

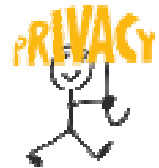


Privacy and Corporate Responsibility



Procter & Gamble – A Practical Example

Sandra R. Hughes
The Procter & Gamble Company
Global Ethics, Compliance & Privacy Executive



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Madrid, 4, 5 y 6 de noviembre 2019
conferencia internacional
de autoridades de protección
de datos y privacidad

The P&G Company at a Glance

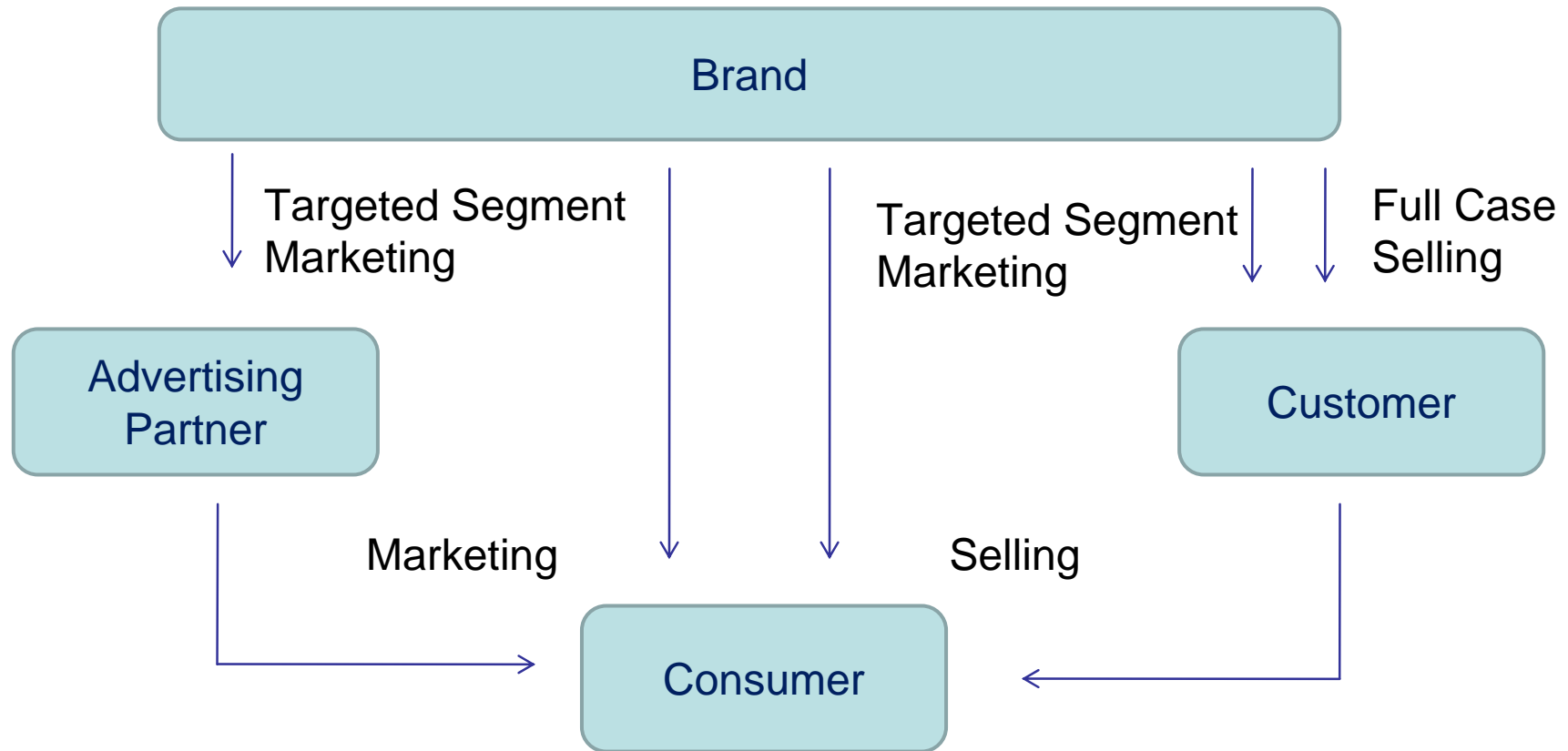
- 250+ Consumer Product brands
- 135,000 employees in 80 countries
- 4 billion consumers in 180 countries
- #6 Most Admired Company Globally (Fortune Magazine 2009)
- Advertiser of the Year (Cannes 2008)
- World's Most Innovative Companies (Business Week Magazine 2009)
- #6 Most Trusted by Consumers (US Ponemon TrustE Consumer survey)



