

PRIVACY RISK ASSESSMENT



ДО СТАРТА любого проекта или активности, в которые могут быть вовлечены персональные данные, **ДОЛЖНА БЫТЬ** **ПРОВЕДЕНА ОЦЕНКА PRIVACY РИСКОВ**

ГДЕ ПРОВОДИТЬ ОЦЕНКУ?



Вы создаете **САЙТ** или
вносите в него изменения



[как использовать для нового сайта?](#)
[как использовать для существующего сайта?](#)



Любая **ДРУГАЯ**
АКТИВНОСТЬ

OneTrust
Privacy Management Software

[как использовать?](#)

ДОСТУП В СИСТЕМУ

Unilever Login

Unilever user?

You can access Eva using your Unilever ID

Login

Not Registered? Register Here

Non-Unilever Login

Non-Unilever members sign in below:

User name

Password

Forgotten password?

Login

Not Registered? Register Here

- Новые пользователи должны пройти регистрацию для доступа в EVA.
- Сотрудники Unilever могут войти, используя реквизиты своего аккаунта Unilever.

OneTrust
Privacy Management Software

Email

Enter your email address

Continue

Forgot Your Password?

English (U.S.)

Version 3.21.3 powered by OneTrust

- Сотрудники Unilever могут войти, используя реквизиты своего аккаунта Unilever.
- У Агентств нет автоматического доступа, но они могут запросить его, направив запрос на адрес Divya.Mehndiratta@unilever.com.

ВАШИ КОНТАКТЫ:

Если Ваш проект является локальным - **Иван Антипов**, Data Protection Adviser (DPA), Ivan.Antipov@unilever.com

Если Вы работаете над глобальным проектом - обратитесь в Global Privacy Office.

ДОПОЛНИТЕЛЬНАЯ ИНФОРМАЦИЯ:

- Раздел правового портала о Privacy&Digital [для сотрудников Unilever](#)
- Правовой портал [для маркетинговых агентств](#)

По вопросам доступа к portalу обращайтесь к Irina.Shotkevich@unilever.com

1 Войти или зарегистрироваться в системе, если Вы новый пользователь
(**SINGLE SIGN-IN** для сотрудников Unilever)

Unilever Login

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2 Выбрать категорию запроса: **Request Something** – для нового сайта; **Complete a PIA for External or Live Sites** – для изменения существующих сайтов

Find Answers Faster

Find the answers you need when you need them

How can we help?

Knowledge

Browse and search for articles, rate or submit feedback.

Request Something

Need to request a new service or site? Get started here.

Create a case

Have a problem with an existing service or site? Get help here.

Most Viewed Articles

- ▶ [Creating a Case for Eva...The 'Problem Type' Problem](#)
- ▶ [Eva's Knowledge Library...As Explained by Eva](#)
- ▶ [AEM...As Explained by Eva](#)
- ▶ [The Common Problem...With Changing Titles and Tags](#)
- ▶ [BIN...As Explained by Eva](#)

Top Rated Articles

- ▶ [The "So Many URLs" Problem : PIM & PDX Upload Link](#)
★★★★★
- ▶ [Eva's Knowledge Library...As Explained by Eva](#)
★★★★★
- ▶ [The Detailed Guide To...Running a Bamboo Job](#)
★★★★★

Featured

- ▶ [The Common Problem...When Your UDHQ Ticket Is Still Open](#)
KB0010484 · 9 Views · a day ago · ★★★★★
- ▶ [Creating a Case for Eva...The 'Problem Type' Problem](#)
KB0010427 · 117 Views · 19d ago · ★★★★★
- ▶ [Eva's Knowledge Library...As Explained by Eva](#)
KB0010448 · 75 Views · 17d ago · ★★★★★

В разделе **Build your Website** выбрать категорию **New Website**.

[Home](#)
[Customer Service](#)
[Build your Website](#)

Categories

- [Build your Website](#)
- [Decommission your Website](#)
- [Enhance your Knowledge](#)
- [Enhance your Website](#)
- [Launch your Website](#)
- [Maintain your Website](#)
- [Manage your Access](#)
- [Manage your Analytics](#)
- [Manage your Audience](#)
- [Manage your Campaigns](#)
- [Manage your Operations Requests](#)
- [Manage your Target](#)
- [Operations Activities](#)

Build your Website

Add or Update Agency Details for your Website

Add or Update Agency Details for your Website

[View Details](#)

New Website Capability

New Website Capability (Front End Code Enhancement)

[View Details](#)

Author - AEM (CMS)/WordPress

[View Details](#)

New Website

Request the set-up of a new Website and complete a Data Protection Check

[View Details](#)

4 В появившейся форме заполнить общую информацию о сайте, а также ответить, планируется ли на нём собирать или обрабатывать персональные данные.

