

**PILLAR OF  
COMPLIANCE:  
BUILDING A  
PRIVACY CULTURE**



**ASCPD**

Asociația Specialiștilor în Confidențialitate  
și Protecția Datelor

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**Decalex**  
entrepreneurial understanding



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## First pillar of compliance: Building a privacy culture

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**Cristiana Deca**  
Data protection expert,  
Vice President of ASCPD  
Romania

# Building a privacy culture

Why is important to build a  
privacy culture

How to build a privacy  
culture

Return of investment of a  
privacy culture

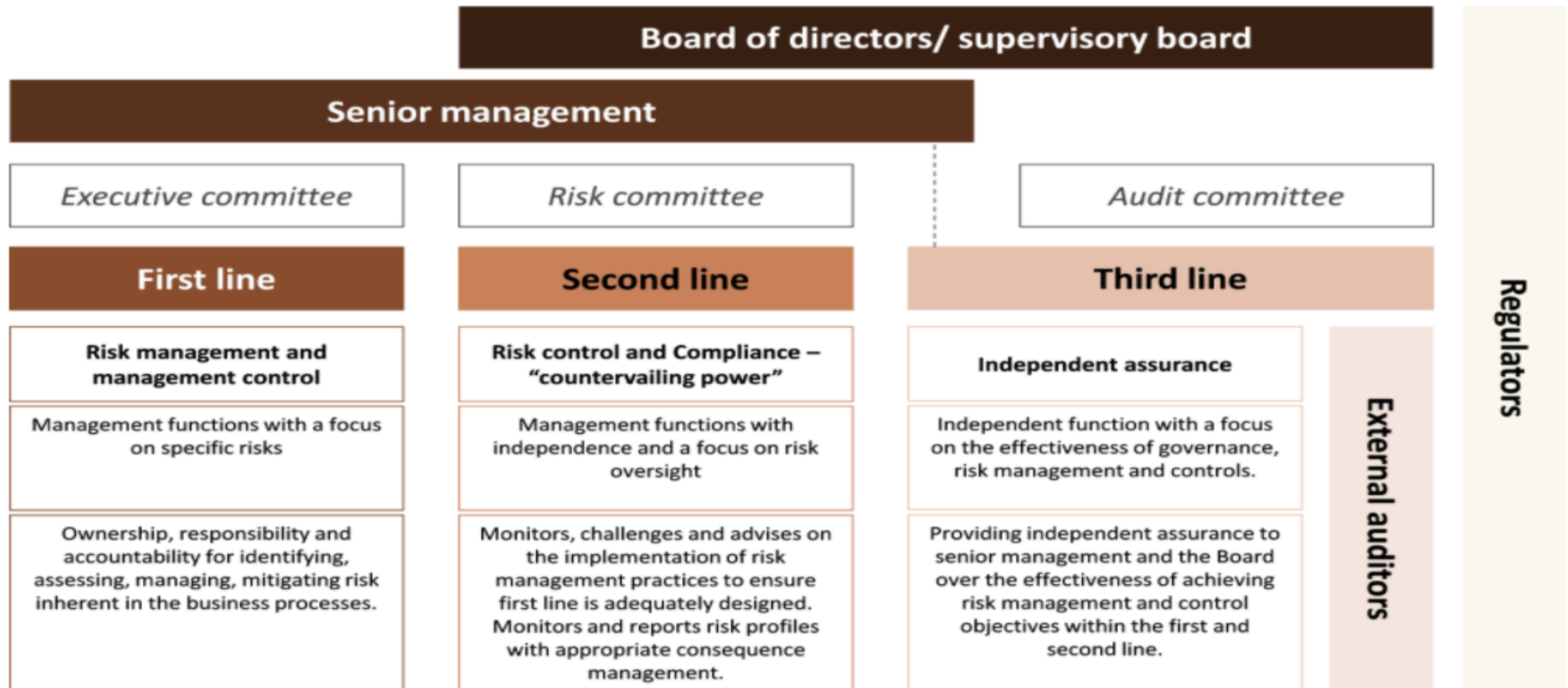
# The 3 pillars of a privacy culture

1. Data ethics

2. User Experience  
focused

3. Personal data as a  
business enabler

# What do we achieve inside the company by building a privacy culture?



## Take aways

A privacy-first culture comes from the top down

Trust takes time to build, but can be lost in an instant

Privacy teams are the new influencers



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