



# Chabad Privacy program

*The Privacy you want*

This document is a service proposal from the Chabad of San Clemente.

For only \$19.99 a month, you will be sure you are compliant with all privacy regulations and match all privacy expectations from your community.

# Agenda

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1. About us
2. About the privacy problem
3. About the solution we offer

# About us

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1. The Chabad of San Clemente
2. Privacy leadership

# The Chabad of San Clemente



Located in San Clemente, CA, THE CHABAD JEWISH CENTER strives to ensure Jewish continuity through increasing Jewish pride, knowledge, and commitment.

THE CHABAD JEWISH CENTER provides a full array of exciting educational activities and social programs for the entire family, to promote Jewish knowledge, awareness and practice and to experience our Jewish heritage. Educational services are offered to every organization or group to assist them in their effort to increase Jewish knowledge and commitment.

THE CHABAD JEWISH CENTER is dedicated to serving all Jews throughout our community with Ahavat Israel - an unconditional love and concern for every Jew regardless of background, affiliation or financial status.

THE CHABAD JEWISH CENTER brings the celebration and joy of Judaism to all Jews. Children develop their Jewish identity, parents learn how to transmit the beauty of Judaism to the next generation, men and women explore their heritage and celebrate Judaism together, seniors see themselves as active participants of their people's destiny.

Rabbi Mendel & Tzippy Slavin. Shua, Yossi, Zeld, Isaac and Chaya.

# Privacy leadership



Rabbi Mendel Slavin is the director of the Chabad Jewish Center of San Clemente. He has implemented strict and comprehensive privacy rules and procedures since the beginning of his settlement in San Clemente in 2004.

He thinks that taking care of his community involves protecting their Privacy, and he has seen that his community expects him to protect their Privacy fully. He observed that Chabad community members are increasingly susceptible to Privacy and have high expectations of Privacy.

He's actively recruiting a Privacy officer and a Privacy analyst to help him spread his privacy program within the Chabad organization.

# About the privacy problem

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1. Background - context
2. Market trends
3. Understanding the problem

# Background - context

## What is Privacy?

Broadly speaking, Privacy is the right to be let alone or freedom from interference or intrusion.

Information privacy is the right to have some control over how your personal information is collected and used. Ask most people these days what they think of when it comes to Privacy, and you're likely to have a conversation about massive data breaches, wearable tech, social networking, and targeted advertising miscues—not to mention the Snowden revelations.

Additionally, various cultures have widely differing views on a person's rights regarding Privacy and how it should be regulated.

# Background - context

## What is Personal Information?

Your names	Education information	Government identification documents and numbers	Your bank, payment, and financial information
Physical, physiological, mental, economic, cultural, or social identity	CCTV footage/images of you, drone videos/pictures of you	Personal characteristics, including photographic images, videos, fingerprints, handwriting, biometric data	Online identifier (like IP addresses, cookies, and radio frequency identification tags like web beacons)
Birth information, family members' information	Your browsing history on the web, your passwords, and logins	Where do you go (location data)	Information identifying personally owned property
Race, religion, weight, height	Social media activity	Purchase history, orders IDs	Address, phone #, email
Employment information	Your health information		

# Understanding the problem

## Imagine:

You walk down the street, and you catch a conversation. Surprisingly, this conversation is about you: Indeed, a person you absolutely don't know starts revealing your personal information to a friend. What I mean by personal information is the real stuff: your name, your address, your phone number, your family composition, your social security number, your passwords, your bank account number, your medical information, your genetic and biometric data, your geolocation data, your grades back at school, your current and past employers, what did you browse last night on the internet...

What would your reaction be? You would be shocked. How can this unknown person possibly know so many things about you? Yet, you never talked to or shared any information with him! Well, that's why Privacy matters. We don't want our personal information to be stolen, and we don't want our personal information to be shared with anyone if we don't give authorization.

