

Nymity produces the world's leading compliance knowledgebase and alerting service for privacy and data protection. Hundreds of organizations around the world use the controls-based checklists that are produced daily by Nymity's dedicated in-house research team consisting of privacy lawyers and former Chief Privacy Officers. The daily alerting service includes controls-based checklists for new laws, codes, case law, regulators' actions, best-practices, legal opinions and regulators' guidelines. The knowledgebase provides the comprehensive history of all reference material produced, plus additional compliance resources.

The Privacy by Design principles are an integral part of Nymity's research methodology. For example, principle "1. Proactive not Reactive" is a cornerstone of Nymity's research methodology. For organizations to be proactive, they need to stay informed of new risks and controls identified in new laws, codes, case law, regulators' actions, best-practices, legal opinions and regulators' guidelines. Nymity's research team updates our knowledgebase every day with new developments in privacy. The knowledgebase in turn produces alerts, again every day, based on subscribers' specific alerting preferences enabling them to stay informed proactively not reactively.

A second example would be principle "3. Privacy Embedded into Design" where Nymity's research methodology focuses on helping organizations enable privacy into operational processes. To do so, Nymity's research methodology produces controls checklists for operational processes that detail all the positive-sum controls an organization can select from. Using these checklists, organizations implement privacy into their operational practices thus benefitting from principle 3.

Ultimately, the value of Nymity's research methodology is best summed up in principle number "4. Full functionality – Positive-Sum, not Zero-Sum". Nymity's research methodology is designed to enable operations when implementing privacy controls, not place restrictions on the organization's practices. All too often, organizations are placing unnecessary restrictions on operation practices due perceived compliance requirements. Nymity's research methodologies enables organizations to attain compliance without restricting business and they ultimately achieve principle number 4.

Using the Privacy by Design principles has been a huge benefit to Nymity as it allowed Nymity to create a research methodology that truly helps organizations maintain compliance in a proactive, cost-effective manner. Nymity has grown at over 40% per annum over the last five years since we first incorporated the Privacy by Design principles into our research methodology. This has helped us grow our customer base and become the world's leading compliance and alerting system for privacy and data protection. Visit www.nymity.com to learn more.