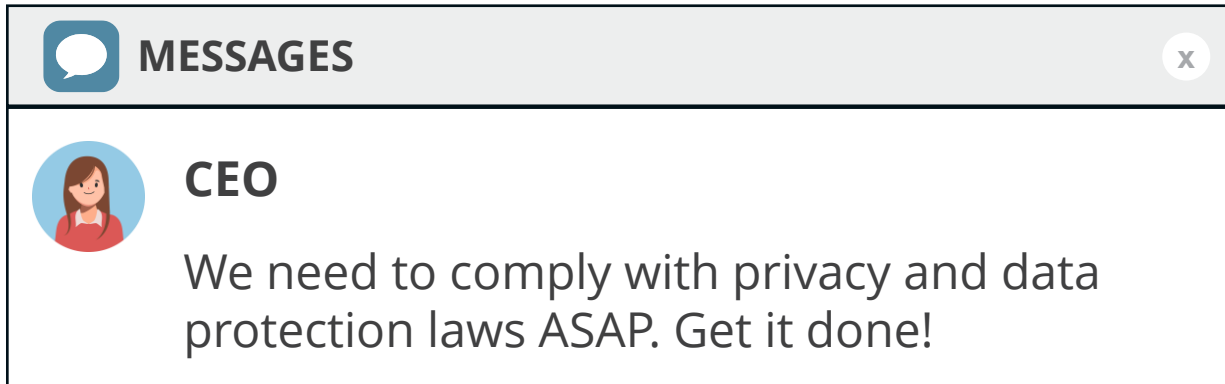




Privacy Program Management Guide

PRIVACY PROGRAM MANAGEMENT



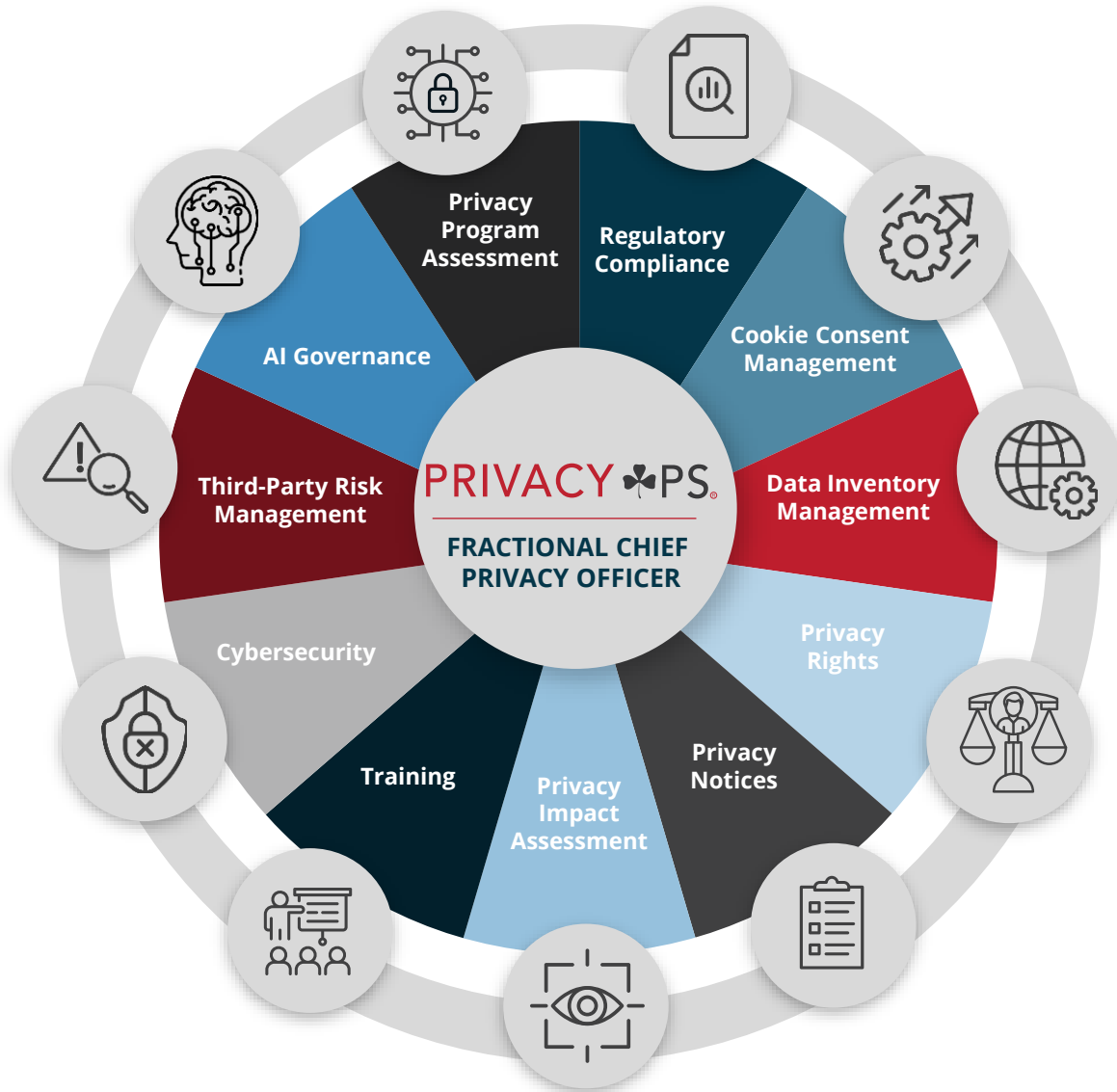
There are tons of places you can find information on what you need to have for a successful privacy program. Many fewer details are available on how to do this, however.


