

NIST Privacy Framework

A Tool for Improving Privacy through Enterprise Risk Management

Why a Privacy Framework

The challenge

It is a challenge to design, operate, or use technologies in ways that are mindful of diverse privacy needs in an increasingly connected and complex environment. Deriving benefits from data while simultaneously managing risks to individuals' privacy is not well-suited to one-size-fits-all solutions.

Why good cybersecurity doesn't solve it all

While good cybersecurity practices help manage privacy risk by protecting people's data, privacy risks also can arise from how organizations process data to meet their mission or business objectives.

Addressing the privacy challenge

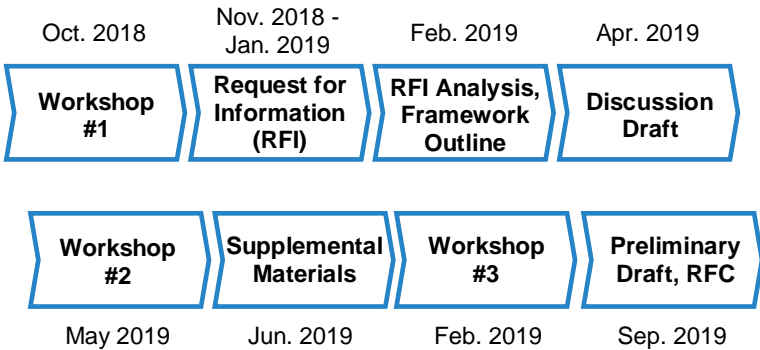
The National Institute of Standards and Technology (NIST) is developing a voluntary privacy framework to help organizations with:

- Building customer trust by supporting ethical decision-making in product and service design or deployment that optimizes beneficial uses of data while minimizing adverse consequences for individuals' privacy and society as a whole;
- Fulfilling current compliance obligations, as well as future-proofing products and services to meet these obligations in a changing technological and policy environment; and
- Facilitating communication about privacy practices with customers, assessors, and regulators.

NIST's Collaborative Process

NIST has a long track record of collaborating with stakeholders to develop guidelines and standards, including through the development of the *Framework for Improving Critical Infrastructure Cybersecurity* (Cybersecurity Framework).

To date, NIST has collaborated with stakeholders representing a broad diversity of sectors, including information technology, financial, government, civil society, healthcare, education, cybersecurity, identity management, retail, transportation, telecommunications, and energy.



Preliminary Draft of the Privacy Framework

The Preliminary Draft is modeled after the structure of the Cybersecurity Framework to facilitate the use of both frameworks together.

It provides a catalogue of privacy protection activities and outcomes, as well as a common language for communicating privacy risk, in order to enable organizations to bring privacy risk into parity with their broader enterprise risk portfolio.

The Preliminary Draft is designed to enable organizations to manage privacy risks through a prioritized, flexible, outcome-based, law-agnostic, and cost-effective approach in order to be most useful to a broad range of organizations and facilitate widespread adoption.

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