

Charting course on privacy

Lauren Ervin is changing the way companies talk about data privacy. Her unique approach to forging relationships and championing privacy has supported **Compass** in becoming one of the most trusted brands in real estate.

In this spotlight, we share Lauren's guidance for fellow privacy professionals working on building cross functional buy-in for privacy.



Compass

DataGrail user since: 2023

Industry: Real Estate

Data Privacy Hero Awards Nominee

Five tips for growing a sustainable privacy program

1. Set your privacy north star

To avoid an adversarial relationship between compliance and the rest of the business, privacy teams need to be understood as a true partner. Instead of colleagues reaching out only to ask for permission or fix problems, they should want to include you as a collaborator from the beginning.

Start by setting goals that deeply align with the business' short and long term vision.

This could mean breaking up larger privacy projects into smaller and operationally attainable goals. You want your colleagues to know you're here to help them win.

2. Nurture collaboration on privacy

When colleagues know you're on their team, you have the opportunity to be more proactive. At Compass, stakeholders across departments meet biweekly to discuss ongoing privacy initiatives and unlock further innovation opportunities company-wide.

“Consumers want to know our company is taking a protracted and intentional view of their data. Our DSR process with DataGrail is more official, efficient, looks great, and works well.”

Lauren Ervin, Associate General Counsel, Data Privacy, Compass

3. Focus on problems with a broad impact

Instead of focusing exclusively on compliance, take the time to understand each team’s needs and explore opportunities to address other’s pains while also driving the company’s privacy practice forward.

By prioritizing Data Subject Request (DSR) management as an early initiative with DataGrail, Ervin could deliver time savings to engineering, improve the customer experience for privacy requests, and strengthen her ability to monitor and report on compliance.

4. Share data intelligence

Understanding where data lives across the tech stack is a critical capability for many teams

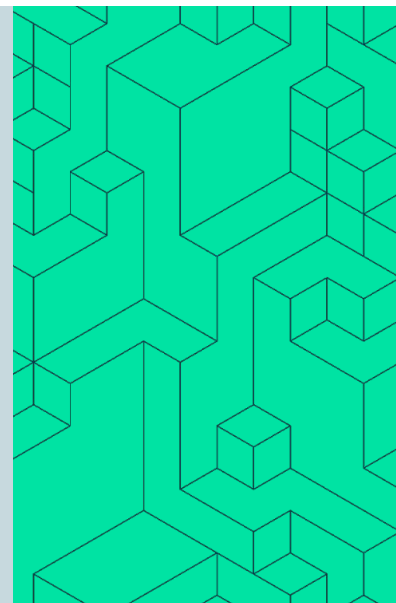
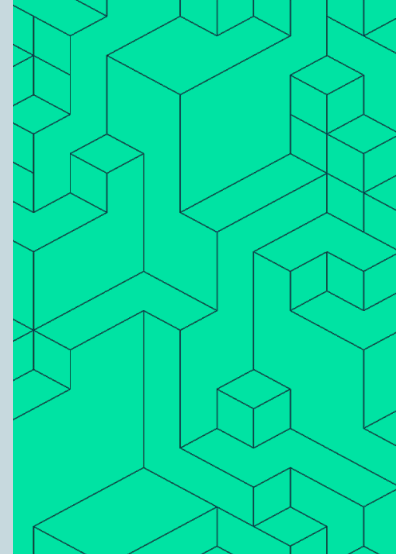
across the business. DataGrail’s automated data map can make it easy for Ervin to generate a Record of Processing Activity (RoPA), but can also provide critical inputs for InfoSec and data analytics initiatives.

5. Educate leaders on privacy risk

Instead of adopting a prohibition and privacy “policing” approach, Ervin acts as a privacy coach to her business. This means continually educating leaders on a full risk spectrum for their choices, and collaborating together to find an answer, while taking time to weigh all the pros and cons.

“We wanted a vendor that will help us grow from a regulatory perspective while keeping us organized across InfoSec, Data Analytics, and Legal. We’re building out our data map on DataGrail very expediently.”

Lauren Ervin, Associate General Counsel, Data Privacy, Compass



What's next for privacy?

As the privacy landscape evolves, Ervin sees a few major challenges that privacy leaders will need to address to be successful.

1. **AI is here to stay.** You need your colleagues to *want* to partner with you on AI so you can get ahead of any AI-imposed privacy risk.
2. **Compliance is becoming more visible for consumers.** With more state privacy laws releasing every year and an increasing number of highly public privacy-related lawsuits, consumers are demanding more reassurance from companies that their privacy is protected. External-facing roles will need more education on privacy compliance so that they can help build trust with consumers.

Both of these problems will require privacy managers to get highly collaborative and strategic with their partners. Meet your team where they are, choose more efficient privacy solutions that don't drain resources, and make privacy-by-design feel *good* to practice.

Ervin's opinions are her own and not necessarily that of Compass.

“It's not actually efficient for the business to build massive databases of PII in hopes of finding the relevant connections later. I can help teams get more selective and strategic about the data we store for their own benefit as well.”

Lauren Ervin,
Associate General Counsel, Data Privacy
Compass