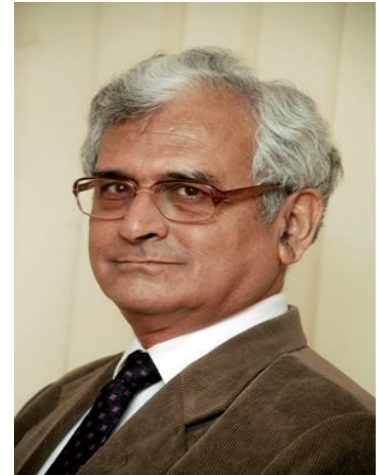




# January 28, 2015

## CEO Message

“Internet creates enormous vulnerabilities”, said US President Barack Obama while unveiling new proposals on consumer data protection. The year 2014 is being called the year of privacy breaches and rightly so, given the fact that data breaches have become the order of the day. The threat landscape is burgeoning at an astronomical rate. The Sony hack forced the entire world to stop and give data protection a serious thought. We have seen hacks against big-name retailers like eBay, Michael’s, and Neiman Marcus—plus hotels, online forums, and numerous other websites. American retail giant Target’s president and CEO, Gregg Steinhafel stepped down after the firm was struck with a massive data breach. Online services are employing ingenious and proactive measures to counter the threat of data breach; however cybercriminals are simultaneously creating new techniques and deceptive tactics that outpace such efforts. Even the most cyber-savvy organizations have found themselves exposed and ill prepared to manage the effects of data breach.



US president recently announced the ‘*Personal Data Notification & Protection Act*’ and Student Data Privacy Acts. These laws are aimed at safeguarding the data collected from consumers and students. The data collected is not to be sold to third party firms for profit.

European Union (EU) is all set to simplify its data protection in 2015. Unfortunately, the draft General Data Protection Regulation (GDPR) due to be passed by the European Parliament, will not make it any simpler for data processors in India. It is expected to be a burdensome for global data flows as per the current Directive. The Polish parliament also made amendments to its existing Act on Personal Data Protection. The amendments came into force from January 1, 2015.

At World Economic Forum (WEF) at Davos, the European commissioner called for a new UN agency for data protection and data security. He reemphasized the need for protecting confidential and personal information of citizens around the world. Edward Snowden’s revelations about the extent to which government agencies have been intercepting their citizens’ digital communications have pushed data protection high up the agenda at WEF this year. Furthermore, the new privacy laws came into effect in Australia last year. The amendments to the Privacy Act introduced a new and harmonized set of privacy principles. While there is still plenty of room for improvement, the new laws introduce some important steps in protecting privacy, particularly with the collection of data online. A pioneering bill protecting individual rights and freedoms on the web has been approved by Brazil’s Chamber of Deputies, in what is being seen as a significant step towards becoming law. Known as the ‘*Marco Civil*’ - or Bill of Rights - it enshrines freedom of expression, the right to privacy and the principle of web neutrality.



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Against the backdrop of increasing vulnerability of organizations and individuals, DSCI's work needs to be underlined. We are of the firm view that a robust regulatory framework is the need of the hour. We have worked in close collaboration with government agencies and industry representatives in order to strengthen the data protection regime of the country.

I am glad to report that **DSCI Certified Privacy Lead Assessor (DCPLA)** certification which was launched in 2013, to train privacy and security consultants has received a staggering response. To date 315 professionals are 'DCPLA trained' including those from Big 4 consulting firms, ISO assessing organizations, IT-BPM companies, banks and telecom service providers, manufacturing, which number to 110 organisations. We also partnered with the Big 4 - KPMG, Pricewaterhouse Coopers, Deloitte, Ernst & Young; and BSI, TuV and DNV to create Assessment Organizations (AOs) for auditing and assessing the implementation of privacy programs in organizations with a view to recommending them for DSCI Privacy Certification. It is very encouraging to see the response of organizations in telecom, banking and IT sectors to get themselves "DSCI Privacy Certified".

In 2014, DSCI launched the **DSCI Certified Privacy Professional (DCPP)**. The certificate is aimed at making professional and employees in general aware of the privacy principles and regulations for compliance for data privacy in all the sectors of economy and e-governance, besides the IT-BPM industry. This is the need of the hour as we embark on the Digital India vision. DCPP and DCPLA along with DSCI Program for certifying privacy implementation will take privacy to the level that is befitting our status as a growing economy, benefitting from ICT, and in line with the regulatory requirements under the IT Act.

I look forward to your enduring support to make India cyber secure, where data privacy is respected.

**Dr. Kamlesh Bajaj, CEO, DSCI**



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