LIONBRIDGE

2020 TOP TRENDS:
WHAT YOU NEED TO KNOW

Data has always been important. In 2020 it's crucial.
Here are three trends that matter most.

1 Data privacy

2 Data security

3 Compelling content creation

Sound simple? It's not. Here's what you need to do differently.

Inside, Learn About:

Strategies to Safeguard Your Private Information
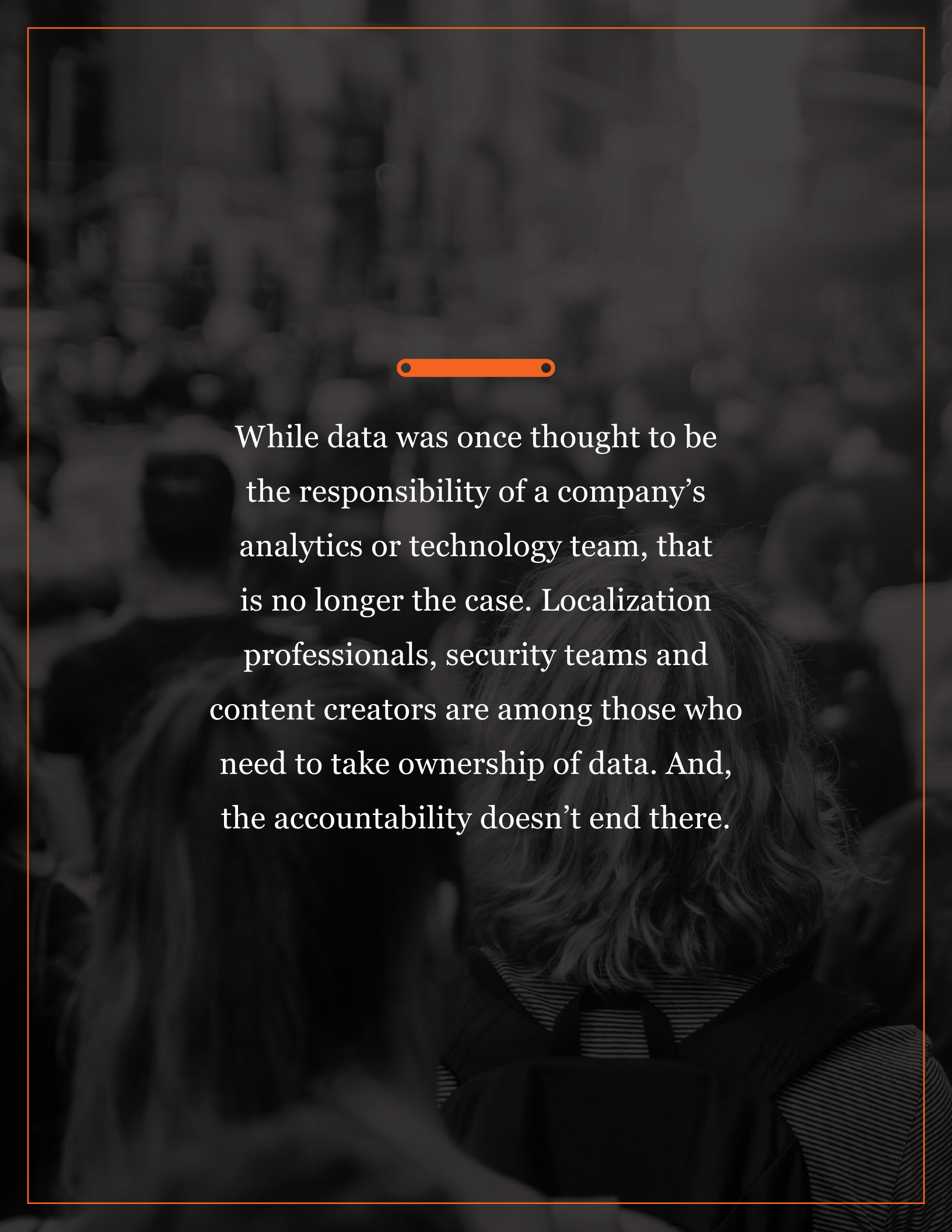
Approaches to Keep Cybercriminals at Bay