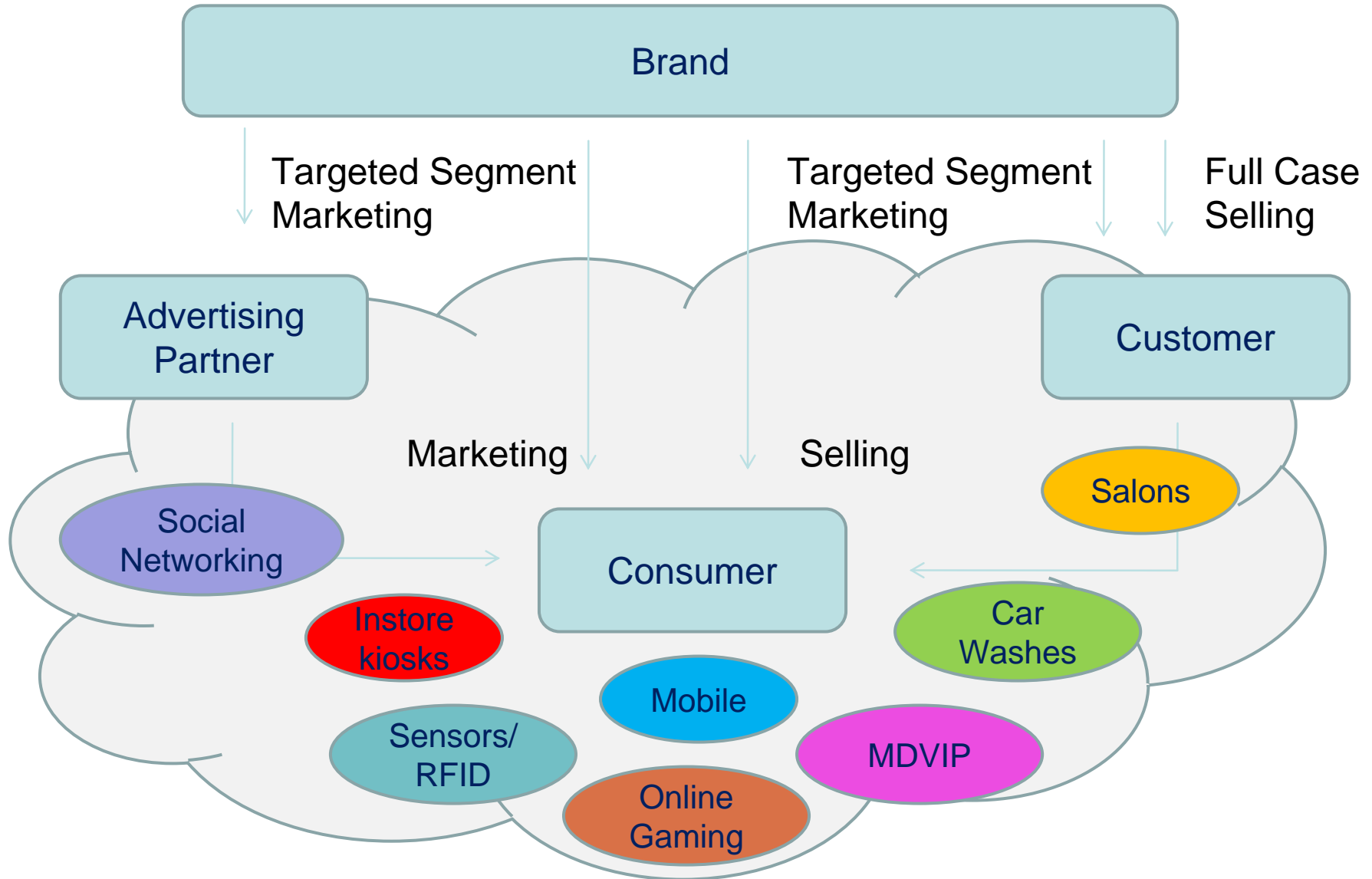
23 Brands - each at least US\$ 1 Billion