This guide aims help you understand the who, when, where, and how of privacy programs as they are connected to our Privacy 🍀 PS® framework.

OKAY, BUT



Red Clover's Privacy PS[®] Framework



The Red Clover Privacy  PS[®] framework outlines the critical elements to include in a privacy program to build and maintain trust and comply with privacy, data protection, and AI laws.





NOTES

Empty box for notes.

When:

- At conception
- When a new law is passed
- Mergers and Acquisitions

Who:

- Privacy team
- Privacy consultants

Where:

- All systems that interact with personal information

How:

- Check out our [2025 Privacy Program To-Do List!](#)



NOTES

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When:

- Regular cadence, e.g., annually
- Upon change in processing

Who:

- All business units with privacy team support and direction

Where:

- All systems, projects, processes that interact with personal information

How:

- Check out our [Data Inventory Roadmap!](#)





Regulatory Compliance

When:

- Consistent maintenance
- Extra focus when new laws get passed

Who:

- Privacy team
- Legal counsel

Where:

- Internal policies, procedures
- Public-facing disclosures (privacy notice, consent mechanisms)

How:

- Check out our [US State Privacy Law Comparison Guide!](#)

NOTES



Privacy Notices

When:

- Regular cadence, e.g., annually
- Upon change in processing
- Upon change in legislation

Who:

- Privacy team
- Legal counsel

Where:

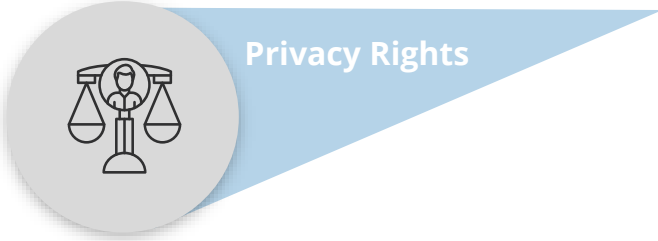
- Anywhere you collect personal information

How:

- Check out our [Privacy Notice Roadmap!](#)

NOTES





When:

- Anytime you collect personal information

Who:

- Privacy team
- Information technology team

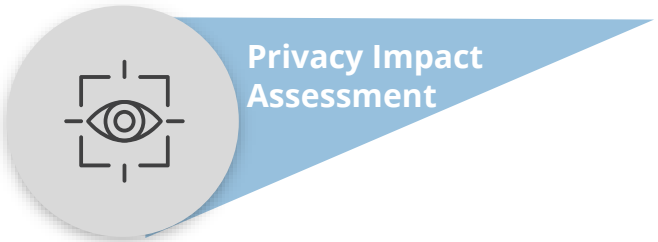
Where:

- Anywhere you collect personal information, especially online and from consumers

How:

- Check out our [Privacy Rights Roadmap!](#)

NOTES



When:

