

► Privacy Metrics



Twin Cities Privacy Network
Ameriprise Financial, Inc.
November 21st, 2008

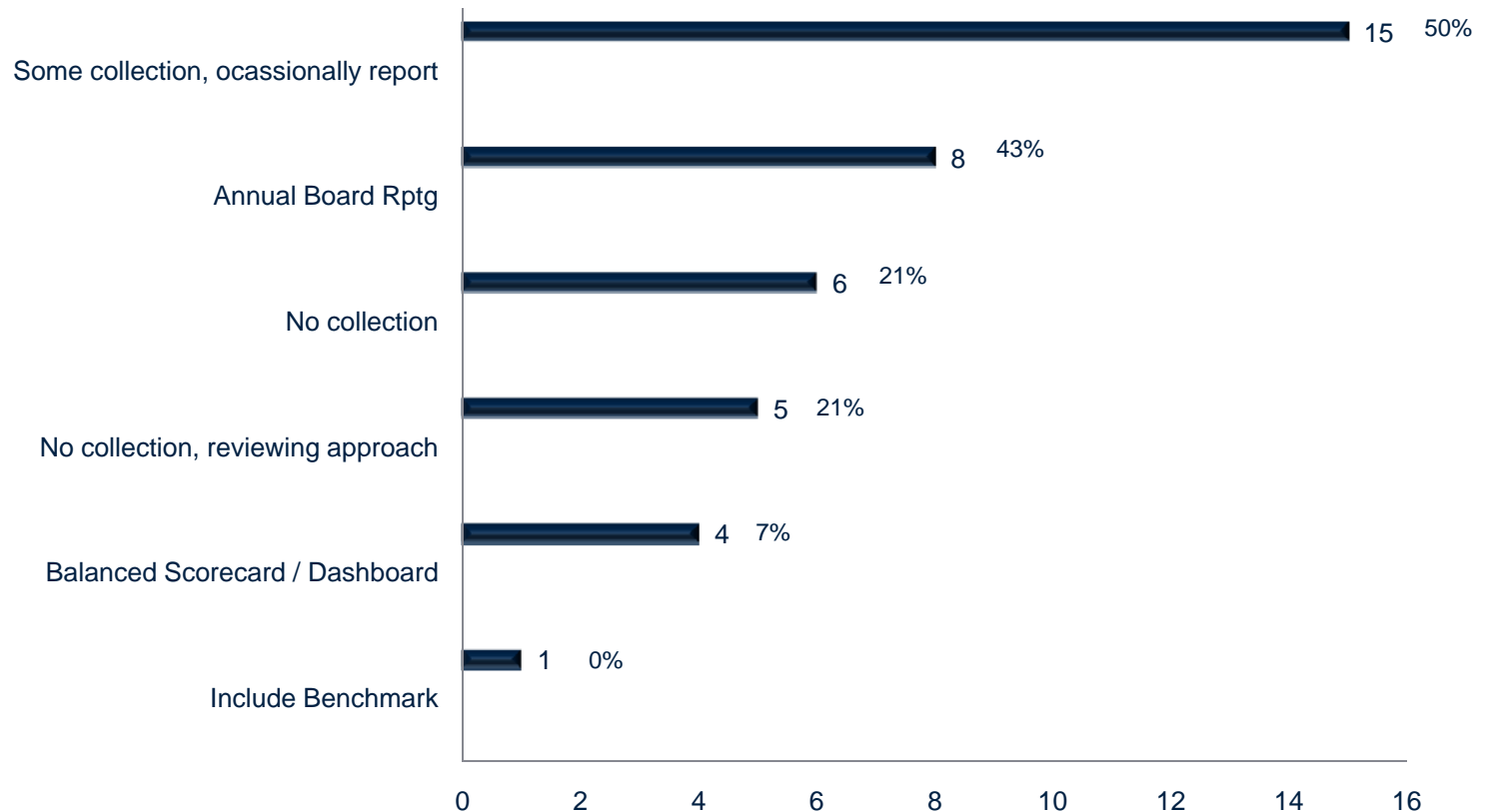
AGENDA

Topic	Presenter
Welcome	Jeanne Peterson
TCPN Survey Results Metrics & Dashboards	Jay Cline
Panel Discussion	<ul style="list-style-type: none"> •Karen Mallinger, Ameriprise Financial •Jim Ellis, Wells Fargo •Rolando Galvez, Merrill Corp
Q&A	All
Next Event: Privacy Retreat	15 January 2008

