

# Table of Contents

Objectives / Audience .....	5
Introduction .....	6
What is Personal Data Protection? .....	6
Privacy and Data Protection in the Digital World.....	9
The Role of Privacy and Data-Protection Practitioners	10
Part I: The Business Imperative .....	12
Chapter 1: Privacy and Data Protection: A Strategic Asset .....	13
Chapter 2: The Regulatory Landscape .....	17
Part II: Data Governance and Risk Management .....	24
Chapter 3: Data Mapping and Inventory .....	26
Chapter 4: Data Risk Assessment and Management ...	35
Chapter 5: Privacy and Sustainability .....	45
Part III: Practical Steps to Data Protection.....	51
Chapter 6: Managing Your Online Privacy .....	53
Chapter 7: Protecting Your Devices .....	57
Chapter 8: First Steps for Organizational Compliance	62
Part IV: Emerging Trends and Future Outlook .....	73
Chapter 9: AI and Privacy .....	74
Chapter 10: The Future of Data Protection .....	78
Conclusion .....	85
Key Points .....	85
Importance of a Privacy-Conscious Culture .....	87

Appendix A: Privacy Policy..... 89  
Appendix A: Procedure for Privacy and Data Protection  
..... 92  
Sources / Further Reading ..... 95  
About The Author ..... 97  
About Elementum ..... 99