



# Pulling It All Together- Building and Protecting Your Brand Online

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Privacy by Design

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# It's All About Brand

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- How do you measure ROI on privacy?
- What's the ROI on safety and security?
- How do you communicate your best practices commitment and leadership?
- What does it take to recover from a data breach?
- What's the cost of losing your stakeholder's trust?

# Thinking About Privacy in a New Way

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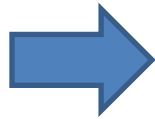
- ✓ Not being on the front page of the Wall Street Journal for the wrong reason
- ✓ Not losing a competitive edge to your rivals
- ✓ Being able to attract investors
- ✓ Being able to attract sponsors and advertisers
- ✓ Creating a new marketing message
- ✓ Maintaining your customers' and users' trust
- ✓ Avoiding governmental scrutiny and disasters
- ✓ Protecting and establishing your trusted brand

# Conveying and Promoting Trust

PRIVACY



BEST PRACTICES



KIDS



SAFETY