Twin Cities Privacy Network Metrics Survey Results

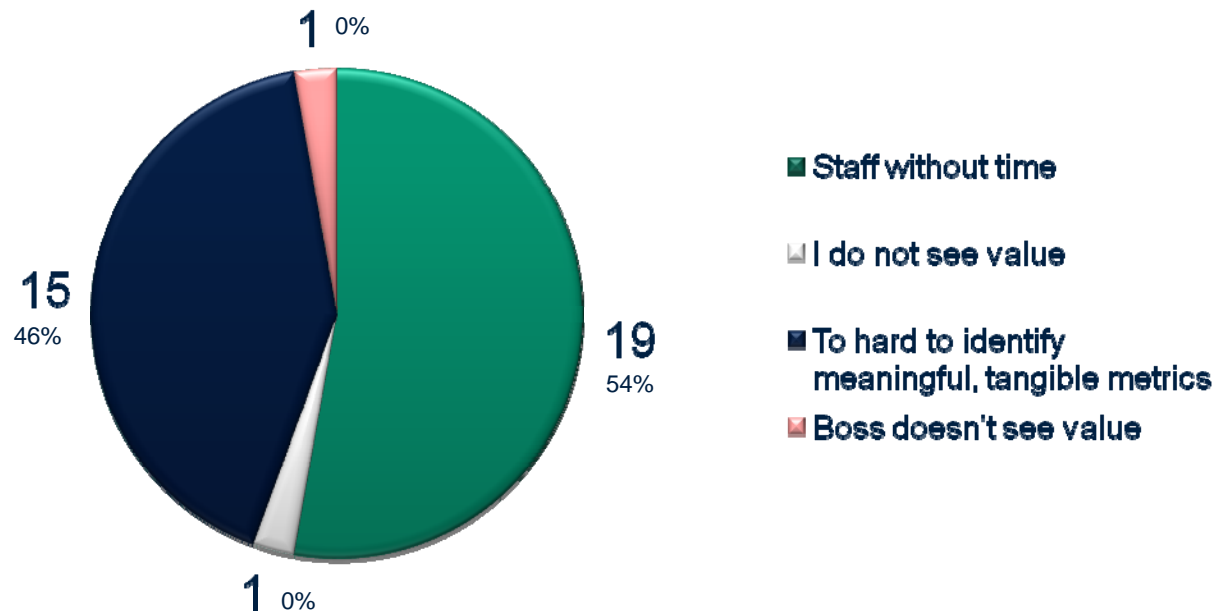
Survey Results

Current approach to capturing and reporting data-protection metrics:



Survey Results

What is the biggest single obstacle to taking your metrics approach to the next level?



Survey Results

What successes have you had getting your metrics approach started or to the next level?



“Too hard to identify tangible, meaningful metrics”

Economic metrics

GDP	→	proxy
Consumer Price Index (inflation)	→	index
Consumer Confidence Index	→	index

Business & Financial metrics

Customer Satisfaction	→	survey
Standard & Poor bond ratings	→	index
Stock buy/sell/hold ratings	→	index
Price/earnings ratio	→	ratio

Political metrics

Job-approval ratings	→	survey
Favorable/unfavorable ratings	→	survey
Country-in-the-right-direction question	→	survey