Ways to Capitalize on Content Gaps to Win Search Engine Optimization

Includes These Key Concepts:

Eight Principles of Data Protection for Your LSP

Top 5 Questions to Ask Your LSP about Cybersecurity Best Practices

The Do's and Don'ts of Content Creation for Multilingual SEO

While data was once thought to be the responsibility of a company's analytics or technology team, that is no longer the case. Localization professionals, security teams and content creators are among those who need to take ownership of data. And, the accountability doesn't end there.

In 2020, your company's success will largely hinge upon the way you and your partners handle your data. The language service provider (LSP) you choose to engage with matters more than ever.

A number of factors make your LSP selection critical:

1	**2**	**3**
Data protection laws—including the new California Consumer Privacy Act—require compliance by your LSP in order for you to be in good standing.	Cybersecurity vulnerabilities make it essential to determine whether your LSP is devoting the resources to mitigate threats of cyber attacks.	BERT, Google's latest search algorithm, calls for a more sophisticated content creation approach.

If your LSP isn't talking to you about these three issues, your company may find itself at a major disadvantage or even in danger of unwittingly breaking the law.

Read on to learn how to best handle data in light of a changing business landscape.

DATA PRIVACY AND YOUR LANGUAGE SERVICE PROVIDER

The proliferation of privacy laws requires more scrutiny of your language service provider

Do you know your language service provider's (LSP) culture around privacy? If not, it's time to find out. There's a growing number of privacy regulations emerging throughout the United States and the world. If your LSP is out of compliance with your data, so are you.

A Patchwork of Regulations: What's a Company to Do?

To date, more than 100 countries have legislation in place to protect data and privacy, according to the United Nations Conference on Trade and Development. And, that number is growing. Brazil is among a dozen countries currently tackling the issue with draft legislation. Domestically, California's privacy law—the California Consumer Privacy Act—went into effect on January 1, 2020. Global companies within the U.S. may be subject to these new regulations as well as to older regulations, like the General Data Protection Regulation (GDPR). GDPR is an initiative that went into effect in May 2018 and gives European Union (E.U.) citizens more control over their personal information.

Lionbridge's Chief Security Officer, Douglas Graham, points to privacy—both generally and within the context of LSPs—as a 2020 trend as the world reacts to its importance. At the root of legislative action is the conclusion that people's information is being overshared. As such, expect other states to follow California's lead and more companies to be subject to privacy regulations. Companies and their LSPs will be required to comply with emerging laws. However, adhering to a patchwork of regulations will be challenging. What's the solution? Comply with the most restrictive regulation that is applicable to your company.

How Will Your LSP Handle Your Data?

At the heart of privacy is the individual. Personally identifiable information consists of information such an individual's full name plus other pieces of information. These pieces of information could include the person's date of birth, social security number or driver's license, to name a few. LSPs should be expected to handle personal information appropriately and in a way that will not surprise the individual or break the law.

Look for transparency; your LSP should provide clear guidelines and statements on what they will do with the data and never use it for any other reason. A trustworthy LSP will not translate material and then use that data for secondary uses, such as marketing to the individuals named in the translated document. Beware of an LSP that offers free or low cost translation.

Make sure you are not negotiating away your rights to privacy and enabling the LSP to use your data for other purposes. You can ensure that your company's data is processed in a manner that meets your specifications by entering into a contract with your LSP that contains a privacy clause.

Who Should Care About Data Breaches?

Any company that has customers will almost certainly collect private information. If you are sending that data to an LSP, you better know how the data is being handled. If your LSP commits any data breach, you may be held responsible even though the breach wasn't directly your fault. And, the consequences can be harsh.

A breach in personally identifiable information can result in fines under federal and state laws. Fines can be $1 million per state. Failure to comply with the E.U.'s GDPR can cost up to 10% of a company's gross profit.