A Basic Privacy Related Business Model



The New Frontier




Managed by Leveraging Scale

- Oversight
 - C-level sponsors
 - Global Privacy Council
- Global Policy
 - All data types, all media, all countries
 - Based on Integrity & Trust
- Global Procedures to Comply with policy & law
- Clear Measures & Reporting
- Accountability
- Third Party Governance



Example – Transparency in Notices

	<h2>P&G Privacy Notice</h2>	<p>Scope This Privacy Notice applies to information, including personal information, collected about you by P&G (The Procter & Gamble Company and its affiliated companies and subsidiaries)</p>
<p>Information We Collect Click here for more information</p> <ul style="list-style-type: none"> We collect information about you from a variety of sources, including: <ul style="list-style-type: none"> Information we collect from you directly. Information we collect about you when you visit our site, use our services, or view our online advertisements. Information we collect about you from other sources, such as commercially available sources. All the information we collect about you may be combined to help us tailor our communications to you and to develop world-class products and services. 		
<p>Uses / Information Sharing Click here for more information</p> <ul style="list-style-type: none"> We use the information we collect to provide the products and services you request, to tell you about other products and services offered by P&G, and to manage our sites and services. In general, we do not share your personal information with third-party marketers, unless we have asked for and obtained your explicit consent. We may share your information: <ul style="list-style-type: none"> With our third-party service suppliers, including those who work on behalf of P&G and our business partners to send you joint communications that we hope you find of interest. If a P&G brand is sold to another company. To protect and defend the right and property of P&G (including enforcing our Terms and Conditions). When required by law, and / or public authorities. 		
<p>Your Choices Click here for more information</p> <ul style="list-style-type: none"> We give you choices about how we communicate with you. You can stop receiving promotional email or postal communications from a particular P&G brand or program through this Privacy Notice. Please click here to select your country and learn how to complete your request. We take steps to keep your personal information accurate. You can view, correct, or update the contact information you provide P&G. Click here to select your country and learn how to access and update the contact information you provided P&G. 	<p>How to Contact Us</p> <ul style="list-style-type: none"> To contact us with a question click here (for country specific addresses) Or write to us at: 	
<p>Important Information</p> <ul style="list-style-type: none"> P&G is committed to working with consumers to obtain a fair resolution of any complaint or concern about privacy. P&G complies with country data protection laws. We cooperate with country data protection authorities if they believe a privacy problem has occurred. We participate in the US Council of Better Business Bureau's (BBB) Accredited Business Program. 		



\$5 coupon from lams
*All coupons sent via email. Limit one per household. Offer valid in U.S.

Advice from Pet Experts

My Preferences
Make sure you get the latest special offers from lams and P&G. Rest assured your personal information will be safe. [Click here](#) for the full details of our Privacy Statement.

Send me offers and news from lams, including the lams® Friend for Life™ Newsletter. [Learn more](#)

I'd like to receive special offers, savings and samples from [P&G Brands](#), and the [P&G Everyday Solutions](#) monthly E-Newsletter.

My Pet(s)
Tell us a little bit about your pets so we can send the newsletter that is most relevant to their individual needs and your specific interests.

*I have dogs

*I have cats

Thinking about a pet?
We'll send you helpful tips about choosing the right breed of dog or cat, pet care, feeding and more.

Are you getting a new pet soon? Dog Cat Puppy Kitten


How soon are you getting a pet?

The more we know about you, the better we can customize your offers.

[Answer a few more questions](#)

