



TRU Staffing Partners, Inc.

# Expand Your Business Potential with Expert Privacy Contractors

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# Expand Your Business Potential with Expert Privacy Contractors

As consumers demand more data privacy and want to know what's being done with their information, corporations need to add data privacy talent as fast as possible to meet that requirement. However, privacy staffing is not a cookie-cutter operation — organizations at every level of privacy program maturity need privacy support staff, and they may not always have the budget or time to hire full-time pros. That's why forward-thinking leaders augment existing staff with contract and temp-to-hire resources to get every type of data privacy job done: on budget, on time, every time.

The privacy talent marketplace keeps growing at a dramatic pace — evolving dynamically to match the need for more and better ways to control the flow of

personal data. What job seekers and hiring managers look for in roles changes based on economic trends at any given time. TRU contractor utilization rates have massively increased over time, and TRU expects that privacy contractor demand to continue as the industry grows and evolves.



# Why You Should Hire Privacy Contractors

Use contractors to get a specialist to come in and move the needle. Look for impact players instead of long-term investments from a human capital perspective if you're a corporate hiring manager in data privacy. Establishing a human capital ecosystem that fluidly caters to a variety of employee desires and modalities gives a privacy hiring manager competitive advantage over other potential employers, and the unique ability to select most broadly from the available pool of talent searching for work.

Knowing why you want to use contract resources and making a strong business case will help you, the hiring manager, get the budgetary approvals needed to engage with talent. The most common reasons to engage TRU contractors include:

## 1. Budget, but no headcount.

Often shareholders, your board, or your CFO will allocate budget to fund a privacy program but be reticent to approve headcount. Yet, you still need people in place to get the job done. While you may not be able to hire a full-time privacy pro right away, bringing in contract privacy talent allows you to complete the task at hand without committing to full-time headcount.

## 2. Tackling a large or complex time-pegged privacy project.

Many types of privacy work are project-based. These projects are often urgent

and time bound. They require a big push, then trickle off. The contract privacy talent ecosystem has hit a maturity where corporations can manage these projects with plug-and-play contract resources without committing to long-term base compensations, bonus plans, 401K, and associated employee benefit costs. This also takes the burden of vertical growth and career planning off the plate of the hiring manager and allows them to focus on giving that mentorship/path to FTEs while simultaneously providing more time for other agendas.



### 3. Rapidly shifting regulatory landscape.

When new US state-by-state regulations and global privacy laws are passed, or your organization begins doing business in regions with privacy regulations you need to consider (such as APAC and LATAM), you need to quickly apply those laws to your business. A privacy specialist contractor can come in, adapt your policies, processes, or technology to the specific regulations that now apply to your business, and then depart.

### 4. FTE triage.

Many of our clients are struggling to fill FTE roles — and contractors can come in as pinch-hitters until you find that perfect match. They can help you triage while you look for your FTE. A senior level contractor, for instance, can help you prioritize & plan for FTE resources at a strategic level, so you're better prepared to go to market with your FTE role.

### 5. Provide relief for FTEs.

Clients who engage TRU contractors for FTE relief have seen retention rates increase by 35% in the past three years. Your full-timers won't be as inclined to leave if you hire contractors to help them when they need it as part of an institutional strategy. One of the fastest-growing problems in privacy is staff burnout. TRU has found that contract augmentation is the best solution to provide relief to your valuable full-time employees with indispensable institutional knowledge.

### 6. Cover parental leave, FMLA, or lengthier notice periods outside the US.

Almost 25% of TRU's clients need gap coverage once a year for an employee that is out of the office for parental leave, medical leave, extended vacation, sabbatical or other predictable but short- to medium-term critical staff absences.

## TRU clients by the numbers:

**25%**

TRU clients need gap coverage annually

**20%**

TRU clients utilize contract-to-hire to "check the fit, then commit"

**35%**

TRU clients realize an average of 35% increases in retention rates when they supplement FTEs with contractors



Our global clients also sometimes find themselves waiting out the lengthy notice periods common outside the US for a full-time hire and need coverage while they wait. What may be unpredictable in these scenarios is whether the employee will eventually return to work again, which is one reason why contract-to-hire has quickly become a popular privacy option for hiring managers.

**7. Staff contract-to-hire.**

If your internal hiring process for full-time employees is lengthy, you'll lose out on talent due to the speed of the market. A "contract to hire" talent model can solve this problem, allowing you to quickly bring in talent on a contract basis, and then see if it's a fit before you commit. About 20% of TRU clients are taking a "check the fit, then commit" model with contractors to see if they fit their environment before bringing them on full-time. You can assess a candidate on the job before committing to hiring them full-time — and the candidate can assess you. Taking part in the contract-to-hire process gives you and the employee the flexibility to evaluate how well they mesh with your team while on the job. At any point in the contract, you can decide to extend the candidate's contract, hire them on full-time, or ask us for a different resource.

**8. Leveling up/specialized skill requirement.**

Many of TRU's clients need specialized skills that are hard to find in abundance. Need a pro with special software skills? Or maybe experience with a particular type of privacy regulation or post-audit project? Contractors provide specialized talent for niche skill sets that can be augmented in, then out. If you need someone to come in for a data mapping project, develop a PIA tool/process,

**TRU contractors by the numbers:**



92%

of contractors complete, convert, or are still on contract



65K+

Candidates in the TRU database



97%

TRU placements meet their guarantee



implement a DSAR program, or update DPAs for paper that relies on Schrems II or other dated policies, you need specialized skills for a short time only. When you don't have the resources to hire a "unicorn" FTE who checks all the boxes or take the time to train a candidate on skills you need — bring in a tactical specialist on a contract basis. Often these contractors are leveling up the existing full-time staff, leaving behind elevated skill sets in your staff.

