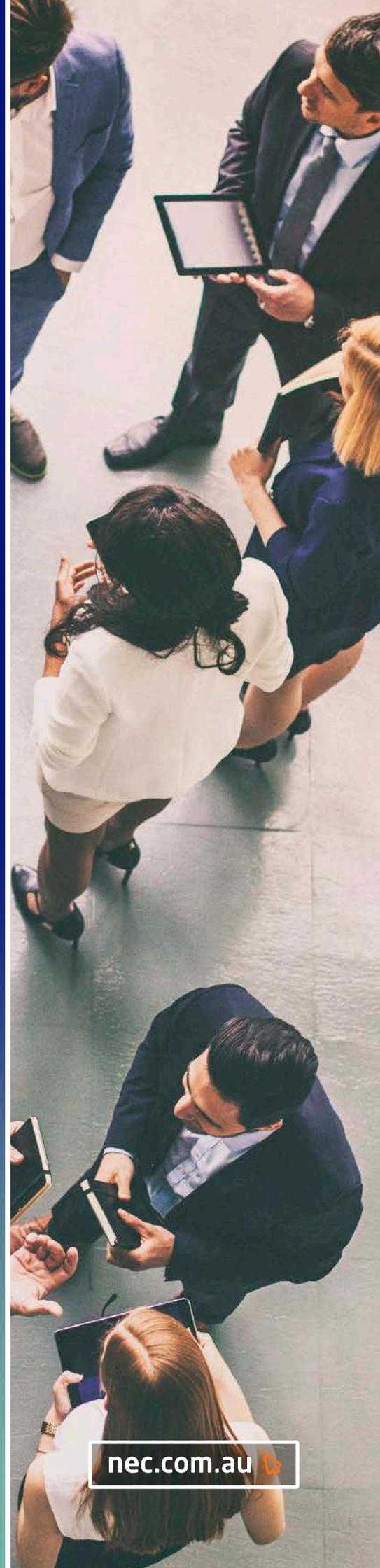


Privacy and Ethics Impact Assessment

Achieve privacy compliance, elevate your
brand reputation, minimise security risks
and truly understand your data's potential



Privacy and Ethics Impact Assessment

Disruptive technologies enable tremendous opportunity for businesses and organisations to become more innovative, more agile, responsive and mature in the way that they deliver services. With the fast-paced adoption of new technology and integral reliance on new solutions for business processes, the ramifications of their usage is usually second or third place.

As leaders and their organisations mature, new applications, devices, systems and algorithms raise unforeseen challenges related to privacy and ethical issues on a daily basis, as the usage of data becomes more frequent and commonplace. Privacy and data ethics entail a huge reputational and financial risk for organisations, as the reliance on new processes, technology and applications continuously grow.

Common Challenges

<p>01</p> <p>Classification of personal and sensitive data</p>	<p>02</p> <p>Risk of data mismanagement</p>	<p>03</p> <p>Lack of ethical infrastructure and governance frameworks</p>
<p>04</p> <p>Negative unforeseen impacts of a new solution</p>	<p>05</p> <p>Damage to company reputation and brand trust</p>	



Our Privacy Advisory Services

NEC Privacy and Ethics Impact Assessment (PEIA) is a holistic and flexible assessment tool that helps customers navigate their legal (data-privacy compliance) and ethical obligations in using technology responsibly, as well as managing technologies risk relating to data management and technology implementation.

NEC understands that every project is unique. Therefore, we fashion an approach that provides the highest likelihood of successfully delivering a project, with minimal or offset risk in the implementation phase of a product and/or solution.

We offer three assessment services, each with their own relevant methodologies needed to deliver the required outputs. Each service has a documented procedure to ensure that NEC staff follow standardised processes to provide a consistent, repeatable and auditable service.

These assessments can each be delivered individually, or they can also build on each other.



Preliminary Data Use Case Assessment

This service focusses on a simplified, preliminary assessment of a data use case comprising of personal and/or sensitive data.

The use case is assessed against privacy information legislation, indicating that the use case can continue to be developed by you or your organisation.

Ethics considerations and concerns to be highlighted for further investigation and consideration based on preliminary or preconceptual workflow plans. Interviews and informal site surveys may be required.