If steep, monetary fines don't get your attention, consider other costs such as increased regulatory scrutiny and loss of trust by your customers. Make sure your LSP doesn't destroy all the good will you have built up.

How Should Your LSP Handle Sensitive Data?

The best thing you can do when working with an LSP is assess whether you really need to send the personally identifiable information to them in the first place. The more copies of the data, the more potential there is for it to be misused or erroneously shared with others. When possible, redact or de-identify personally identifiable information. When you must send private information to your LSP, make sure your vendor knows how to handle this type of data and is contractually obligated to protect it.

Here are some best practices:

- When redaction is not possible, a secure file transfer protocol should be used. The information should be put in your LSP's secure servers.

- Your LSP should redact private information, when possible, before sending files to the community for translation.

- If redaction is not possible, your LSP should ensure that the information is shared only with authorized individuals.

- In certain cases, your LSP should have the ability to use a secure room. The employee will do work in this physical space, but have no access to a phone or paper, and will be unable to remove information.

- In rare cases, the LSP should send their employee to the client site so the information never leaves the company.

In addition to these practices, a robust security program is critical to protect the privacy of information. If your LSP does not have security, it cannot have privacy because privacy relies on security.

What Happens to the Data When the Job is Done?

In certain cases, an LSP is required to store data for a specified period of time, but that time frame should not be forever.

You should understand what data your LSP is keeping and why it is keeping it. Pay close attention to whether the data contains privately identifiable information. It is appropriate to save information when a translation memory is being built. A translation memory is a glossary of words and phrases that are repeatedly used to enable translations to be processed faster and more efficiently. A translation memory would not contain personally identifiable information.

How Can You Tell if Your LSP Has a Culture of Privacy?

So, does your LSP have a culture of privacy? This refers to the core behaviors of the LSP and whether or not its employees care about privacy and security.

For telltale signs that such a culture exists, look for:

- Monetary resources behind privacy initiatives

- The existence of a privacy program that is continuously assessed and enhanced

- The education and training of employees on privacy processes

Importantly, there should be a C-level appointment of someone who spends all day thinking about these issues. After all, keeping up with developments in privacy law and the LSP's subsequent legal obligations is nothing short of complicated. It is important for you to do some front-end due diligence on your LSP's privacy policies and practices. It will go a long way towards helping you preserve your company's reputation and help you avoid financial consequences from noncompliance.

EIGHT PRINCIPLES OF DATA PROTECTION FOR YOUR LSP

1. Data may only be collected and processed fairly and lawfully.

2. Data can only be collected and processed according to the articulated purpose.

3. Data must be demonstrated to be adequate, relevant and restrained in relation to the purpose.

4. Data must be kept accurate, clean, and current.

5. Data must be destroyed when the articulated purposes expire.

6. Data must be processed with respect to the rights of the data subject.

7. Data must be secured by appropriate organizational and technical measures.

8. Data transfer is prohibited unless there is a legal mechanism to do so.

CYBERSECURITY AND TRANSLATION DATA

Why you should care about safeguarding your data in 2020 and beyond

When selecting an LSP, a few questions immediately come to mind. How much will my translation cost? How quickly will I receive the final product? Will the resulting translation be of high quality? All of these concerns are of the utmost importance. But, another consideration that is equally important, and arguably even more crucial, is determining what steps your LSP is taking to safeguard your data. If you're not asking your LSP about data security, you are exposing yourself to the potential loss of intellectual property, company secrets or other highly sensitive material. When this type of information becomes public or gets into the wrong hands, the results can be devastating to a company.

What Could Go Wrong When Using Free, Online Translation Apps?
If you rely on a free, online translation tool for your company's data, think twice, particularly if your data is sensitive or private. Remember the old saw—if you don't pay for the product, *you* are the product. In this case, every item you enter into that free tool belongs to them.