[Home](#)
[Customer Service](#)
[Build your Website](#)
[New Website](#)

New Website

Request the set-up of a new Website and complete a Data Protection Check

Please use this Catalog Item to request the set-up of a new Website.

Your new website will be set up on the appropriate platform and will come with all mandatory features (Cookies/Adobe Analytics/Google Analytics/Contact Us...), however if you wish you add further features you's need to request them separately.

* Primary Domain/Website URL:

* Brand:

* Platform:

* Website type:

-- None --

* Is this a Master or a Localisation Website

[More information](#)

Localisation is a copy of a Master site, whereas a Master site is a stand-alone site

-- None --

* Country:

* Language:

* Campaign Website

-- None --

* URL Type

-- None --

* Content Type

-- None --

You are planning to collect or process any personal data from consumers for marketing activities?

[More information](#)

While answering this question, please select 'Yes' only if you are planning to collect or process consumer personal data for marketing activities for which we have provided some examples and guidance below. The standard 'Inveer' contact us page or widget on all our websites is a mandatory feature for supporting consumers, and is not considered as a marketing activity and hence should be ignored while selecting the response. If you ONLY have the 'Contact Us' page on your website and no other data collection activity planned please select the response 'No'

Some Examples:
Name, Email, Mobile Number, Telephone Number, Date of Birth, Address, Social Media Handles, Cookies, Gender, etc.

Personal Data Definitions:
Any information relating to an identified or identifiable individual. An identifiable individual is one who can be identified, directly or indirectly, in particular, by reference to an identification number or to one or more factors specific to his physical, physiological, mental, emotional, cultural or social identity.

-- None --

Submit

Add attachments

5

После отправки заполненной формы DPC получить на почту уведомление об оценке возможных Privacy рисков:

Low Risk

Если проект признан низко-рисковым – Вы можете приступить к его реализации.



Subject	Data Protection Checklist outcome: Low Risk – Eva
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Thank you for completing the initial Data Protection Checklist (DPC) for CS0010587 in Eva.

Based on the information you have supplied in the DPC the planned marketing activity has been deemed Low Risk. Therefore, you DO NOT need to complete a full 'Data Protection Impact Assessment (DPIA)'. You are free to continue with your activity without further approval from your local Data Protection Advisor.

If you are launching a new website, data collection form, or mobile app, then you must ensure that the asset has a fully compliant Privacy Notice, Cookie policy, and Cookie Banner, in place. For this matter, please do reach your local Data Protection Advisor (link below) when designing the asset. Please note that this is a mandatory legal requirement.

Local DPA Contact Details (link below) -

https://unilever.sharepoint.com/:f:/s/privacyteam/EgFJUNfc7PdMpS6U0X88lioBSQ16K8Y_-r43SmO2c8xSgA?e=k2qj47

Potential High Risk

Если был выявлен потенциальный высокий риск – может потребоваться пройти полную процедуру оценки (DPIA) на базе OneTrust.



Subject	Data Protection Checklist outcome – Potential High risk DPC for review – Eva
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Dear User Requester,

Thank you for completing the initial Data Protection Checklist (DPC) for CS0010582 in Eva.

Based on the information you have supplied the new marketing activity has been deemed potentially High Risk. You may be required to complete a full Data Protection Impact Assessment (DPIA) in One Trust before progressing the activity any further. Do not begin the activity until you have received confirmation on how to proceed. A member of the central privacy team will be in touch with you soon to confirm next steps.

If a full DPIA is required, it will be reviewed by your local DPA. Only once approval is given by the DPA should you begin the activity.

Local DPA Contact Details (link below) -

https://unilever.sharepoint.com/:f:/s/privacyteam/EgFJUNfc7PdMpS6U0X88lioBSQ16K8Y_-r43SmO2c8xSgA?e=k2qj47

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3 В разделе **Maintain your Website** выбрать категорию **Complete a Data Protection Checklist**.

[Home](#) > [Customer Service](#) > [Maintain your Website](#)

Categories

- [Build your Website](#)
- [Decommission your Website](#)
- [Enhance your Knowledge](#)
- [Enhance your Website](#)
- [Launch your Website](#)
- [Maintain your Website](#)**
- [Manage your Access](#)
- [Manage your Analytics](#)
- [Manage your Audience](#)
- [Manage your Campaigns](#)
- [Manage your Operations Requests](#)

Maintain your Website

Add or Update Agency Details for your Website
Add or Update Agency Details for your Website

[View Details](#)

Complete a Data Protection Checklist
Request the completion of a Data Protection Check on an

[View Details](#)

4 В появившейся форме заполнить Data Protection Check list.

