

# What are the benefits of conducting a Data Protection Impact Assessment?

Conducting a DPIA will improve awareness in your organisation of the data protection risks associated with a project. This will help to improve the design of your project and enhance your communication about data privacy risks with relevant stakeholders. Here are some of the benefits of conducting a DPIA:

Ensuring and demonstrating that your organisation complies with the GDPR and avoids sanctions

Inspiring confidence in the public by improving communications about data protection issues

Ensuring your users are not at risk of their data protection rights being violated

Enabling your organisation to incorporate "data protection by design" into new projects

Reducing operation costs by optimising information flows within a project and eliminating unnecessary data collection and processing

Reducing the cost and disruption of data protection safeguards by integrating them into project design at an early stage

Reducing data protection related risks to your organisation

**Data protection by design means embedding data privacy features and data privacy enhancing technologies directly into the design of projects at an early stage. This will help to ensure better and more cost-effective protection for individual data privacy. Data protection by default means that service settings must be automatically data protection friendly. While long recommended as good practice, both of these principles are enshrined in law under the GDPR (Article 25).**