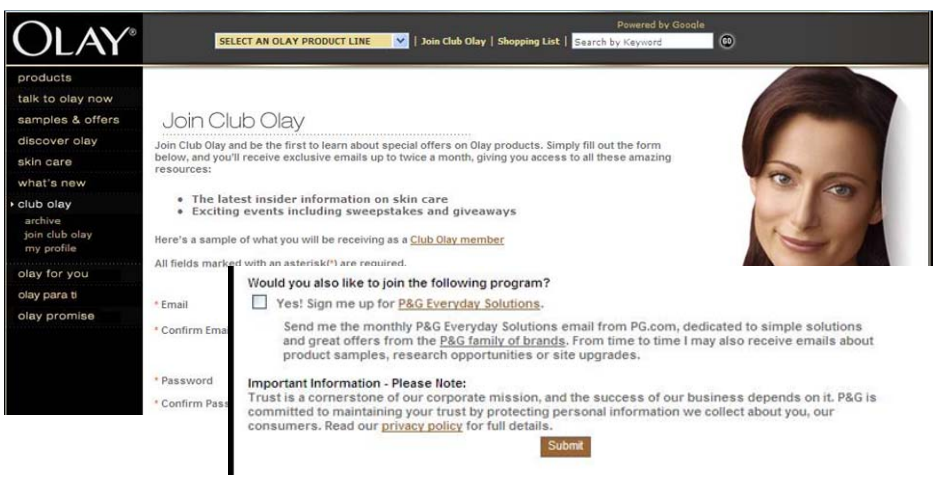
OR

[Finish](#)

If you'd like to know why we're asking a question, just click on the  button.

Keep in mind, this is a secure form, and we do not share information unless we have asked for and received your consent to do so.

Trust is a cornerstone of our corporate mission, and the success of our business depends on it. P&G is committed to maintaining your trust by protecting personal information we collect about you, our consumers.



OLAY | SELECT AN OLAY PRODUCT LINE | Join Club Olay | Shopping List | Search by Keyword

Join Club Olay
Join Club Olay and be the first to learn about special offers on Olay products. Simply fill out the form below, and you'll receive exclusive emails up to twice a month, giving you access to all these amazing resources:

- The latest insider information on skin care
- Exciting events including sweepstakes and giveaways

Here's a sample of what you will be receiving as a [Club Olay member](#)

All fields marked with an asterisk(*) are required.

Would you also like to join the following program?

Yes! Sign me up for [P&G Everyday Solutions](#).

Send me the monthly P&G Everyday Solutions email from PG.com, dedicated to simple solutions and great offers from the [P&G family of brands](#). From time to time I may also receive emails about product samples, research opportunities or site upgrades.

Important Information - Please Note:
Trust is a cornerstone of our corporate mission, and the success of our business depends on it. P&G is committed to maintaining your trust by protecting personal information we collect about you, our consumers. Read our [privacy policy](#) for full details.

[Submit](#)


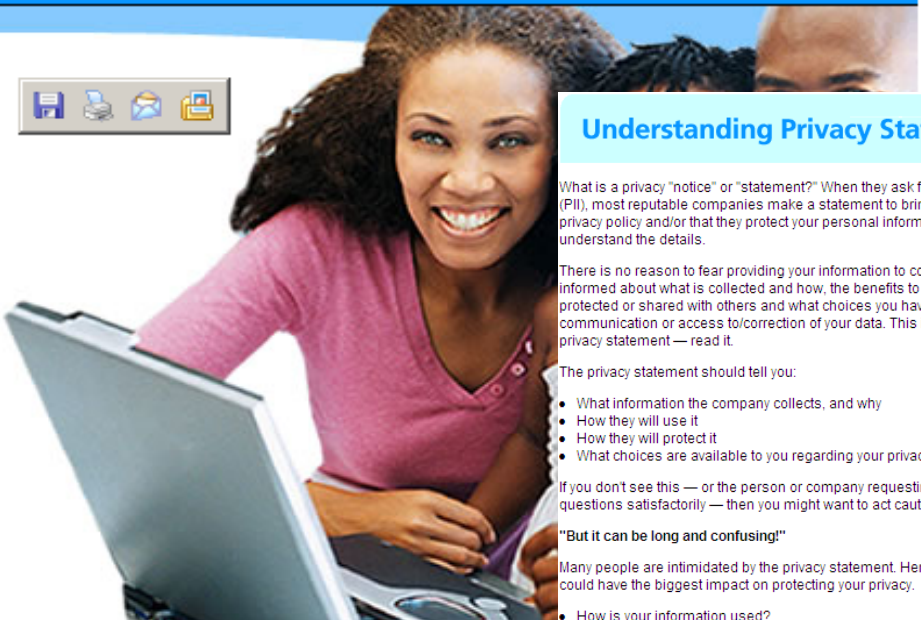
Example: Consumer Privacy Education Webpages


Your Privacy

- What Is Privacy?
- Take Control
- Watchouts
- P&G and Privacy
- Articles

Stay in Control of Your Personal Information

As new technologies develop with new uses and benefits, Procter & Gamble's mission and principles remain the same — to protect your personal information as you would expect. The majority of companies have the same goals as we do. However, there are a few who do not. Here you'll find tips and resources to help you keep your personal information safe.





