

Ponemon Institute conducts independent research on privacy, data protection and information security policy. Its goal is to enable organizations in both the private and public sectors to have a clearer understanding of the trends in practices, perceptions and potential threats that will affect the collection, management and safeguarding of personal and confidential information about individuals and organizations. Ponemon Institute research informs organizations on how to improve upon their data protection initiatives and enhance their brand and reputation as a trusted enterprise.

In addition to its research, Ponemon Institute provides strategic consulting to private and public sector organizations interested in establishing or enhancing their privacy, data protection, and security practices. Ponemon Institute is the parent organization of the Responsible Information Management (RIM) Council. The RIM Council draws its name from the practice of Responsible Information Management, an ethics-based framework and long-term strategy for managing personal and sensitive employee, customer and business information.

Members of the RIM Council represent a cross-section of Fortune 500 companies and are champions of privacy and data protection in their organizations. Through working groups and special projects, RIM Council members create practical solutions to the privacy and data protection challenges faced by organizations.