- At conception of a project or product
- Prior to implementing new technology
- When processing involves sensitive personal information
- See jurisdictional legal obligations

Who:

- Business units with the support of the privacy team

Where:

- Templated privacy impact assessment
- Purpose-specific technology

How:

- Check out our [Privacy Risk Assessment Business Guide!](#)

NOTES





Third-Party Risk Management

When:

- Prior to sharing personal information with a third party
- Regular cadence depending on risk
- Contract changes or renewals

Who:

- Privacy team
- Legal counsel

Where:

- Third-party contracts that involve the sharing or access of personal information

How:

- Check out our [Third-Party Risk Management Guide!](#)

NOTES



Cybersecurity

When:

- Consistent management, testing and updates

Who:

- Information security with the support of privacy where personal information is impacted

Where:

- All systems that contain company data

How:

- Read Jodi Daniels [IAPP article - Privacy & Security: Better Together](#)

NOTES





Cookie Consent Management

When:

- Any time tracking technologies are employed

Who:

- Privacy team
- Web team
- Marketing team
- Information technology

Where:

- All online platforms, e.g., websites, apps

How:

- Check out our eBook: [Comprehensive Guide to Cookie Governance!](#)

NOTES



Training

When:

- Onboarding
- Regular cadence, e.g., annually
- Frequent awareness touchpoints

Who:

- Privacy team
- Human resources

Where:

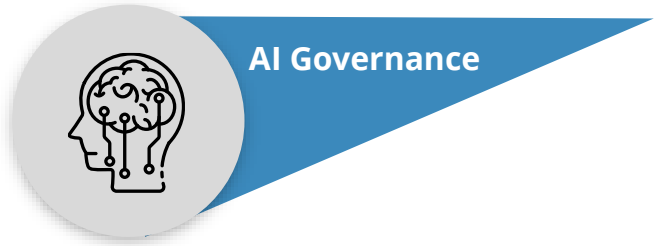
- Anywhere you can! E.g., company newsletter, splash pages, posters, structured learning platforms, etc.

How:

- Check out our [Privacy Training Business Guide!](#)

NOTES





When:

- Any time AI tools and systems are used to process company data

Who:

- Privacy team
- Information governance
- Information technology

Where:

- All tools that employ AI for internal purposes or to engage with consumers

How:

- Check out our [AI Governance Roadmap!](#)

NOTES

Empty box for notes.

**NEED MORE HELP?
WONDERING HOW YOU CAN GET IT ALL DONE?**

Our team of privacy experts can help you with implementation, guide you through best practices, strategies, and tactics.

Contact us for a consultation



PRIORITIZE YOUR PROGRAM

We know... It's a lot. But you don't have to eat the whole elephant in one bite! Human and financial resources—as well as know-how—have a huge impact on how quickly and how well privacy gets done.

1 OUTWARD-FACING



Tackle the things that are highly visible to consumers and regulators first. If you don't have your policies, procedures and automations ready, you can manage anything that comes up on case-by-case basis.

2 HIGH-RISK PROCESSING



Process sensitive personal information or children's information? Understand your obligations around this data and get your house in order. Not only is this important to avoid enforcement, but it's also your ethical responsibility.

3 DATA INVENTORY



The basis of any successful privacy program is knowing your data and what you do with it. Documenting your program without this knowledge will have you doing a lot of work twice! Start with a high-level inventory and get better as you go.

4 DOCUMENT YOUR PROGRAM



Create policies and procedures that document the privacy work you do. This includes privacy impact assessment templates, recordkeeping systems and metrics. Collect all your documentation in one place accessible to anyone who needs to reference it.

5 TRAINING



Once your program is created, you need to tell people about it. Create role-specific training based on your new policies and procedures. Prioritize teams that are heavy data users and that have direct communication with your customers..

6 ITERATE



Privacy is never set-it-and-forget-it! Plan to regularly update your policies and technology based on changes in laws, standards and your business practices. Ensure your program is effective, and your technology is working as intended.



DOWNLOAD OUR VALUABLE PRIVACY RESOURCES

From our Data Inventory Template to our 2025 Privacy Program Checklist and Ultimate Privacy Sketchbook you'll get the tools you need to build, manage, and enhance your privacy program with confidence. [Download our complimentary resources today.](#)