**9. Expand candidate geographies.**

A contract staffing model allows you to access candidates in geographies where your organization lacks a tax presence. If you can't hire anywhere but a state in which you have an office, you are diminishing your potential talent pool. TRU is registered in every state in the US and 60+ countries with candidates on our payroll. All you get is an invoice and you have an international talent pool at your fingertips.

“ A contract staffing model allows you to get access to candidates in geographies where your organization lacks a tax presence.



# 4 Steps to Hire a Privacy Contractor

1. [Share your hiring requirements with our team of subject matter experts.](#)
2. Get a contract in place. We assign a dedicated account manager from our executive leadership team and schedule a kickoff call.
3. Receive resumes of industry-leading talent within 48 hours, and start interviewing candidates. We move as fast as you need us to go. We have a fully dedicated scheduling team and run background checks.
4. You decide on the perfect candidate. Many contractors are placed in just a few days.

**Cut the extended hiring process.**

You can get contractors in the door much faster than you're able to hire full-time staff. If you don't have three to 12 weeks to search for, attract, negotiate with, hire, and onboard a regular full-timer, come to TRU and get a contractor in the door within a week.





# Winning the Best Talent

**Interviewing and onboarding contract resources should be different than how you onboard full-time hires. Sure, there is some overlap in interview Q&A and official integration, but there should also be stark differences.**

**Here are some tips for interviewing contract privacy talent that require hiring manager recalibration:**

**1. Know your maturity model.**

To fill privacy roles with the right candidates, you can map the current and future maturity models of your privacy program to identify what type of privacy professional will work best for your current state (or help you get to the next maturity level). TRU has found there are four easy ways to categorize and express maturity states of privacy programs on interviews: [Builder, Grower, Disrupter, or Maintainer. To find out which one you are, click here.](#)

**2. Interview for immediate impact.**

Don't waste time discussing long-term plans, goals, or agendas. Focus wholly on the opportunity to impact the organization quickly. Set short term KPIs that make mutual success

clearly defined and visible within the first 30 to 60 days of employment.

**3. Don't sugarcoat your needs.**

Hiring managers tend to make working for them shinier, brighter, and the best possible version of what working at their company is like, all the time. Contractors need the cold truth so there are no surprises. They are less concerned with institutional or environmental fit and much more concerned with the client's need and their ability to satisfy it.

**4. Overestimate, don't underestimate, your timeline.**

If you think a project could go six months, set the expectation for nine to 12. Rarely does TRU see privacy contracts end early because the client need fizzled. Typically, contractors work 30-50% longer than the hiring manager initially projected at the point of hire. Some work perpetually.



# Our Bench, Roster, and Team

TRU can staff any role throughout the privacy ecosystem with contract candidates. For example, even the role of chief privacy officer can be filled with an “as a service” or fractional time candidate. And there is more flexibility in the cost of service – you pay only for the candidates you hire for the time you need them. Here is a list of the most common privacy temp roles we can get you resumes for within a day:

- Privacy analysts/specialists
- Privacy project managers/privacy program managers
- Privacy attorneys
- Privacy engineers
- PET (privacy enhancing technology) implementation specialists & support
- Post-merger/acquisition privacy program integration resources
- Senior privacy consultants
- CPO as a service / fractional CPOs

## When can you expect a response?

Existing TRU customers get a response from our Account Managers within 12 hours. New customers get responses from our Business Development team within 24 hours. This level of responsiveness is to also be expected from our contract resources. TRU also provides proprietary, custom-developed self-assessments for privacy project management, and contract attorneys. [You can find them here.](#)



# Who You Gonna Call? The TRU Mythbusters

## 1 MYTH: Contractors are out of work.

**Not true.** There is a whole world of lifestyle contractors who have no interest in taking full-time jobs. They prefer to be firefighters who come in to solve interesting privacy problems and then move on to the next fire. They prefer the variety of people and projects, and they love the flexibility that the contract lifestyle allows them.

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## 2 MYTH: People who are willing to take contract work are B- or C+ players.

**Wrong!** They often have reached a place in their careers where there's no vertical growth or meaningful financial mobility for them as full-time privacy pros. They've chosen to become contractors and are high-caliber players.

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## 3 MYTH: To hire a contractor, they require a minimum 40 hours of work per week.

**No!** Contractors will take part-time projects to fit into their schedules or interests, with no minimum or maximum hours. Fractional resources are always available. Much more than you might think!

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## 4 MYTH: A Contractor will leave a contract the minute they get a full-time job.

**Wrong!** TRU often provides better benefit packages than employers who offer full-time opportunities. Past that, many contractors are lifestyle contractors who prefer the flexibility and career mobility of contracting. With TRU contractors, 92% complete, convert, or are still on contract.

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# Three Ways TRU Treats Their Contractors Better Than Most

TRU's value to our clients is our subject matter expertise in privacy — we have attorneys and CIPMs on staff, so we are very specialized. Our representation style allows us to make better matches. With TRU, our clients interview and can select the best candidates for their organizations. TRU takes incredibly good care of our contractors. They are important human resources to the organization.

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## 401k Matching

TRU offers contract employees a 401K with a generous match.

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## Health Benefits

Our contractors can join our health benefit plan as if they were a full-time employee. They get the same access to benefits as a full-time employee would get.

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## W2 Employees

Contractors working for TRU are W2 employees — there's no need for them to have to file & track their taxable income or create an LLC. And an added bonus, there's no need for employers to worry about payroll taxes or social security contributions.



Looking to Hire?

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