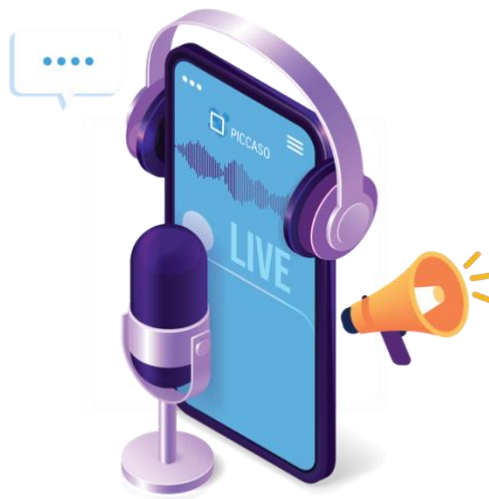




# Privacy & Security Insights with **PICCASO**



## The Role of Privacy in ESG

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# The Role of Privacy in ESG

In the evolving landscape of Environmental, Social, and Governance (ESG), the role of privacy has emerged as a crucial and underappreciated pillar. The escalating volume of data, coupled with the rapid advancement of generative AI, has elevated privacy, data protection, and storage into the realm of ESG concerns. As organisations undergo digital transformations, the impact of these issues grows, necessitating a paradigm shift in the ESG revolution.

Privacy aligns with each facet of ESG—

**E - Environment** - More data means a larger carbon footprint. More automation, audits and rationalisation mean less data and a lower carbon footprint.

**S - Social** - Good data governance gives individuals better control, drives greater transparency, and boosts trust, brand value and personal accountability.

**G - Governance** - Mature data governance programs, including better handling of data subject rights, strengthening compliance, as well as risk and control management.

ESG reports, increasingly pivotal for stakeholders assessing non-financial performance, could be significantly bolstered by addressing privacy and data protection issues. Organisations can enhance their ESG ratings by embracing privacy principles and implementing mature privacy programs. Metrics calibration involves emphasising data minimisation, privacy by design, transparency, and comprehensive training programs.

However, a critical need exists for global privacy ESG standards that surpass existing frameworks. These standards should incorporate quantitative measures reflecting key data privacy performance indicators, supplemented by qualitative assessments. Industry leaders must proactively advocate for privacy at the executive level, integrating privacy principles into ESG ratings. The establishment of a new global privacy ESG standard, accompanied by a consistent approach to privacy ratings, can serve as a market differentiator, promoting a sustainable and responsible approach to data governance.

**EPISODE 10 PODCAST**  
**THE ROLE OF PRIVACY**  
**IN ESG**  
**JULIA BONDER-LE BERRE**

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## About us:

PICCASO is a UK based global facing non-for-profit privacy special interest group, led by seasoned volunteers who are senior leaders in privacy and data protection.

The primary aim of PICCASO is to create a community of professionals that share the value of exchanging 'know how', insights, clarity and explanation on specific privacy and data protection topics designed to distinguish between legal requirements, operational implementation, and strategic objectives, with the aim of greater understanding in how to achieve optimal outcomes based on good practice and thought leadership.

The PICCASO community is drawn from across the UK, Europe, and beyond, and from all industry sectors.

## Contact us:

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