Because if it's not the case, then there's no more freedom. I can't anymore freely choose the circumstances and the degree to which I will expose my attitudes, behavior, and personality to others. As a result, my individual's independence, dignity, and integrity as a human being are in jeopardy.



# Market trends

Nowadays, almost all jurisdictions over the world have adopted regulations protecting the use of your personal information.

In Europe, Asia and Canada, the comprehensive model is widely implemented. Comprehensive data protection laws are those in which the government has defined requirements throughout the economy, as opposed to the sectoral model which rules apply to selected market segments. In the E.U., the GDPR governs the collection, use, and dissemination of personal information in the public and private sectors, non-profit organizations included.

In the U.S., the sectoral model is dominant. The legal framework protects personal information by enacting laws that address a particular industry sector (video rental records, consumer financial transactions, credit records, law enforcement, and medical records, for example). The specificity of the U.S. legal framework is that the States have recently passed several comprehensive data privacy laws (California's CPRA, Colorado's CPA, Connecticut's S.B. 6, Utah's UCPA, and Virginia's CDPA). Other States, such as Nevada, have limited data privacy laws.

Apart from those two models that mainly refer to national or state laws, the self-regulatory model emphasizes the creation of codes of practice to protect personal information by a company, industry, or independent body. In contrast to the co-regulatory model, no generally applicable data protection law may create a legal framework for the self-regulatory code. A prominent example that affects the wide range of businesses that process credit card data is the Payment Card Industry Data Security Standard (PCI DSS), which enhances cardholder data security and facilitates the broad adoption of consistent data security measures globally.

# Market trends

GDPR (E.U. data privacy comprehensive law) went into effect in 2018

CCPA (California) in 2020

PPL (Israel) in 1981,

FCRA (U.S. credit reporting sector privacy law) in 1971.

California Constitution, 1974.

Nowadays, almost all jurisdictions over the world have adopted regulations protecting the use of your personal information.

# Market trends

## The Fair Information Principles

Now that you know that you have rights and that organizations have obligations regarding the handling of your personal information whatever the country you live in, let's recap all principles that have to be implemented. Those principles that are largely legally binding nowadays in the large majority of jurisdictions all over the world:

Lawfulness	Fairness	Transparency	Purpose Limitation
Data minimization	Accuracy and quality	Storage limitation	Integrity and confidentiality
Individual Rights	Sensitive Personal Data	International Data Transfers	Accountability

# About the solution we offer

# About the solution we offer

1. Project objective
2. Our offering
3. Proposed methodology
4. Key deliverables
5. Timeline
6. Results
7. Add-on services

# Project objectives

Project objectives:

- Compliance with all privacy regulations
- Data safe
- Privacy Trust community building

Chabad Centers' key factors:

- Institution's location
- Institution's targets
- Location of the people that have access to the data (managers, workers, contractors)
- Community members' country residence



Community members' citizenship is not a key factor

# Our offering

\$19.99 monthly subscription:

- One Privacy assessment per year
- One data mapping report document per year
- Monthly News letter
- A hotline for any DSAR or any question related to Privacy that don't require the delivery of additional services as defined below

Add-on services (on request, not included in the subscription):

- Staff Training
- Risk mitigation
- Data breach response
- Communication
- Certification
- Advisory

# Proposed methodology

1. Kick off meeting
2. Privacy Assessment
3. Report Of Processing Activities
4. Data mapping document

One Trust technology

ISO certifications methodology

# Key deliverables

- Report Of Processing Activities
- Data mapping
- Webpage to include on your website

# Timeline

First week: Kick off meeting

Second week: Privacy Assessment launched

End of first month: Privacy assessment completed

End of second month: Report of Processing Activities

End of third month: Data mapping

End of fourth month: Communication on your website

# Results

- Data mapped out
- Data safe
- Data compliant

# Add-on services

Add-on services (on request, not included in the subscription):

- Staff Training
- Risk mitigation
- Data breach response
- Communication
- Certification
- Advisory

# Contact us

Chabad of San Clemente

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