Privacy and Ethics Impact Assessment

This service expands the baseline knowledge of the Preliminary Data Use Case Assessment based on your business requirements and needs.

It consists of data discovery, classification, environment life-cycle examination (based on architecture designs and business requirements) and highlighted data cross over functions.

The assessment also covers operational impacts on privacy and ethics principles for the purpose of establishing compliance, risk identification and offsets (security and social value creation). Communication needs are assessed via stakeholder interviews.

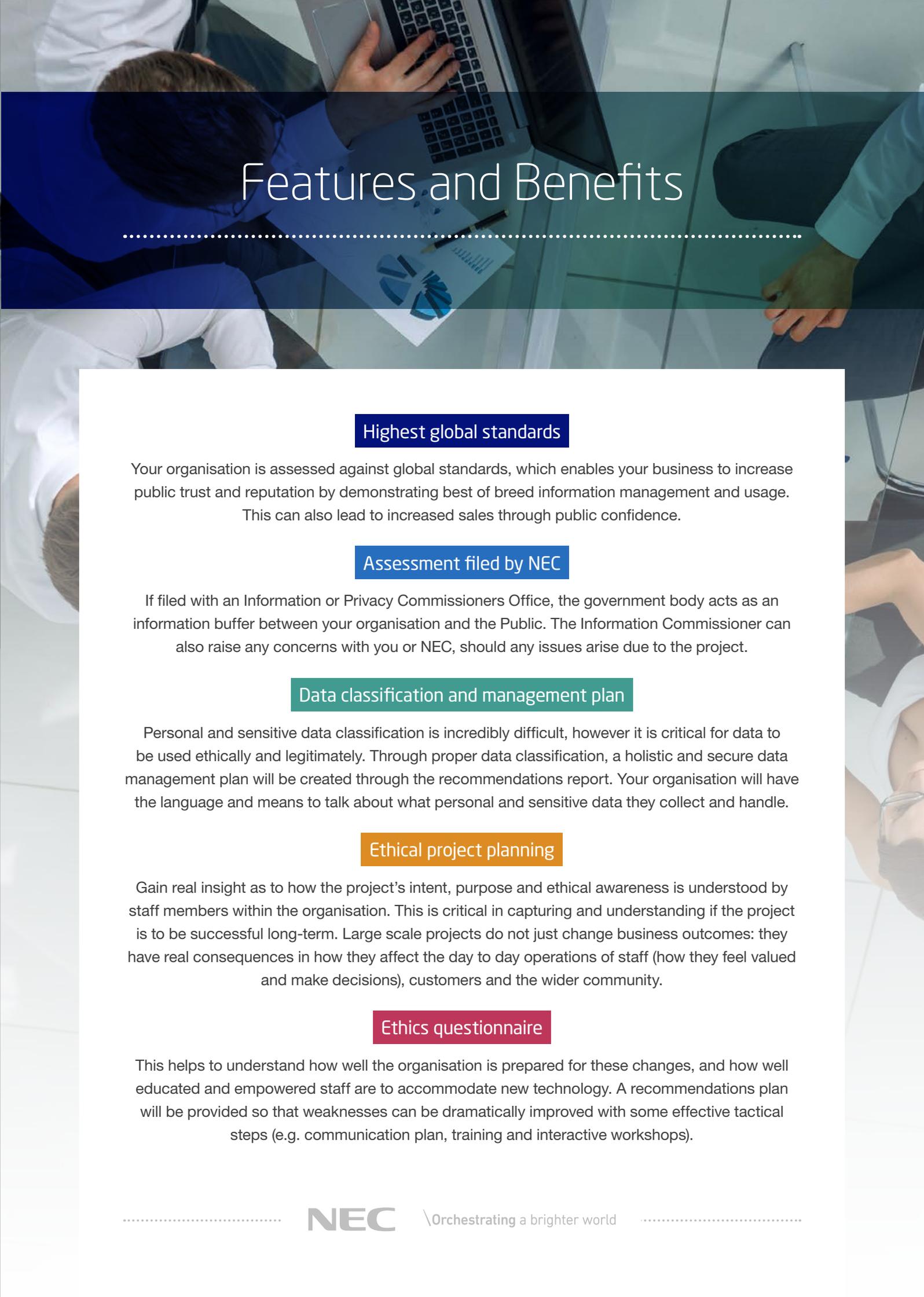
This service involves the exploration and audit of PEIA recommendations implementation. Stakeholder surveys can measure unintended privacy and ethics results, with recommendations updated as needed.