There have been numerous warnings about the subsequent loss of control over data submitted to free, third-party apps. For instance, petroleum company Statoil learned its lesson in 2017. In that case, a free, online app loaded employees' personally identifiable data into Google Search without Statoil's knowledge.

Entrusting your translation projects to a professional LSP is a good, first step to ensure your data is secure. But there's a

caveat; not all LSPs are committed to cybersecurity and data protection. So, you need to do some homework and ask the right questions.

The Translation Lifecycle
How Are You Delivering Your Material for Translation?
Customers will send data to an LSP in multiple ways. Three things should be achieved during delivery:

1. No one should be able to steal data.

2. Data should be uploaded to a place that only authorized people are able to access.

3. Data should not be able to be copied.

The LSP and the customer should work together to determine the delivery method of data. For highly sensitive material, the onus is on the LSP to provide an option that consists of a secure portal or website. This type of delivery method will prevent data from being intercepted during transmission. It should also be designed to ensure there are no internal intrusions once material is in the portal. It is the customer's responsibility to use the portal and refrain from asking the LSP to take data through an unsecure method.

Once data is in this portal, safeguards should involve multiple layers of controls. These controls may include strong

authentication, rules-based access management and the ability to integrate with the customer's access management system. The idea is to limit access to people actively working on the project and to store the data so it cannot be easily taken by anyone else. Fewer people working on the data will minimize the security risk.

How is the Translation Work Being Done?

Translators should be required to sign in with credentials in order to receive access to the data, and then be required to work in the portal when the data warrants. For highly sensitive data, the translator's work should be tracked on the LSP's servers and special tools should be used. Resources, such as translation management software, help prevent data from being removed from the portal. And, for the utmost confidential material, data should be provided to translators in small chunks. This will ensure the entirety of the content is never fully disclosed.

Ultimately, translators should be able to work in an environment where data is maintained in the LSP's systems and protected within the LSP's security framework. Different levels of security can be applied to the translation model. This will be dictated by how sensitive the data is and how much protection is needed.

How is the Translation Work Delivered Back to You?

The LSP should deliver the completed translation to the client the same way it was received. For sensitive material, that delivery process would be through the secure portal. Make sure the data is secure and encrypted.

What Policies and Standards Will Protect Data?

Your LSP's processes will go a long way towards protecting your data. For instance, the people touching the data are often linguists who may not fully understand security. Make sure your LSP informs linguists about the importance of protecting data and requires them to follow security policies put in place by the LSP. Additionally, your LSP's employees should be trained on how to handle data so it is secure. Finally, ask your LSP if the metadata of your project is obscured. Does the operations team use code names for projects as part of their process? They should.

What Tools Should Dedicated IT and Security Teams Use?

A company that entrusts their data to an LSP should know whether their vendor is equipped to maintain their own IT systems and handle an unforeseen security violation. Does the LSP use specialized technology like a security incident and event management tool? This type of tool provides an almost real-time capability to detect a malicious event, which enables security professionals to respond in a timely manner. Does the LSP have a vulnerability management system to track weaknesses in servers and other assets?

You can effectively assess your LSP by simply finding out if it has dedicated IT and security teams. It takes a considerable amount of resources to support these types of teams. Not all LSPs are in a position to operate them.

TIP:
Be wary of free, online translation apps

How Can Best Practices by Your LSP Minimize Threats to Your Data?

It's impossible to completely eliminate all external and internal threats. However, you can rest easier knowing that you are focusing on securing your data and using an LSP that engages in best cybersecurity practices.

Buyers should look to their own security team for input when selecting an LSP. And, the LSP should be willing to talk about their processes, practices, and strategies to secure data. Ultimately, your LSP should stand by what it says by entering into a contract that details its security responsibilities to you.

TOP 5 QUESTIONS TO ASK YOUR LSP TO ENSURE CYBERSECURITY BEST PRACTICES

1. Do you have a Chief Security Officer whose sole job is to protect data?

2. Do you have a dedicated security team and how is that team organized?

3. Do you do penetration testing of your applications and systems?

4. Do you have a robust access control policy?

5. Do you train employees and translators on data security?

CONTENT CREATION FOR MULTILINGUAL SEO IN 2020 AND BEYOND

Less translation, more transcreation and in-market content creation is best

What Type of Online Content Will Reach Your Target Audience?

