



Privacy Information Management

ISO/IEC 27701 : 2025

What is ISO/IEC 27701?

ISO/IEC 27701 is a Privacy Information Management System (PIMS). This is an international standard that provides guidance for establishing, implementing, maintaining, and continually improving a Privacy Information Management System. The standard is designed to strengthen data privacy and protection capabilities while enabling personally identifiable information (PII) controllers and processors to demonstrate accountability, manage privacy risks, and build trust with partners, clients, and regulators.

ISO/IEC 27701 focuses on the 'information' aspect of privacy and how businesses deal with the processing of personal information. No one wants a company or person to use their private information without permission; this means limiting access to your personal information and keeping it confidential. Having confidence in a business is crucial, and a company that utilises a PIMS will gain a high reputation for information security.

Who needs ISO/IEC 27701?

Almost every business holds PII (personally identifiable information); therefore, this standard applies to all business types regardless of size. Including public and private companies, government entities and not-for-profit groups, which are PII controllers and/or PII processors processing PII within an Information Security Management System (ISMS).

ISO/IEC 27701 is a sector-specific standard related to ISO/IEC 27001:2013 and ISO/IEC 27002:2013, which focuses on PIMS-specific requirements. Any company that processes, stores, or controls personally identifiable information (PII); including public, private, and not-for-profit entities, will benefit from an ISO/IEC 27701 Privacy Information Management System to help protect and regulate the personal information they hold. It strengthens data privacy and protection while helping organisations demonstrate compliance with global privacy regulations such as the GDPR.

Benefits of ISO/IEC 27701

ISO/IEC 27701 supports your business in showing compliance with the requirements of a PIMS and demonstrating trust with clients by securing their personally identifiable information (PPI). Additional benefits of an effective ISO/IEC 27701 are vast and can be unique to your specific business, but could include:

- Improved staff competence and processes to avoid breaches
- Builds trust in managing personal information and protects your reputation
- Increased transparency between stakeholders
- Facilitates effective business agreements
- Clarifies roles and responsibilities
- Supports compliance with privacy regulations, including GDPR
- Supports the continual improvement process of the Privacy Information Management System within the business
- Increased customer satisfaction by maintaining the integrity of customers' and other interested parties' personally identifiable information
- And can be implemented simultaneously with ISO/IEC 27001

Related services and products



Beyond ISO/IEC 27701, IMSM can also introduce your business to a range of management system standards designed to be compatible and integrated to help develop and grow a profitable company by delivering audit efficiency, consistency and continual improvement.

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J Knight

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