

## Level 0 Non Existent

- Have not yet thought about privacy in the context of your organization.

## Level 1 Novice

- **New to world of privacy. Would like to increase awareness** of privacy and security requirements.

## Level 2 Reactive

- Some recognition of the value of privacy and security requirements but practices are **ad-hoc and reactive**.

## Level 3 Compliant

- Basic components of a privacy program in place for **minimal compliance** with privacy and security requirements..

## Level 4 Proactive

- A mature privacy program in place that optimizes the 7 Foundational principles of Privacy by Design to be **proactive** about privacy and security requirements.