



GUEST SPEAKER

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Data Protection Trends & Its  
Effect on the Church's Operations



# DATA PROTECTION GLOBAL TRENDS

1-

- **AGGRESSIVE ENFORCEMENT OF PRIVACY REGULATIONS**

- In 2023, GDPR violations cost companies over 2 billion Euros
- More countries are enacting data protection laws

2-

- **INCREASED FOCUS ON CHILDREN'S PRIVACY**

- Most of the fines against Meta, TikTok & X (formerly twitter) have stemmed from mishandling children's data

3-

- **AI POLICY AND GOVERNANCE**

- With the widespread popularity of AI, has come increased concerns about the effects on data privacy and lack of comprehensive regulations
- There are serious concerns about AI tools using personal data of individuals without their consent to train AI models

# DATA PROTECTION GLOBAL TRENDS

4-

- **GROWING AWARENESS OF PRIVACY RIGHTS AMONG CONSUMERS**

- Companies like Apple and Duck Duck Go are contributing to consumer's growing awareness data privacy
- Users today are increasingly exercising their Data Subject Access Rights

5-

- **DATA PRIVACY MUST BE AT THE FOREFRONT IN DEVELOPING YOUR DIGITAL STRATEGY**

- Ever increasing cybersecurity threats, increasing and stricter data protection laws and regulations, and expansion of AI scrutiny on privacy, highlights the need for strong data protection measures as a priority consideration

# 137 OUT OF 194 COUNTRIES HAVE LEGISLATION

**71%**  
COUNTRIES WITH  
LEGISLATION

**9%**  
COUNTRIES WITH  
DRAFT LEGISLATION

**15%**  
COUNTRIES WITH  
NO LEGISLATION

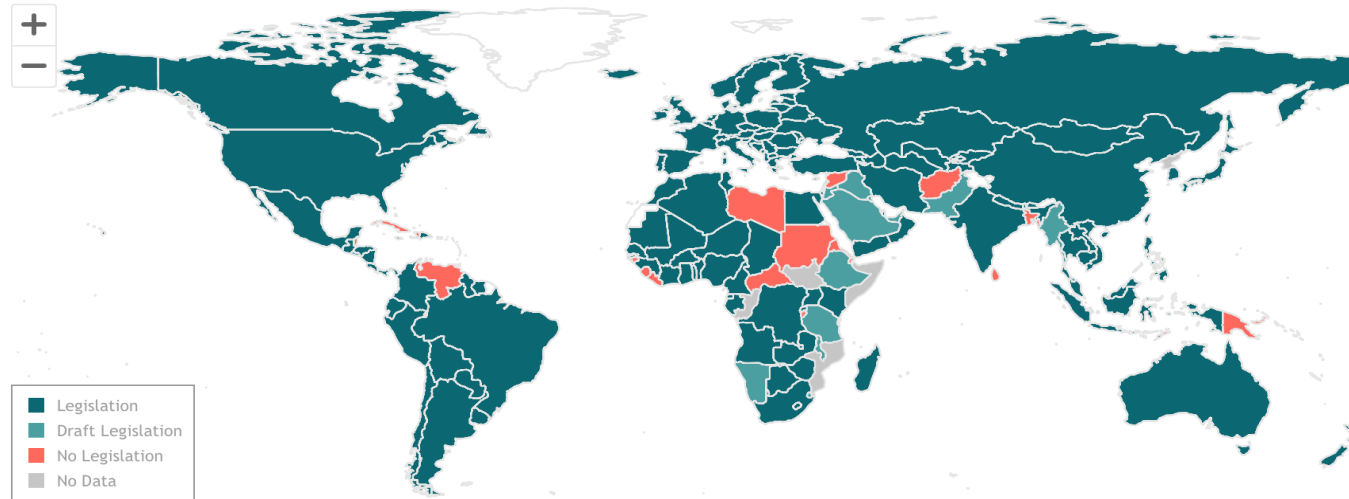
**5%**  
COUNTRIES WITH  
NO DATA

Select a country ▾

Select a region ▾

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## Data Protection and Privacy Legislation Worldwide



