The Ketch Practical Guide to Privacy

Step 1: Brainstorm privacy program use cases
A successful privacy program mitigates risk, collapses operational costs, and helps you build trust with customers

This isn’t your father’s privacy program.
Modern programs are capable of delivering significantly more organizational value than their predecessors like helping companies accelerate digital transformation initiatives and deliver growth through the responsible and ethical use of AI.

Start by mapping out your short and long-term program goals.
**Key privacy use cases and program goals**

What is your organization prioritizing?

<table>
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<tr>
<th>Streamline global privacy compliance</th>
<th>Collapse program operational costs</th>
<th>Identify, prioritize and mitigate data risk</th>
<th>Enable privacy by design</th>
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<tbody>
<tr>
<td>Accelerate digital transformation</td>
<td>Increase first-party data quantity and quality</td>
<td>Build customer trust through responsible data practices</td>
<td>Deliver value through the responsible and ethical use of AI</td>
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Want to learn more?

We’d love to show you how Ketch enables privacy professionals to build modern privacy programs that mitigate risk, reduce costs and drive business value.

- **Check out** the rest of the Practical Guide to Privacy Series
- **Sign up** to get more tips to optimize your program
- **Contact** us