If you've had good online search results in spite of mediocre or hastily written content, you will have to rethink your approach. In the year 2020 and beyond, companies—and especially global companies—will need to create *quality* content specific to each market to optimize search engine results. Here's how to do it.

Quality content refers to the topics you choose to write about and the translation or data creation methods you select to articulate your ideas. Both of these considerations are critical to reaching your target. And, since your intended audience is rarely looking for you specifically, you need to be strategic in order to get to the top of the search list once an online query has been made.

Why a Shift in Search Engine Optimization (SEO) Strategy Now?

Google's new algorithm, BERT, is the driving force behind the need to perfect your content to optimize search engine results. BERT stands for Bidirectional Encoder Representations from Transformers. Google introduced it in October 2019 following the growing popularity of voice searches and longer queries. BERT understands these longer questions and, most importantly, the relationship *between* words so it can better determine the context of the search.

All of those little words—its, in, and—are now being used to inform the search engine about intent. That means Google's more sophisticated algorithm will no longer reward content that is merely stuffed with key words. Similarly, content will be penalized if grammar is not on point because Google will likely opt for content it deems more relevant. While Google initially rolled out BERT for English language queries, the algorithm now supports 70 languages all over the world. A BERT model is also being used to improve featured snippets, or answer boxes, globally.

Content Ideation: Where do You Start?

When developing your content creation strategy, keep your customers in mind and figure out what they want to know. Brendan Walsh, Lionbridge's Global Search Subject Matter Expert, trains employees at global brands to achieve exceptional SEO results. Walsh offers these tips:

- Figure out what people are asking in each region you are targeting by using Google to research popular queries.

- Build a list of those questions and arrange them into a grouping.

- Use that grouping to generate ideas for your blog, social media posts or website.

Companies operating in multiple markets should recognize that the same topic will often yield numerous results due to market differences.

For instance, a company conducting research on electric cars may find that people from Los Angeles care about emissions standards while those from Quebec focus on performance during wintry weather. The same topic can produce wildly different query questions, which will dictate your regional content.

"It's critical for content to be data-driven, by market. That's the way to ensure relevance to your audience and ultimately generate the results you seek."