Source: UNCTAD, 14/12/2021



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# SAMPLE OF THE STRICTEST DATA PRIVACY LAWS AROUND THE WORLD

## EU GDPR

- non-compliance and data breaches can result in fines of as high as 20 million euros or 4% of global annual revenues

## Brazil LGPD

- Maximum fines for violation of the law is \$50 million Brazilian real

## THAILAND PDPA

- Data subjects have the right to launch civil lawsuits. Criminal penalties can also be levied which include prison sentences

# SAMPLE OF THE STRICTEST DATA PRIVACY LAWS AROUND THE WORLD

## South Africa POPIA

- Failure to comply with the requirements of the law can result in a maximum penalty of a fine of 10 Million South African Rand and/or imprisonment of up to 10 years

## Australia Privacy Act

- Significant controls are granted to data subjects, commission- can initiate investigations without a complaint and conduct privacy assessments and monitor compliance

# SHARED THEMES AND PRINCIPALS OF PRIVACY LAWS

Consent

```
graph TD; A[Consent] --> B[Purpose Limitation]; B --> C[Data Minimization]; C --> D[Individual Rights];
```

Purpose Limitation

Data Minimization

Individual Rights

## RESPONSIBLE INTEGRATION OF AI IN SEO

- **Transparency and Disclosure:** Be transparent about generative AI use
- **Accuracy and Integrity:** Use a human-led approach for long-form content creation
- **Originality and Usefulness:** AI should not be solely relied upon for content creation
- **Compliance with Guidelines:** Follow ethical standards and search engine guidelines
- **Safety and Privacy:** Assess technologies before launching and continue monitoring after release.
- **Respect Intellectual Property:** Ensure AI-recommended content is original and not taken from elsewhere





# PRIVACY CONCERNS RELATED TO GENERATIVE AI

- **Minimize the amount of data collection:** Prioritize data minimization
- **Obtain consent from your users:** Always ask for consent from your users before collecting or processing their data.
- **Anonymize the user data:** Anonymize any personally identifiable information shared with the generative models
- **Complying with data protection regulations:** Ensure compliance with privacy laws and stay informed of any changes or amendments.
- **Conduct privacy impact assessments:** Regularly monitor your data handling practices and conduct impact assessments.
- **Implement data security measures:** Make sure that you have proper data security controls and measures in place.



# SAMPLE GUIDELINES FOR THE USE OF GENERATIVE AI TOOLS



- PROTECT CONFIDENTIAL DATA
- REVIEW CONTENT CAREFULLY BEFORE PUBLICATION
- UPDATE AND ADHERE TO EXISTING POLICIES
- BE VIGILANT AND ALERT FOR PHISHING
- GENERATIVE AI TOOLS SHOULD BE VETTED BY NON-INTERESTED PROFESSIONALS BEFORE ACQUIRING THE TOOL

# DPO ROLE IN THE GC

## (DPO) as an Inspector General:

- **Compliance Oversight:** Ensures the organization adheres to data protection laws
- **Independent Authority:** Acts autonomously of the IT department; works cooperatively with IT
- **Audits and Risk Mitigation:** Conducts regular audits
- **Regulatory and Individual Contact:** Serves as the primary liaison with law enforcement and government agencies



# DATA PROTECTION TOP TASKS

- Access Control
- Regular Security Audits
- Incident Response Planning
- User & Leadership Training and Awareness
- Compliance Monitoring
- Data Subject Request
- Data Mapping
- Data Classification and Handling
- Privacy Impact Assessments (PIAs)
- Data Breach Response
- Vendor and Third-Party Risk Management

# **BIGGEST GAP IN MANY CHURCH ORGANIZATIONS**

- **Privacy Impact Assessments (PIAs):**
  - **Risk Identification**
  - **Compliance Assurance**
  - **Mitigation Strategies**
  - **Stakeholder Confidence**
  - **Preventative Action**
  - **Transparency and Accountability**

# CLOSING

“Be shepherds of God’s flock that is under your care, watching over them—not because you must, but because you are willing, as God wants you to be; not pursuing dishonest gain, but eager to serve”

1 Peter 5:2