Sports metrics

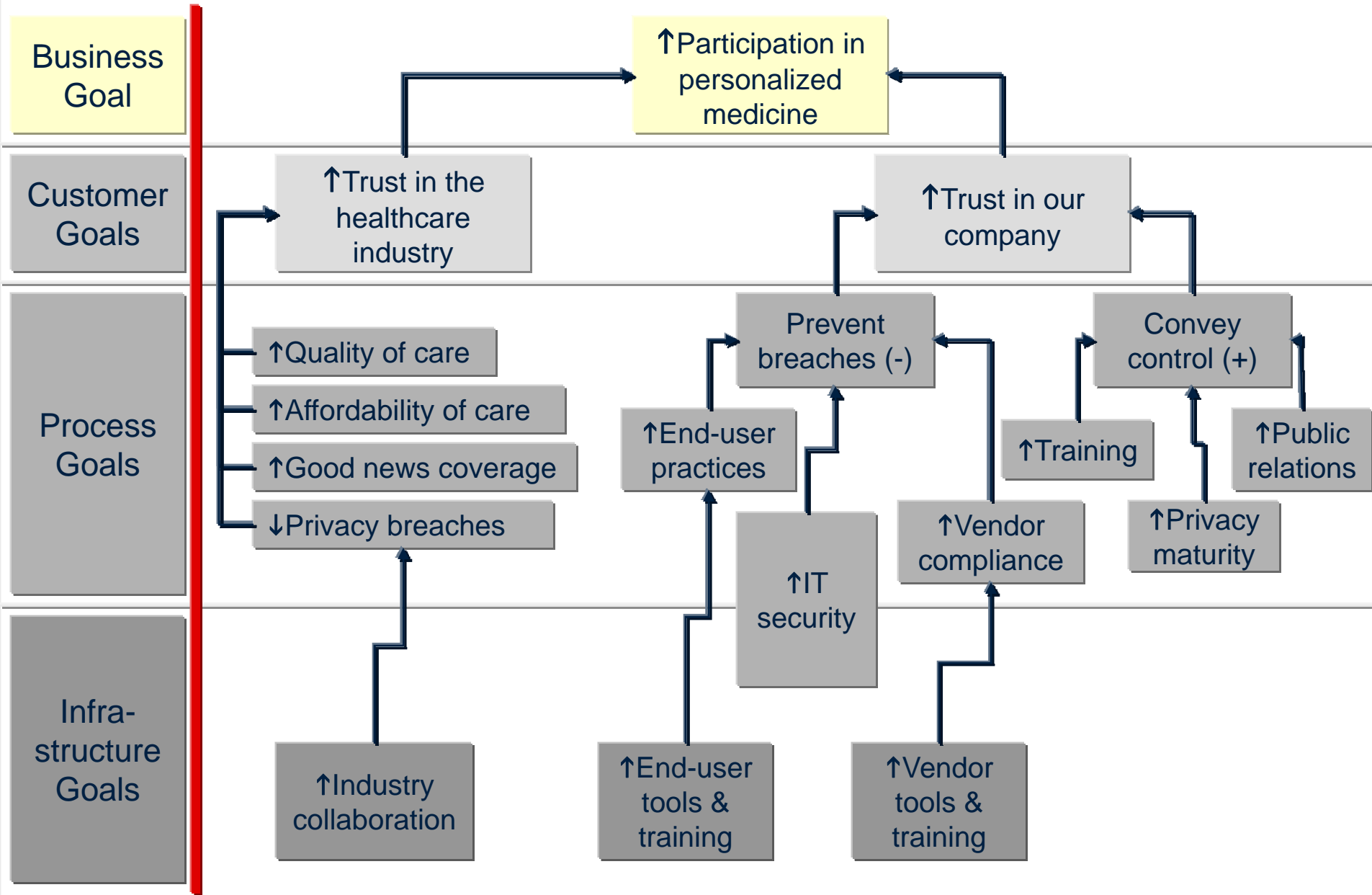
Quarterback ratings	→	index
Fantasy football power ratings	→	index
Gymnastics scoring	→	survey

Outcomes of Data Protection Programs

1. Bad things don't happen
 - Breaches
 - Regulatory actions

2. Good things happen
 - Enter new markets
 - Enter new lines of business
 - Close B2B deals
 - Boost online B2C transactions
 - Enable crossbrand marketing
 - Reduce data-storage costs

