



ISO/IEC 27701

KPMG Cybersecurity

KPMG China

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Importance of Privacy

Data security issues such as excessive collection of personal information, unauthorized use of personal information, “big data cracking”, and data leakage have become increasingly serious. Thus, a series of laws and regulations have taken effectiveness in China and globally, including China Cybersecurity Law, Personal Information Protection Guideline, EU General Data Protection Regulation (GDPR), and California Consumer Privacy Act (CCPA).

Consequences of Authorized Usage of Personal Data:

- **Inquiry with local authorities:** The local authorities will inquire the relevant person in charge of the Company, and gives warnings, penalties, and publicity of dishonesty for violations of laws and regulations.
- **Administrative responsibility:** The Company that infringe on citizens’ personal information may impose administrative penalties on their principals in accordance with China Cybersecurity Law.
- **Civil Liability:** According to Article 10 of the Judicial Interpretation on September 4, 2019, the illegal use of personal information will be determined as the prescribed “serious circumstances” and its civil liability will be investigated.
- **Business interruption:** For companies that collect and use personal information in violation of laws and regulations, the relevant authorities can remove their APP or system, and order rectification within a time limit, or even revoke relevant business licenses or revoke their business licenses.
- **Loss of corporate reputation:** Negative impacts on corporate competitiveness, brand image, and consumer confidence.

Compliance Challenge

Many management levels of the Company are facing following Some pain points and challenge: “What measures companies need to implement to meet compliance requirements?”, “How to combine with existing management measures?”, and “How to demonstrate privacy management compliance to users, senior management, regulators and partners?”

Personal Information	Data Subject Rights
Data Security	Privacy by Design
Cross-boarder Data Transfer	Data Leakage

The ISO Standards Committee takes ISO 27001 as the benchmark and ISO 27552 as the blueprint to establish the ISO 27701 standard to guide enterprises to establish, implement, maintain and continuously improve the privacy information management system (PIMS).

Benefit of ISO/IEC 27701:

- Assist organizations on response to legal requirements for personal information protection and privacy management in a constantly changing regulatory environment
- Continue to improve the organization's personal information protection management system and reduce personal information compliance risks
- Obtain an internationally recognized certificate, effectively promote business cooperation
- Increase the credibility of the organization in fulfilling its responsibilities and obligations for user privacy protection and internal privacy management
- Prove that the organization complies with relevant laws and regulations

KPMG Methodology:

- **Plan:** Determine the scope and applicability of the organization's privacy information management system
- **Execution:** Develop a privacy management system and implement privacy management procedures
- **Inspection:** Conduct compliance inspections on the implementation of privacy management
- **Process:** Provide rectification suggestions and continue to improve the privacy management system



Our ISO27701 Service Support You On:

- Identification and determination of the applicability of privacy compliance requirements
- Personal information identification and sorting
- Assess the status of the organization's privacy management
- Make effective recommendations to promote the overall data protection governance situation
- Formulate privacy management policies, systems, procedures and norms
- Privacy management system certification consulting and counseling services
- Check and review the implementation of the privacy management system
- Personal information protection basic knowledge and special ability training

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