[Home](#) > [Customer Service](#) > [Maintain your Website](#) > [Complete a Data Protection Check list](#)

Complete a Data Protection Check list

Request the completion of a Data Protection Check on an existing website

Complete this form if you are planning to collect or process any personal data from consumers for marketing activities.

* Name of Campaign

* URL

* Campaign URL

* Brand Name

* Agency

Name of Contact Person from each Agency

* Name of VP Brand Builder

* Brand Contact Name

* Expected Date of Launch

* Expected Date of Decommission

[More information](#)

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Some Examples:
Name, Email, Mobile Number, Telephone Number, Date of Birth, Address, Social Media Handles, Cookies, Gender, etc.

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Local DPA Contact Details (link below) -

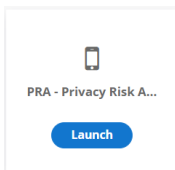
https://unilever.sharepoint.com/:f:/s/privacyteam/EgFJUNfc7PdMpS6U0X88lioBSQ16K8Y_-r43SmO2c8xSgA?e=k2qj47

1 Войдите в систему, используя реквизиты своего аккаунта Unilever.

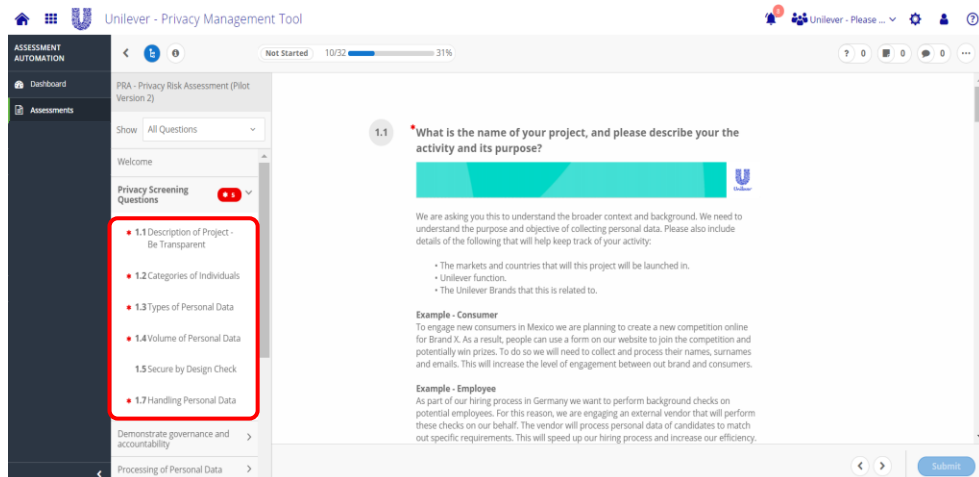
Если доступ необходим Агентству или иному третьему лицу, его можно запросить по адресу: divya.mehndiratta@unilever.com



2 Для создания оценки для любой активности (маркетинговой или нет) выбрать категорию запроса: **PRA - Privacy Risk Assessment Template**.



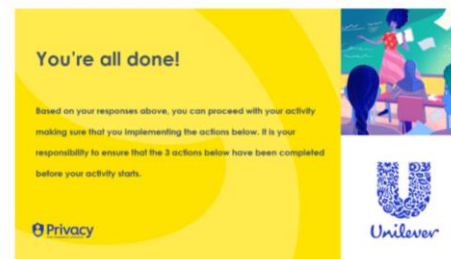
3 Внесите ответы на скрининговые вопросы: название проекта, чьи данные будем собирать, как планируем их использовать и т.д.



4a Если система определила ваш проект как **проект с низким** риском, вы можете завершить PRA и приступить к реализации проекта, выполнив три шага из **чек-листа**:

- ☒ Добавьте ссылку на актуальную политику о персональных данных, чтобы проинформировать потребителей о том, как мы собираем и используем их персональные данные
- ☒ Следуйте Marketing Consent Playbook там, где мы получаем согласия от потребителей для маркетинговых активностей.

1.8 Thank you for completing the Privacy Risk Assessment! Please click 'Submit' to finish this assessment.



- ☒ Убедитесь, что у нас заключен договор, где прописаны соответствующие условия о защите данных, с любым третьим лицом, вовлеченным в проект.

4b Если система определила ваш проект как **проект с высоким** риском, вам необходимо ответить на **дополнительные вопросы**, следуя инструкциям системы.

6.4 Thank you for completing the additional questions! Please click 'Submit' to finish this assessment. This assessment will be reviewed by your local Data Protection Advisor or the Global Privacy team for central projects. If you have any questions, please reach out to your local Data Protection Advisor or the Global Privacy team.



По завершении отправьте заполненную оценку, нажав кнопку **Submit**, на рассмотрение вашему **DPA** и согласуйте с ним необходимые действия для минимизации выявленных рисков.