Strategy Map – Healthcare Privacy Program



Balanced Privacy Scorecard - Concept

Business	Participation in personalized medicine			
Customer	Trust in the healthcare industry			
	Trust in our company			
Process	Industry privacy breaches	# last 90 days	# target year-end	# intervention threshold
	Prevent breaches (-)			
	IT security			
	End-user practices			
	Vendor compliance			
	Training			
	Public relations			
	Privacy maturity			
Infra-structure	Industry collaboration			
	IT security			
	End-user tools & training			
	Vendor tools & training			

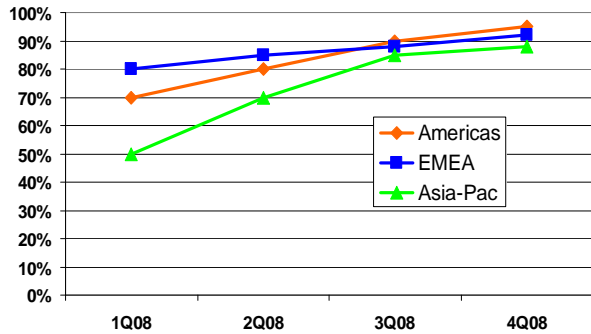
Balanced Privacy Scorecard - Prototype

metric type	metric	'09 target	last 90 days	intervention threshold
BUSINESS	% clinicians offering personalized medicine	5%	0%	N/A
CUSTOMER	Global Trust Index – healthcare industry	60	45	40
	Global Trust Index – our company	80	70	50
PROCESS	# records exposed, healthcare industry	0	2,000	1,000,000
	# records exposed, our company	0	0	10,000
	% PII applications & databases security compliant	95%	75%	70%
	% end users pass security spot checks	99%	75%	70%
	% vendors privacy and security compliant	95%	50%	50%
	% employees, clinicians, vendors privacy trained	75%	25%	25%
	Our Privacy Maturity Score	4.0	3.0	2.9
	# positive press mentions of our privacy per quarter	3	2	0
INFRA-STRUCTURE	% complete, IT privacy infrastructure projects	100%	25%	20%
	% complete, deployment of end-user privacy tools	100%	50%	20%
	% complete, deployment of vendor-compliance tools	100%	0%	20%
	% complete, industry collaboration initiatives	100%	25%	20%

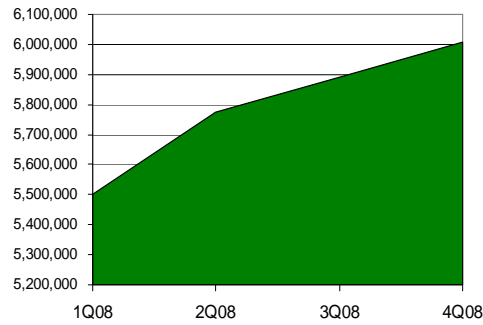
Data Protection Dashboard for Executive Reports

Global Privacy Status

% of PII applications privacy compliant



credit-card transactions



Project Status

PCI

blocked

behind

on track

Laptops

blocked

behind

on track

Vendors

blocked

behind

on track

Training

blocked

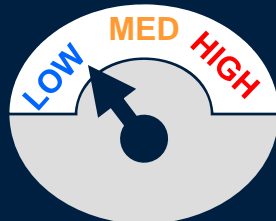
behind

on track

Call Center Risk



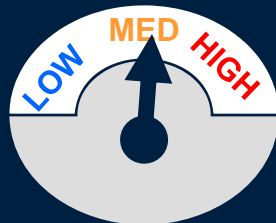
Data Center Risk



Americas Risk



EMEA Risk



PHI

100

90

80

70

60

50

40

30

20

10

Privacy Program Management

Notice

Choice

Data Collection

Data Use and Retention

Data Access

Disclosure to Third Parties

Data Security for Privacy

Data Quality

Monitoring and Enforcement

0 0.5 1 1.5 2 2.5 3 3.5 4 4.5

Us
Peers

