

Checklist

How to balance data privacy and analytics?

- Enforce data minimization**

Only collect what you need. On average, between 60% and 73% of data within an enterprise goes unutilized for analytics (source: Forrester)
- Compartmentalize data**

Ensure clear separation between data collected for product-related purposes and data collected for analytics to guarantee security and accuracy.
- Ensure data pseudonymization**

Mitigate the risk of data breach and align with regulations by ensuring that all personal information within analytics data is pseudonymized through robust hashing and salting techniques.
- Apply data generalization**

Whenever feasible, generalize data so that specific information is represented in broader categories, thus reducing granularity and ensuring individuals cannot be personally identified.
- Train and educate employees**

Empower your organization with proper training and create an internal culture of privacy-first practices.
- Consider privacy-friendly alternatives**

Prioritize second-, first-, and zero-party data, and explore alternatives such as Privacy Enhancing Technologies (PETs)
- Provide a clear path to DSAR**

Implement an easy, transparent process to receive and respond to privacy requests.
- Future-proof for privacy audits**

Make sure proof of consent is saved using a Consent Management Platform (CMP).
- Promote transparency and Privacy UX**

Communicate clearly and transparently with your users about the purposes of data collection.