

 DATA
PROTECTION

Data Privacy Week

(January 26 - 30, 2026)

Take Control of Your Data: Navigating Data Protection in the Digital Age

In today's digital era, personal information moves faster than ever, crossing borders, devices, and platforms with every click. The rise of artificial intelligence, cloud services, and digital transformation has amplified both the value and vulnerability of data. Organizations that fail to take ownership of the data they handle risk regulatory penalties, reputational damage, and loss of trust. This is because laws like the EU's GDPR and Saudi Arabia's PDPL have reshaped expectations for how personal data is collected, stored, and processed. In this context, "Take Control of Your Data" is more than a theme; it's a call to action for organizations to actively protect personal information and enable individuals to exercise their rights - making privacy a foundation for trust, not just a requirement.

The Challenge & Global Case Studies*:

Despite growing awareness, many organizations struggle to operationalize data privacy. The global average cost of a breach was \$4.4 million in 2025, rising to \$7 million in sectors like healthcare. Moreover, statistics suggest that 68% of breaches involved human error, and the average cost per breached record is approximately \$160 for customer data. The following global case studies underscore the stakes and show that even major firms are not immune:

*Source: Cost of Breach Report 2025 | IBM
Financial penalty imposed by CNIL | EDPB

- A well-known professional networking platform was fined €310 million for violations involving behavioral data.
- A Chinese social media platform was fined €530 million for unlawfully transferring European users' personal data to China and failing to provide adequate transparency.
- World's largest e-commerce company was fined approximately €746 million for behavioral advertising practices.
- Leading advertising platform was fined €50 million for violations related to insufficient transparency and consent for personalized advertising.

In Saudi Arabia, the PDPL, enforceable since September 2024, has brought similar accountability to local organizations. Violations can result in fines of up to SAR 5 million (approximately USD 1.3 million). Beyond legal repercussions, mishandling personal data erodes stakeholder confidence and can compromise an organization's digital transformation efforts.

Taking Control of Your Data: Practical Steps

While navigating privacy regulations may seem complex, organizations can take concrete steps to embed privacy into their operations, take real ownership of their data protection practices, and enable individuals to exercise their rights, including:

 <p>Know your data Maintain records of personal data processing and data flows.</p>	 <p>Establish governance Define clear policies for handling, storing, and disposing of data.</p>	 <p>Minimize data use Collect and process only what is necessary.</p>	 <p>Be transparent Clearly explain how personal data is used and decisions are made.</p>
 <p>Support data rights Enable and promptly handle access, correction, and deletion requests.</p>	 <p>Secure data Restrict access and protect data with strong security measures.</p>	 <p>Design for privacy Embed privacy into systems and processes and comply with applicable laws.</p>	 <p>Prepare for privacy incidents Implement clear procedures for detecting and responding to personal data breaches.</p>
 <p>Train staff Ensure employees understand privacy responsibilities through ongoing training.</p>	 <p>Retain responsibly Keep data only as long as required and dispose of it securely.</p>	 <p>Protect identities Use anonymisation or pseudonymisation where possible.</p>	

How can we help?

Recognizing the importance of these principles is one thing; translating them into processes and practices is another. At ECOVIS ALSABTI, we help organizations move from awareness to action. Our Data Privacy consulting services include :

- **Compliance Audits & Gap Assessment**
- **Data Protection Officer (DPO) as a Service**
- **Data Privacy Awareness & Training Program**
- **Privacy Framework Development**
- **Data Privacy Managed Services**
- **Data Privacy Risk Assessment**

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Why ECOVIS ALSABTI

 PROVEN TRACK RECORD	 CUSTOMER FOCUSED	 AGILE & FLEXIBLE	 TRUSTED PARTNER	 QUALITY FOCUSED
 EXPERIENCED TEAM	 VENDOR NEUTRAL	 LOCALLY AVAILABLE	 INDUSTRY EXPERIENCE	 INNOVATIVE SOLUTIONS

Certifications & Accreditations

					
				REGISTERED	REGISTERED

Our Core Values

Excellence At ECOVIS, we consistently surpass expectations and deliver exceptional results.	Innovation We take on challenges to achieve extraordinary outcomes through innovation, constantly pushing the boundaries	Professionalism Our unbiased, objective-oriented, and diligent approach in all our endeavors embodies professionalism.	Collaboration ECOVIS is dedicated to nurturing relationships based on mutual trust and respect.	Integrity We uphold a commitment to honesty, responsibility, and transparency in all our actions.
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Our Services

 Risk Advisory & Internal Audit	 Governance, Risk & Compliance (GRC)	 Business Continuity Management (BCM)	 Data Management & Data Privacy
 Enterprise System & Data Analytics	 Technology Consulting	 Cybersecurity Services	 Deal Advisory Services

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