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HOW TO GET THE MOST OUT OF **ISO/IEC 27701:2019?**

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Meet Mr. Doe* who is a successful entrepreneur from Canada. He owns a medium-sized company that operates globally in the information and communication industry for many years.

The daily operations of his company include dealing with a lot of sensitive data such as: names, e-mails, phone numbers, addresses, credit card information, etc.

Thus, data security and privacy has always been extremely important for his day to day operations.

**Mr. Doe is a fictional character that has been taken as an example for this case.*

Everything was working fine, until one day the company's data was attacked and breached by an outside party.

Guess what? Their website and CRM got hacked!

The quick reaction of his team managed to mitigate the damage to some point, unfortunately, the hackers had already been able to access 25% of clients' data.

Mr. Doe and his company were shocked since they were not aware that their clients' data privacy and security was that vulnerable to external attacks and could get breached easily.

He took responsibility of the consequences and communicated to his clients and partners openly about the issue.

He knew that he had to win the customers' trust again.

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Mr. Doe had to demonstrate to his clients that their data are safe and secure. Therefore, he initiated the plan to build proper management systems that would fix the issue.

After a deep analysis and evaluation of the situation, he decided to implement **ISO/IEC 27001** and **ISO/IEC 27701**.

Additionally, he decided to get audited against **ISO/IEC 27001** and **ISO/IEC 27701**. By showing conformity towards the requirements of both standards during the audit, Mr. Doe's company got successfully certified with **ISO/IEC 27001** and **ISO/IEC 27701**.

The certifications had a positive impact on the company's day to day operations, as follows:

- Clients are now aware that their private information are stored and managed accordingly.
- His team got trained and qualified on information security and data privacy.
- The transparency level of the organization's processes and procedures has been increased.
- The company is now successfully expanding into other markets since **ISO/IEC 27001:2013** and **ISO/IEC 27701:2019** support other privacy regulations.

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