

The Ketch Practical Guide to Privacy

Step 4:
Map priority use cases to
privacy tech

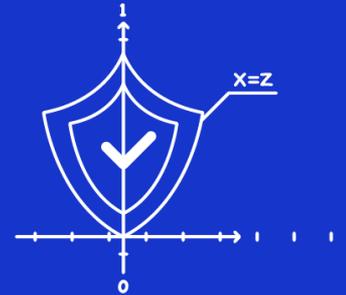


To generate quick wins and stakeholder alignment, create smaller goals to make evolving your program more manageable.

As privacy programs expand in scope, and new use cases like generative AI emerge, it's easy for privacy pros to feel overwhelmed and bogged down.

An easy way to cut through the analysis paralysis is to establish a short-list of quick wins and medium-term priorities that you want your privacy tech to support.

Keep reading to learn about the top privacy tech use cases by program maturity level.



Level 1: Programs

The goal of Programs is to gain better visibility across your data ecosystem and replace the most manual tools that privacy teams use to manage daily operations, like emails and spreadsheets, with tech that improves program efficiency while reducing compliance risk.

Privacy tech:

- Data Map
→ [Watch the demo](#)
- Risk Assessments
→ [Product overview](#)
- Consent Banner (Capture)



Privacy /
Legal



Tech



Marketing



Data /
Analytics



CxO

Program Value

Brand Trust
& Equity

Efficiency
& Growth

Streamline
Compliance

Level 1
Programs

Level 2
Programmatic

Level 3
Data
Stewardship

Departmental

Cross-Functional

CxO

Collaboration Level

Level 2: Programmatic

The goal of Programmatic is to automate manual privacy workflows significantly reducing operational costs, while developing a fully-permissioned data asset enabling program stakeholders across Marketing and Analytics to drive growth.

Privacy tech:

- Consent and Preference Management
→ [Watch the demo](#)
- DSAR Fulfillment
→ [Watch the demo](#)
- Data Discovery & Classification
→ [Watch the demo](#)



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Level 3: Data Stewardship

The goal of Data Stewardship is to scale a best in class privacy and data governance program that enables company-wide data-driven initiatives while deepening customer relationships built on trust and responsible data practices.

Privacy tech:

- Marketing Preference Management
→ [Watch the demo](#)
- Risk Measurement & Monitoring
→ [Product Overview](#)
- Data Lifecycle Management
→ [Product Overview](#)



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Want to learn more?

We'd love to show you how our solutions help companies build modern privacy programs that mitigate risk, reduce costs and drive business value.

- [Explore](#) our solutions
- [Request](#) a demo

