

*Rachel*

One of the  
RSM team

Many businesses underestimate the amount of personal and sensitive information, or consumer data they may hold and the various regulations that surround collecting, securing, using, sharing, and storing this data.

**Ease your data protection compliance headaches with ease.**

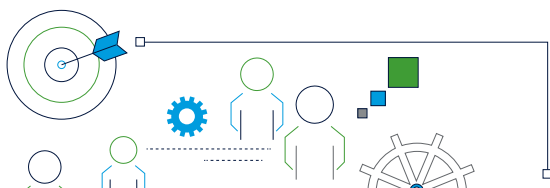
# Privacy and Data Protection

Data is king in the present day. Many businesses underestimate the amount of personal and sensitive information, or consumer data they may hold and the various regulations that surround the management of this data through its lifecycle.

Digital advancements have resulted in personal and sensitive information, and consumer data being readily available around the world. This data can be collected and stored within seconds via websites, email systems, collaboration platforms and business applications. Organizations must be considering the ways in which they are collecting, storing, securing, using, sharing, archiving, and destroying this data.

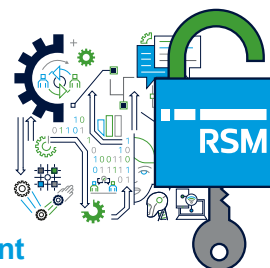
The Indonesian Law on Personal Data Protection (UU PDP) has been ratified in October 2022. Failing to meet this regulatory requirement can result in fines up to 2% of annual revenue.

It is important for organizations to proactively protect personal and sensitive information and consumer data by continually reviewing the legislative landscape, contractual obligations, and customer expectations to verify their privacy and safeguarding programs. With data privacy laws constantly evolving, it's paramount for businesses to be vigilant in assuring they are complying with these regulations and appropriately managing data throughout its lifecycle.



Based on RSM's experience, many organizations are collecting much more data than they need and are retaining this data indefinitely. Further, many organizations are not compliant with relevant privacy laws and regulations. We understand the complexities related to these regulations and how they can affect your business.

**Wherever you are at with your privacy and data protection journey, RSM can help.**



## Privacy Gap Assessment

A privacy gap assessment can identify the key areas of non-compliance by assessing your existing practices against the requirements. This assessment highlights your privacy compliance efforts and provides key outcomes for uplift and management of privacy risks and compliance.

## Privacy Advisory

RSM provides advice to help you develop or optimize your privacy compliance framework to protect personal and sensitive information and/or consumer data, including the development of a fit for purpose roadmap to increase privacy maturity over time.

## Privacy Governance Review & Development

RSM can support the update of your existing privacy and data protection policies and/or development of new policies to meet the requirements of privacy and data protection law and regulations.

## Security Incident Response Planning

It is paramount for an organization to have a response plan which includes the relevant notification requirements for a data breach. UU PDP require prompt data breach notification by no later than 72 hours and in certain cases require notification to public regarding failure of personal data protection. RSM can develop and refine your security incident response plan to meet this requirement.

Contact us for further information.

**RSM Indonesia**

T: +62 21 51401340 | E: [inquiry@rsm.id](mailto:inquiry@rsm.id)  
[rsm.id](https://www.rsm.id)