

Privacy Consulting and Advisory Services

Gain confidence to safely use and share your data.

Discover business-effective ways to link, combine, share, and reuse data

Your organization's data is powerful. But if you want to leverage that power for commercial purposes or to drive innovation, you must understand how to safely reuse or share your organization's data assets.

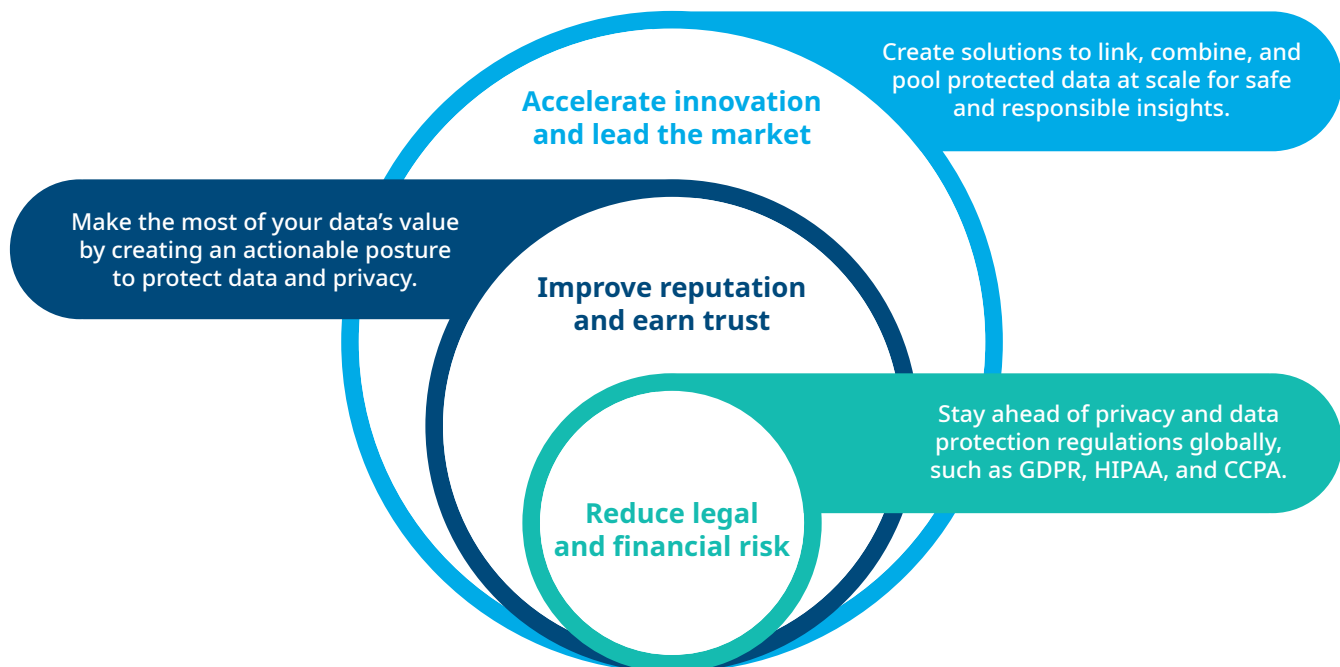
- Are you staying ahead of ever-evolving privacy and data protection regulations, such as GDPR, HIPAA, and CCPA?
- Is your organization making the most of its data's value by creating a streamlined, built-in process to protect data and privacy?
- Do you need solutions to link, combine, and pool data at scale so you can create safe and responsible insights?

IQVIA's Privacy Analytics successfully enables businesses and enterprises across industries — and the world — to leverage data for maximum value.

Our Consulting and Advising Services can help you:

- Reduce your legal and financial risk
- Improve your reputation and earn trust
- Innovate and give your company a competitive edge

You'll avoid costly missteps and having to go back and retrofit a poorly structured program. You'll get it right the first time, working alongside our experts as we implement the tailored engagement model we've designed to meet your needs.



Managing large or small datasets while forming scalable strategies, programs, and platforms

For more than 16 years, Privacy Analytics has advised clients across the healthcare, financial services, government, and tech industries. Consulting on technology solutions and advising on the best privacy and data protection strategy, we help businesses with the following

Advising and implementing long-term solutions:

- Guiding strategic decision making
- Providing practical counsel and actionable training
- Developing governance and enablement frameworks
- Handling crises and breaches, including impact analysis and mitigation strategy
- Enabling change management and communication frameworks
- And more...

Consulting to enable the right technology solution:

- Privacy and data protection by design
- Motivated intruder testing
- COTS (ask us about our Technology platform products)
- Guiding in privacy and data protection engineering
- Gap analysis, risk measurement, data protection
- Re-identification risk determination
- And more...

Here's what people from organizations like yours say about IQVIA's Privacy Analytics

"Not only did the feedback from Privacy Analytics confirm the effectiveness of our data privacy strategies, but it also helped us advance our privacy strategies even further."

— **MIKE BRANCH**
Vice President of Data and Analytics, Geotab

"Along the way, Privacy Analytics shared best practice recommendations with us on how to protect patient privacy, making suggestions in areas beyond just the de-identification plan"

— **ELISABETH KILROY**
Director, neuroMuscular Observational Research (MOVR) Data Hub, Muscular Dystrophy Association

"Without Privacy Analytics, we would not have been able to continue with the initiative."

— **LEN USVYAT**
Head of Clinical Advanced Analytics, Fresenius Medical Care

Get unmatched expertise to ensure you meet privacy and regulatory obligations

Our experts have written books, informed regulatory guidelines, and headlined top industry events around the globe. Having assessed and anonymized thousands of data sets, we bring practical, real-world experience and knowledge to your team and project.

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