

INTRODUCING...



THE PRIVACY TRUST CENTER

01 Smart & Strategic Design

02 Purposeful Personalisation

03 Creative Approaches



WEARING A RISK MANAGEMENT HAT

- Needs Alignment - Be sure to adjust the template so it aligns with the true needs of your organisation; a second set of eyes by an expert is a great way to protect your entity
- All Encompassing - use comprehensive templates that include relevant best practices and applicable laws.
- Mind the Language - -Be mindful of complex wording that may confuse the reader, or they may not understand the details to make decisions or follow the policies and procedures specified.



MANAGING RISKS WITH TEMPLATES



The Fruit Basket

Clauses embedded in a privacy policy should be verifiable. Wording related to key aspects of the privacy & security programme should reflect the true practices of the entity.



Reality in Motion

Organisations must ensure that template wording is reviewed in detail, checking that nothing is missed to avoid failure to comply with the policies and activities specified in the template.



Head in the Sand

Entities will need to ensure that there is clear alignment with operational, regulatory, technical and legal details specified in the template.



SMART & STRATEGIC DESIGN

Trust Centers should be accessible, user-friendly, and visually appealing so consider your target audience. Embed holistic data protection and other important topics that overlap with privacy into your trust center. Make sure that the trust center is easy to find on the website so add to the home page or footer for ease of access. Bright colors, images & textboxes can help individuals find information easily & quickly.



When personal information may be used or collected for multiple purposes, think about bite size chunks of information in sub-sections of the trust center, and highlight key particulars from your privacy policy for easy reference points.

Working with sensitive information? Clearly explain why you require access to that information, what happens after you collect it and how you will protect it. Be sure to explain how visitors can exercise their privacy rights.



1-441-536-1276

Purposeful Personalisation

Design & Layout Quick Tips

- Links – easy access to relevant internal & external policies
- Ease of access built-in the design & usability/functionality
- FAQs – highlight key questions; invite visitors to send additional questions that may be added
- Keep target audience in mind with a clean, engaging and clear layout
- Subsections can help to manage excessive wording
- Contact details – include internal and external (i.e., PrivCom) details so clients know where to find additional support; if more than one emails for various purposes (general queries, helpdesk, etc.), provide clear details
- Privacy vision & values add real value to a trust center
- Accessibility & inclusion – think about tools for the visually or hearing impaired, language barriers and navigation/functionality challenges
- Case studies with examples of how your entity manages privacy, security and trust is great value to existing & potential clients



Creative Approaches to design a trust center

*"Great creators don't necessarily have the deepest expertise but rather seek out the broadest perspectives."
-Adam Grant, American Scientific Author & Occupational Therapist*

Human Design Approach

Try on a human design thinking hat to consider individuals for privacy, security, ethics and trust by design & default. By building your trust center with a human design approach, your entity will focus on empowering clients & stakeholders through a multidisciplinary lens.

The Reciprocal Approach

This approach focuses on what individuals would expect and question by leaning on what the designers of the trust center would expect from another entity managing their personal information. This approach is driven by the Golden Rule and relies on individuals choice to care about others and the entire multidimensional ecosystem of privacy as a human right.

The Big Picture Mentality Approach

Consideration for local & global privacy & security best practices; exploring international websites for tips & guidance to add to the trust center; and embracing consultation from experts, regulatory oversight, employees, clients & vendors are behaviors required for this approach to designing a trust center. All participants of this holistic approach contribute with testing of the trust center for ease of access & smart & strategic design.