



Data mapping

protiviti®
Global Business Consulting

Data mapping is a vital first step in meeting privacy obligations under laws like Australian Privacy Principles (APPs), as defined in Australia's Privacy Act (Cth) 1988. Without a clear understanding of how personal information is collected, used, stored, and disclosed, organisations risk costly breaches, regulatory penalties, and the erosion of customer trust. Data mapping shines a light on hidden risks, uncovers compliance gaps, and empowers organisations to build robust privacy practices.

Data mapping challenges

Organisations across industries face urgent challenges in complying with privacy regulations like the Australian Privacy Principles (APPs), enforced under the Australian Privacy Act 1988.

According to the Office of the Australian Information Commissioner (OAIC), 72% of reported data breaches in 2024 were linked to inadequate security measures and human error, highlighting critical gaps in data management practices. The increasing complexity of data ecosystems, spanning multiple systems, geographies, and third-party vendors, makes it difficult to track and manage personal information effectively.

Without a clear understanding of data flows, organisations risk significant regulatory penalties, operational inefficiencies, and reputational damage. As consumer expectations around transparency rise, businesses must prioritise robust data mapping to safeguard sensitive information, ensure compliance, and maintain stakeholder trust.

Source: OAIC Notifiable Data Breaches Report July to December 2024.

Business outcomes of our solutions



Enables organisations to accurately identify and manage personal information flows, ensuring adherence to the Australian Privacy Principles and other regulatory requirements.



Provides visibility into where sensitive data resides and how it moves, allowing for targeted security measures that minimise exposure and potential incidents.



Clarifies data processes and ownership, eliminating redundancies and enabling more efficient use, storage, and disposal of information across the organisation.



Equips leadership with critical insights into data usage and compliance risks, enabling strategic planning and resource allocation.

Protiviti's tailored methodologies enable organisations to gain clear visibility into their data flows, ensuring compliance with the Australian Privacy Principles to transform data mapping from a compliance obligation into a strategic asset for informed decision-making and risk management.

How Protiviti can help:

Fundamental to compliance with the APPs is oversight of instances where the organisation collects, uses, stores and discloses personal information. We can help you capture this.



Design scenario

Execute a top-down analysis to identify processes which involve the collection, use, storage and/or disclosure of personally identifiable information across the entire organisation, including:

- Candidate, employee and ex-employee data;
- Customer or client data; and
- Business partner or third-party data

The output of this analysis is an inventory which includes:

- Business process name;
- Process owner; and
- Business unit;
- Systems.



Conduct test

Process analysis includes several steps:

- Planning
- Workshops
- Documentation
- Cross check
- Validate

The output of this analysis includes:

- Process maps;
- Record of processing activity data.
- Issue log; and

Protiviti offers organisations flexible resourcing through our Managed Services solution. We can provide flexible resources to execute this analysis in tandem with Protiviti resources.



Debrief

Develop and implement strategies to remediate identified privacy and data management issues, including:

- Deletion or de-identification of data which is no longer necessary;
- Enhancement of technical information security practices to secure data; and
- Re-design of business processes to enforce privacy by design and data minimisation principles.

Contact us today to get started hanneke.catts@protiviti.com.

Ready to transform your business?

Let's create a tailored strategy for your success.

LEARN MORE

[Protiviti.com](https://www.protiviti.com)



Protiviti is a global business consulting firm and a wholly owned subsidiary of Robert Half, that delivers deep expertise, objective insights, a tailored approach and unparalleled collaboration to help leaders confidently face the future. Together, Robert Half and Protiviti provide an unmatched range of professional services from consulting and project implementation to managed services and staff augmentation.