

# How I Built This: Talking data privacy with Ross Saunders

How I Built This dives into the stories behind growing SMEs and the movements they've built.



Ross Saunders

If you think your company is too small, or that you have the latest firewall, and you're safe from hackers (or from being breached ), think again. It just takes a second for you to put in the wrong detail in a phishing message for a catastrophic event to occur. An investigation into IT-related crimes are extremely expensive, and the mitigation of further/future crimes can cost a company up to tens of thousands of Rands per day.

Ross Saunders specialises in data protection and information security. His company focusses on raising awareness and educating staff as to the human aspect of what can, and does, go wrong in data protection.

*“ When the executives have an ‘ah-ha’ moment during the training session, that makes me more passionate; I love helping companies raise awareness. ”*

Saunders has a particular, and personal, passion for data privacy, having been a victim of identity theft himself. Listen to our interview below.