

Use Case

Company X is acquiring smart TVs.¹

- Located in conference rooms (in secured buildings only accessible by employees and escorted visitors)
- Can be used for: internet connectivity, video conferencing, app plugins, showing videos and presentations, and watching news events
- Employees/visitors can plug in display devices (e.g., sharing laptop screen)
- Installed and managed by someone @ Company X's IT team – the only person with admin access to configure TV's settings
- IT team will send a company-wide email out about these TVs, highlighting TV's sensing capabilities and instructions for use, encouraging employees to connect to their devices as needed

Part I: Ready

1. **Decide whether you're subject to a law or regulation.**

Law or regulation: _____ or None

2. **What are the most important privacy values or principles for your organization?**

3. **Review the Identify function. Identify key privacy risks for this use case, key legal requirements (if you've selected a legal regime), and any other organizational mission/business objectives you see impacting this use case and privacy risks.**

Privacy risks	
Legal requirements	
Mission/business objectives	

¹ This example is based on a hypothetical smart TV and not the characteristics of any known model of smart TV.

Part II: Set

1. Select one or two of the remaining four functions (if you have time, feel free to do more). Considering the privacy risks, legal requirements, and mission/business objectives from “Ready”, select the associated outcomes where you would like to prioritize investment.

Circle selected functions: **Protect** **Control** **Inform** **Respond**

Categories	Subcategories