Sandra R. (Sandy) Hughes
Global Privacy Executive
The Procter & Gamble Company

Understanding Privacy Statements

What is a privacy "notice" or "statement"? When they ask for your Personally Identifiable Information (PII), most reputable companies make a statement to bring to your attention the fact that they have a privacy policy and/or that they protect your personal information. However, it is important that you understand the details.

There is no reason to fear providing your information to companies online, as long as you are informed about what is collected and how, the benefits to you, how your information will be protected or shared with others and what choices you have available to you for further communication or access to/correction of your data. This information is contained in a company's privacy statement — read it.

The privacy statement should tell you:

- What information the company collects, and why
- How they will use it
- How they will protect it
- What choices are available to you regarding your privacy

If you don't see this — or the person or company requesting the information cannot answer your questions satisfactorily — then you might want to act cautiously about giving your PII.

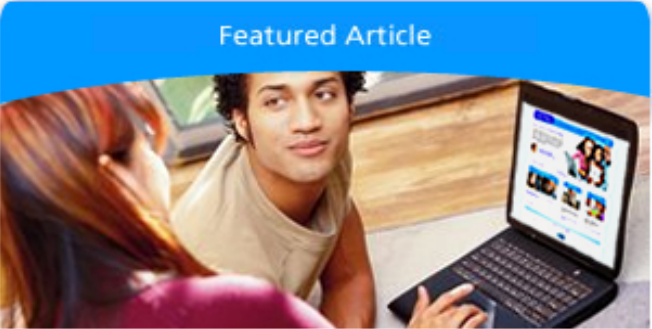
"But it can be long and confusing!"

Many people are intimidated by the privacy statement. Here are a couple of items to search for that could have the biggest impact on protecting your privacy.

- How is your information used?
- Is it shared with others?
- If so, with whom and why?


P&G ALERT TRACKER: Crest® Whitestrips® Customer Alert: Don't Be Fooled by Imposters

Featured Article




One Smart Cookie: Learn About Cookies on Your Computer

What Is Privacy?



From PII to cookies to how to read a privacy notice, we'll help you make sense of consumer privacy.

Take Control



You're the boss of your personal information. Find helpful, everyday tips for keeping it safe.

Example: Standards & Procedures for Employees and Partners

Privacy Central
Privacy at Your Fingertips

Search for

Text Size

[Privacy at P&G](#) | [Introduction to Privacy](#) | [All Privacy Practices](#) | [Vendor Information](#) | [Incident Management](#)

EVERYTHING within **REACH**

Privacy Central provides the most current P&G global privacy. Find guidelines, requirements and other resources for collecting Personally Identifiable Information (PII). To learn more about Privacy Central, check out our [Mission Statement](#).

P&G Privacy News [View](#)

- 09.30.09 [New Privacy Central Web Site](#)
- 05.01.09 [Vendor PII Information Inventory Form](#)
- 03.30.09 [New Application Management Information](#)

Find privacy practices by:

Project Type	PII Type	Geographic
Application Development	In-Store/On-Site	
Clinical and Consumer Research	Mobile Devices and Telephone	
Digital Marketing	New Technologies	
Direct Mail		

Introduction to Privacy

Learn the basics of working with privacy information.

Payment Card Industry (PCI)

Process Applies To

- Any Web site that conducts e-commerce or links P&G consumers to sites where they can purchase products.
- Any P&G store or retail front that processes credit card transactions (e.g., Mr. Clean Car Wash).
- Any business unit collecting credit card orders for products (e.g., Wella).

Process

- Process financial transaction information, such as a credit or debit card, or PayPal account information, only through an approved financial transaction vendor. Never collect or store financial transaction information on a P&G site/file server. P&G's implementation of SAP is not PCI compliant and does not constitute a valid solution at this time.
- Use financial transaction information only for payment purposes.
- Do not store financial transaction information on the Web site local database.
- Do not store financial information on a handheld device.

