Top Five Privacy Predictions for 2020

Read on to find out what top five trends we see bubbling up in data privacy regulation for 2020.

Our relationship with data in technology has evolved dramatically over the past 20 years, from the rise of cloud computing and artificial intelligence to machine learning and big data in recent years.

As the systems have become more complex and the lines around ownership more blurred, the explosion in data collection - not just the volume but also the variety and velocity of data - has led to some major security and privacy concerns.

While we've made headway with the data privacy regulations that exist today, we shouldn't be surprised if consumers demand more. As we head into a new decade, 2020 will be the year that data privacy regulation finally takes off and the government begins to put stakes in the ground for a national privacy framework.

Here are the top five trends we predict for data privacy regulation in 2020.

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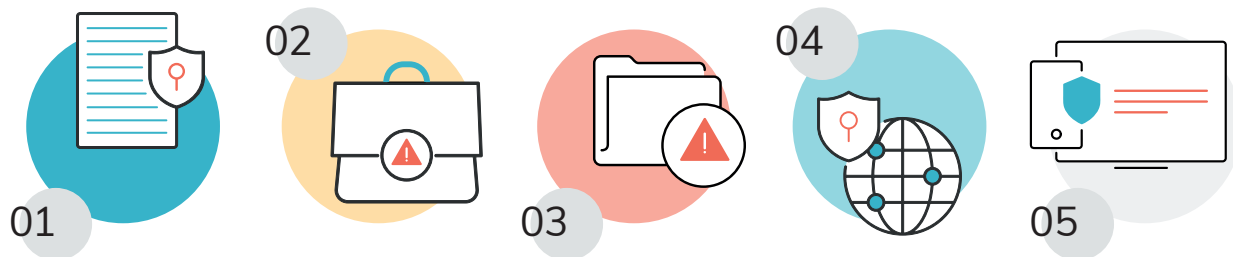
CCPA sets the standard

After CCPA (the California Consumer Privacy Act) goes into effect on January 1, 2020, consumers in other states will expect the same rights as consumers in California have been given with the regulation.

In this way, CCPA will define expectations for consumers across the country, and other states will be forced to follow suit. Microsoft's recent announcement that it will honor CCPA privacy rights throughout the United States could be just the spark the industry needs.

Want to know more?

Find out how our customer, NoRedInk, ensures sustained compliance.

Learn more at: datagrail.io/customers

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Businesses lash back

The stringent rules of CCPA and steep fines for lack of compliance have already spurred a backlash, and that backlash will only gain momentum in 2020.

Not only is the up-front investment required to achieve and maintain CCPA compliance significant, but also the prospect of complying with CCPA as well as other state-led regulations (which likely will have different rules) is potentially financially impossible for smaller businesses. Fifty-one of the nation's top CEOs have already written an open letter to Congress (https://s3.amazonaws.com/brt.org/BRT-CEOLetteronPrivacy-2.pdf) urging them to enact Federal privacy regulations to respond to this issue, but the challenge is making sure the regulation isn't watered down to the point where it doesn't have the "teeth" consumers expect.

Learn more

Download this Cost of Compliance Report

We surveyed 300+ privacy professionals to understand the impact of regulations on their teams.
datagrail.io/reports

States and Feds get serious

We expect to see a real move toward data privacy regulation in 2020, both in state-led regulations and, as mentioned above, in a push for an all-encompassing Federal data privacy bill.

In fact, we might even see one of the 2020 Presidential candidates make privacy a part of their platform. The effort will be a boon for businesses attempting to comply with the many different regulations, and it's already underway thanks to bills introduced in the US Senate by Ron Wyden (D-OR) (https://www.wyden.senate.gov/news/press-releases/wyden-releases-discussion-draft-of-legislation-to-provide-real-protections-for-americans-privacy) and Anna Eshoo (D-CA) and Zoe Lofgren (D-CA) (https://eshoo.house.gov/news-stories/press-releases/eshoo-lofgren-introduce-the-online-privacy-act). While passage of the bill will be a multi-year effort, 2020 will be the year it gains a foothold as a national issue.

Did you know...

DataGrail's 150+ pre-built connectors work with systems you use daily, like Okta, Salesforce, Marketo, Mailchimp, Hubspot, etc., powers your privacy program and keeps you continuously compliant.
https://datagrail.io/platform

Brands expect built-in privacy

Gartner proposed that by 2022, half of our planet's population will have its personal data protected under local privacy regulations in line with the GDPR, up from 10% today.

In 2020, consumer brands will begin to expect that the technology solutions they implement will be designed with regulatory-compliant privacy functionality built in from the ground up. This means that the tech companies that prioritize privacy will gain a significant competitive advantage.

Want to know more?

Read 'Why Does My Company Need a Privacy Policy?' from our blog.

Learn more at:
datagrail.io/blog

Technology providers prioritize privacy functionality

Consumer-facing businesses will demand that their software vendors include privacy built-into their products.

As a result, we'll see a move by software providers to market the privacy features included in their software.
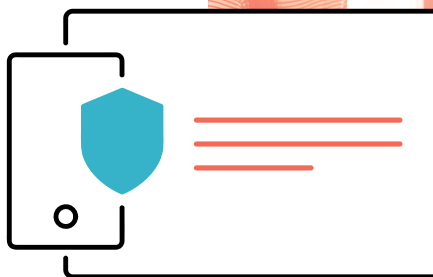
Did you know...

Okta recently partnered with DataGrail to offer Okta customers a privacy management tool within their platform
Read more at:
https://www.okta.com/partners/datagrail/

All in all, 2020 should be a big year for both data privacy regulations and technology solutions that help businesses gain and maintain compliance.

After years of disparate and disconnected efforts to improve the privacy of consumer data, the industry has come to a tipping point and the need for a unified, national privacy framework can no longer be ignored. CCPA will lead the way.

Request a demo of DataGrail's Privacy Platform to simplify compliance with GDPR, CCPA, Nevada's SB 220, and future privacy regulations.

datagrail.io/demo