PSA - THE PRIVACY BY DESIGN APPROACH OF DEUTSCHE TELEKOM

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Deutsche Telekom Group Privacy
DATA PRIVACY, LEGAL AFFAIRS & COMPLIANCE (DLC) ORGANIZATION
GROUP PRIVACY ORGANIZATION

Our goal: Privacy is an integrated part of the brand Telekom
Our mission: Creating areas of trust!

Top Excellence
Trust
Privacy by Design

Compete – Transform – Innovate
Simplicity
Innovation by cooperation

Organization

Internal & External Interfaces

GROUP PRIVACY - GROUP DATA PRIVACY OFFICER (Dr. Ulmer)

MANAGEMENT JOUR FIXE

GROUP PRIVACY - GROUP DATA PRIVACY OFFICER (Dr. Ulmer)

CONSUMER, PRODUCTS & PARTNERING (Klün)
EMPLOYEES, COMMUNICATIONS & AWARENESS (Eichhorn)
BUSINESS, SERVICES & INFRASTRUCTURE (Korn)
PRIVACY AUDITS & STANDARDS (Lichtenberg)
STRATEGY & STEERING (Schrief)

PRIVACY-COORDINATORS

DATA PRIVACY BRIDGEHEADS

INT. PRIVACY LEADER MEETING (IPLM)

PRIVACY OFFICERS INTERNATIONAL BUSINESS UNITS/ SUBSIDIARIES

Security
Board / GHS-Units
Operating Units
Councils

International Privacy Organization
Associations and Regulators

PSA - the privacy by design approach of Deutsche Telekom
**PRIVACY & SECURITY ASSESSMENT (PSA)**

**PSA CATEGORY**

- **A project**
  - Involvement of a Chief Privacy Officer in the project
  - Self-declaration and individual release by GPR and/or GIS

- **B project**
  - Simplified process, support as required
  - Self-declaration or assessment by local DS/Sec. Mgmt.
  - Spot check by GBR or GIS

- **C project**
  - Project is not relevant to data privacy
  - Project is not relevant to security

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*LIFE IS FOR SHARING.*

PSA - the privacy by design approach of Deutsche Telekom
PRIVACY & SECURITY ASSESSMENT (PSA)
PSA CATEGORY C

Data privacy & security

Categorization (tool-based)
Self certification (specialist department)

Idea
Feasibility
Design
Implement.
Live operation

A projects: Consultation/review by GIS
B projects: Self-assessment (+ review)
C projects: Irrelevant

Spot checks by the Data Privacy, Legal Affairs, and Compliance Board department

PSA - the privacy by design approach of Deutsche Telekom
PRIVACY & SECURITY ASSESSMENT (PSA)
PSA CATEGORY B

Categorization (tool-based)

Self certification (specialist department)
If applicable, review by local Project Security Manager and local Chief Privacy Officer

A projects: Consultation/ review by GIS
B projects: Self-assessment (+ review)
C projects: Irrelevant

Spot checks
PRIVACY & SECURITY ASSESSMENT (PSA)
PSA CATEGORY A

Security

- Idea
- Feasibility
- Design
- Implement.
- Live operation

A projects: Consultation/review by GIS
B projects: Self-assessment (+ review)
C projects: Irrelevant

Categorization (tool-based)

GIS release
Self certification (specialist department)

Data privacy

- Idea
- Feasibility
- Design
- Implement.
- Live operation

A projects: Consultation/review by GPR
B projects: Self-assessment (+ review)
C projects: Irrelevant

Personal initial consultation, verification and validation of categorization
GPR framework approval based on test report from initial consultation
Reality checks through optional focus audits *)

Confirmation of implementation by specialist department + GPR approval
Self certification (specialist department)

GPR – Group Privacy; GIS – Group IT Security

*) Once a decision has been made by the CPO (Chief Privacy Officer), the focus audit can either take place before or after gate 3.
## DEUTSCHE TELEKOM CLEAR LEADER IN CUSTOMER TRUST

Which company do you consider to be trustworthy when it comes to dealing with personal data?

Survey conducted by IfD Allensbach (*Institut für Demoskopie*), June 2014

<table>
<thead>
<tr>
<th>Company</th>
<th>Trustworthiness (%)</th>
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<tbody>
<tr>
<td>Telekom</td>
<td>46%</td>
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<tr>
<td>Microsoft</td>
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PSA - the privacy by design approach of Deutsche Telekom
THANK YOU!

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