

CEO privacy endorsement letter

Dear employee,

As CEO of (organisation), I am very proud of our organisation and its employees for contributing to building a culture of privacy and compliance and making our community better.

In preparation for the full implementation of the Personal Information Protection Act (PIPA) 2016 on 1 January 2025, the Office of the Privacy Commissioner for Bermuda (PrivCom) launched the Road to PIPA implementation plan on Monday, January 29.

(Point Person/Privacy Officer's Name) has been appointed as our organisation's Privacy Officer and chosen as the Road to PIPA lead. They will be instrumental in developing our privacy strategy and building our privacy programme. This means changing the mindset and perspective of the entire organisation. Everyone in our organisation has a role to play in protecting the personal information that we as an organisation collect, use, and disclose.

With the January 2024 kickoff of the implementation plan, throughout this coming year, we will be taking weekly steps towards building a culture of privacy and embedding privacy into our organisation's DNA at every stage and level of our work with a view to implementing a Privacy by Design (PbD) framework.

To this end, each and every one of you will have an important role to play in creating and implementing a culture of privacy: that is a culture in our organisation, which demonstrates responsible and ethical stewardship of the personal information that we hold. Gaining consensus from members of the management, up to the top level of executive leadership in stages is a must.

We will start by holding a series of 1-2-1 meetings and conversations, as well as regular training sessions and stakeholder workshops with every member of our organisation. Through these regular meetings, workshops, and conversations, we will be looking to identify a privacy advocate group and/or a privacy steering committee consisting of privacy champions, programme sponsors, and internal partners who understand the importance of privacy, will act as advocates for the Privacy Officer and the programme and will ensure clear ownership of assets, responsibilities, and policies.

These events will also provide everyone with an opportunity to ensure everyone has the same baseline of understanding of the risks and challenges our organisation faces, data privacy obligations that are imposed on us, increasing expectations in the marketplace regarding the protection of personal information in Bermuda, and understanding their accountability requirements with respect to privacy compliance and due diligence.

Thank you for your understanding and cooperation.