

Priv-Detect service

Assuring your digital data journeys

Customers will pay a premium for brands they trust*. As a trusted organisation, it's imperative you look after your customers' and prospects' data, and respect privacy choices.

With our Priv-Detect service, our experts play detective to inspect and assess your organisation's digital channels, your end-to-end data user journeys, and your SaaS data processors' postures, to determine whether you are compliant with global privacy and data protection laws and best practice. We step through and simulate your customers' data experience to uncover vulnerabilities, visualise data flows and help you mitigate key gaps and risks, to build resilience.

*Salsify consumer market research [report](#).



Step 1

Privacy inspection

We map key data journeys and simulate your customers' and users' experience through your key digital touchpoints.



Step 2

Visualise & validate

We run our privacy inspector tools to identify compliance gaps and privacy risks. We visualise your end-to-end user data journey



Step 3

Vendor risk analysis

We map your accountability flow to uncover critical data processors and risks and gaps. We then undertake a review of your SaaS data processors' compliance and security postures.

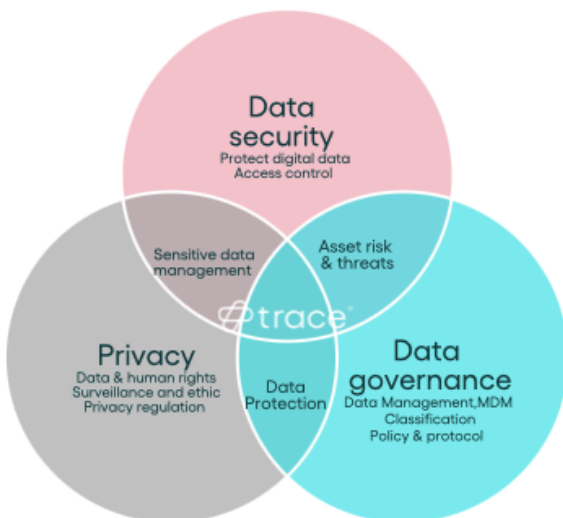


Step 4

Deliver & fix

We deliver your privacy risk report, roadmap and pack, walking you through the findings. We will help you remediate risks and address compliance gaps.

WHY CHOOSE TRACE®?



- Delivered by qualified compliance experts, with experience spanning data protection, governance, privacy, security, risk management and user-centred digital design.
- We take a holistic approach: Privacy by Design as part of your culture, tech team, marketing/sales, data strategy and operations.
- We get tech: specialists in supporting responsible innovators from start-up to scale-up.
- We understand business: we ensure compliance supports commercial success and facilitate innovation.
- Rapid, focused and efficient support and delivery.



How your organisation benefits

Our Priv-Detect service is a rapid, highly focused exercise, but one which can deliver huge value by helping your organisation to:



Adopt a robust compliance posture

Evidence accountability in your data processing flows to your stakeholders. Your report baselines your approach and your roadmap sets out the path to address compliance gaps.



Reduce risk

Identify privacy and third-party SaaS vendor risks and obtain pragmatic recommendations specific to your organisation that address your whole data processing chain.



Build trust

Demonstrate commitment to upholding data subjects' rights, respecting privacy settings and demonstrating high compliance standards across the data processing chain.



Gain confidence

Obtain independent, expert assurance on your site settings, privacy notices and cookie settings to know your privacy practices are up to scratch.



Stay future-fit

Deepen privacy awareness across the organisation to embed Privacy by Design in all your current and future marketing activities. Our coached approaches helps to embed next practice within your team.