Vendor Training

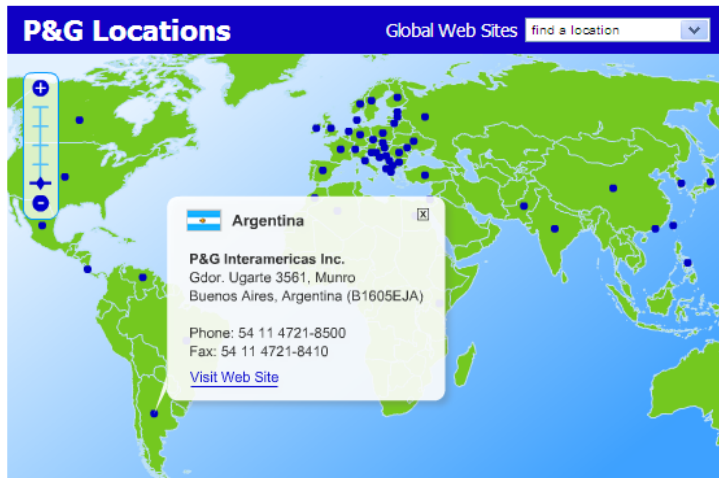
Share this with your vendors and external business partners so that they understand our requirements and their responsibilities.

[Take the Training »](#)

Example-Consumer Response Designed Globally, Handled Locally



	<u>شبه الجزيرة العربية المملكة العربية السعودية</u>	<u>الإمارات العربية المتحدة</u>	<u>الكويت</u>	<u>عُمان والبحرين</u>	<u>قطر واليمن</u>
<u>Argentina</u>	<u>Australia</u>	<u>Shqipëria</u>	<u>Belgique/Belgien/België</u>	<u>Bosna i Hercegovina</u>	
<u>Brasil</u>	<u>България</u>	<u>Canada</u>	<u>Česká Republika</u>	<u>中国大陆</u>	
<u>Chile</u>	<u>Colombia</u>	<u>Cyprus</u>	<u>Hrvatska</u>	<u>Denmark</u>	
<u>Deutschland</u>		<u>مصر</u> <u>Eesti</u>	<u>France</u>	<u>Ελλάδα</u>	
<u>香港/Hong Kong</u>	<u>Magyarország</u>	<u>India</u>	<u>Indonesia</u>	<u>Ireland</u>	
	<u>עברית</u> <u>Italia</u>	<u>日本</u>	<u>Казахстан</u>	<u>Latvija</u>	
<u>Lietuva</u>	<u>Al Maghreb Al Jaza'ir Tunis/المغرب والجزائر وتونس</u>	<u>Luxembourg/Luxemburg</u>	<u>Македонија</u>	<u>Malta</u>	
<u>Malaysia</u>	<u>México</u>	<u>Nederland</u>	<u>New Zealand</u>	<u>Norge</u>	
<u>Österreich</u>	<u>Perú</u>	<u>Pilipinas</u>	<u>Polska</u>	<u>Portugal</u>	
<u>România</u>	<u>Россия</u>	<u>Srbija i Crna Gora</u>	<u>新加坡</u>	<u>Slovenija</u>	
<u>Slovenská republika</u>	<u>South Africa</u>	<u>대한민국</u>	<u>España</u>	<u>Suomi</u>	
<u>Sverige</u>	<u>Schweiz/Schweizer/Svizzera</u>	<u>대한민국</u>	<u>España</u>	<u>Türkiye</u>	
<u>Україна</u>				<u>Vietnam</u>	



España

Para completar su solicitud, póngase en contacto con Procter & Gamble en:

Procter & Gamble España, S.A.
 Departamento de Promociones
 Avda. de Bruselas 24
 28108 Alcobendas - Madrid
 España
 Email Address : iberiaconsumers@custhelp.com

Asegúrese de facilitarnos la siguiente información
 Sólo se utilizará para completar su solicitud.

- Su nombre
- Su dirección de correo electrónico
- Los programas de las marcas P&G a los que se ha registrado
- Su solicitud o pregunta: díganos qué podemos hacer por usted.

Touching lives, improving life. *P&G*[™]