The exploration of the above allows for a comprehensive evaluation of the long-term effects and implications of personal and/or sensitive data use.

Business needs and technical environments are susceptible to change over time and therefore they must be assessed at appropriate intervals.



Privacy and Ethics Impact Assessment Audit



Features and Benefits

Highest global standards

Your organisation is assessed against global standards, which enables your business to increase public trust and reputation by demonstrating best of breed information management and usage.

This can also lead to increased sales through public confidence.

Assessment filed by NEC

If filed with an Information or Privacy Commissioners Office, the government body acts as an information buffer between your organisation and the Public. The Information Commissioner can also raise any concerns with you or NEC, should any issues arise due to the project.

Data classification and management plan

Personal and sensitive data classification is incredibly difficult, however it is critical for data to be used ethically and legitimately. Through proper data classification, a holistic and secure data management plan will be created through the recommendations report. Your organisation will have the language and means to talk about what personal and sensitive data they collect and handle.

Ethical project planning

Gain real insight as to how the project's intent, purpose and ethical awareness is understood by staff members within the organisation. This is critical in capturing and understanding if the project is to be successful long-term. Large scale projects do not just change business outcomes: they have real consequences in how they affect the day to day operations of staff (how they feel valued and make decisions), customers and the wider community.

Ethics questionnaire

This helps to understand how well the organisation is prepared for these changes, and how well educated and empowered staff are to accommodate new technology. A recommendations plan will be provided so that weaknesses can be dramatically improved with some effective tactical steps (e.g. communication plan, training and interactive workshops).

Features and Benefits

Risk scanning workshop

Your staff can make their solution or technology adoption more effective and successful, thanks to a methodological approach in assessing how exactly the solution could affect those most disadvantaged or vulnerable. Participation is a powerful indicator of the maturity of a business and their intent in playing a positive social role in the community. Both internal and external stakeholders should attend.

Competitive differentiation

Make your business stand out for all the right reasons. We know that data breaches and various types of misconduct reduce public trust and therefore also increase government regulation, therefore the more we can help make you an ethically driven company, not because you have to be, but because you want to be, you will stand out in the market place. However, it needs to be a genuine priority driven into the projects design and planning from the very beginning of its conception.

Organisational maturity

We know that the more mature an organisation is, the more prepared they will be to take ethics and pre-project planning seriously. It's an investment that helps ensure a project and solution (technology) will serve a company more fruitfully in the long-term (clients and community). By not adopting this approach, the organisation may rush through implementation only to find out that through the mishandling of data, that data crossover and repurposing constituted personal data and breaches of data privacy legislation.

Expert advice

Even when organisations are within their legal bounds to use data for a particular purpose, this intent can easily be misconstrued when data ethics have not been considered nor stakeholders consulted (internal or external) throughout the project's implementation cycle. NEC is able to help through the critical stages of technology implementation, so you can understand how ready staff are for business and technology changes to take place and can confidently explain the positive social value created to their clients and the public.

Providing local support to Australian organisations for more than 50 years

Why NEC

For 50 years, NEC Australia has been committed to creating technology that benefits the wider community. As part of that commitment, we design products with a 'privacy and ethics by design' approach, particularly when it comes to our biometric solutions and AI algorithm development. NEC has been member of the Biometric Institute globally for over 30 years and helped to draft the guide on ethical biometric usage.

Our expertise and experience enables us to best advise our customers on how to implement technology so that they receive the best outcomes possible for their investment – minimising harms and risks, including reputational damage that unfortunately happens when technological leaps are made too quickly (without much thought for the wider consequences).

Our principles for technology development and implementation drive our data ethics standards and are derived on the values set out in the [Universal Human Rights Declaration](#).



For more information on our Privacy and Ethics Impact Assessment:

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