making optimal use of it by bringing a method to the madness.



Integrating privacy principles into the products and services helps to build better products and services that would gain customer trust and confidence.



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strong commitment to sustainability and good corporate citizenship, we have over 180,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.

For more information,
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