

# Privacy & Data Security: Cornerstones of ESG in Telecom

Protecting customer personally identifiable information is no longer just a compliance issue, it's a strategic imperative for telecom businesses seeking robust Environmental, Social and Governance (ESG) programs. Here's why:

## Environmental:

- Privacy data breaches consume significant energy: Recovering from data breaches requires extensive computing power and resource allocation, contributing to a larger carbon footprint. Strong data security minimizes the possibility and consequences of breaches.
- E-waste reduction: Effective privacy data discovery, classification, security, and deletion practices reduce the need for unnecessary data storage, leading to less e-waste and responsible resource management.

## Social:

- Building trust and customer loyalty: Consumers prioritize privacy and transparency. Robust data security demonstrates respect for their rights and builds trust, leading to long-term customer loyalty and enhanced brand reputation.
- Empowering digital inclusion: Secure access to online services is crucial for social equity. By ensuring data privacy, telecom companies can promote inclusive digital participation and bridge the digital divide.
- Employee well-being: Data breaches can cause significant stress and anxiety for employees involved. Prioritizing data security protects their well-being and fosters a positive work environment.

## Governance:

- Regulatory compliance: Stringent data privacy regulations around the world, like Singapore's PDPA and Philippines' Data Privacy Act, carry hefty fines or even imprisonment for non-compliance. A strong data security program minimizes legal and financial risks.
- Effective risk management: Data breaches can disrupt telecom operations and damage brand reputation. Proactive data security measures mitigate these risks and ensure responsible governance practices.
- Enhanced decision-making: Secure data analytics provide valuable insights for business decisions. Data privacy safeguards ensure responsible data use and ethical decision-making.



## Conclusion:

Investing in data privacy and security is not just about compliance, it's about building a sustainable and responsible business. By prioritizing ESG principles, telecom companies can contribute to a greener future, build stronger social relationships, and establish themselves as trustworthy leaders in the digital age.

## About Thales

Today's businesses and governments depend on the cloud, data and software to deliver trusted digital services. That is why the most recognized brands and organizations around the world, rely on Thales to help them protect sensitive information and software wherever it is created, stored or accessed – from the cloud and data centers to devices and across networks. As the global leader in data security, identity & access management, and software licensing, our solutions enable organizations to move to the cloud securely, achieve compliance with confidence, create more value from their software and deliver seamless digital experiences for millions of consumers every day.