Brendan Walsh
Global Search Subject Matter Expert, Lionbridge
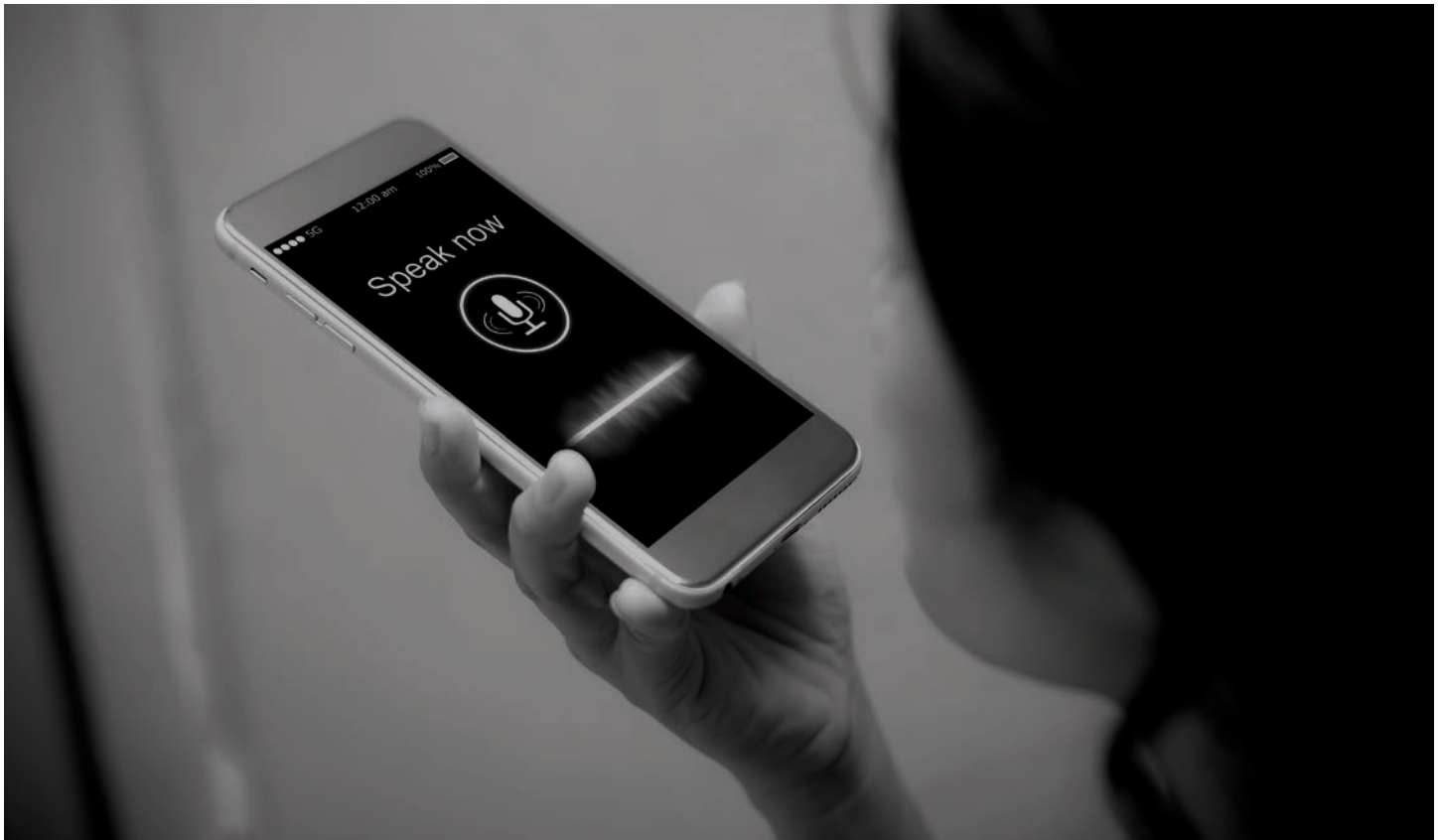
How Can You Achieve Multilingual SEO?

Organizations that operate globally and deal with multiple languages will undoubtedly have added challenges compared to companies that deal with one, local region. With quality content so crucial to search engine optimization, they should strive to create original content in each language that answers users' questions, according to Walsh. The gold standard is in-market, data driven content creation. Nonetheless, there are other useful methods that can be part of the solution, he adds.

Next in effectiveness is transcreation, the process of recreating content for a target language and market, while preserving its creative and emotional appeal. And finally, while translation may have to take a bit of a back seat, there will still be a place for it. Ultimately, global companies may use a combination of these methods to meet their needs. Lionbridge offers in-market evaluation services and can determine the best combination of in-market content creation, transcreation and translation to achieve the most cost-effective, successful SEO results.

Where are the Biggest Opportunities When Building a Content Creation Strategy?

It may seem daunting to get noticed within a sea of content. After all, there is only one winner when it comes to voice searches; it's the one entry that your personal assistant chooses to tell you about. And in text searches, clicks drop significantly if you don't make it into the top five positions.

Consider the following statistics as you come up with a content creation strategy. According to Unbabel.com, while English accounts for 55% of all online content, only 20% of the world speaks English and a mere 5% of the population considers English their native language. As such, there is a huge content gap for languages outside of English.

Not only does a gap exist in content outside of English, quality lacks in the content that does exist. This is because so much of this content is simply translated from English as opposed to being designed for the market. Global companies that focus on creating quality content for their non-English markets have the opportunity to make significant inroads to their target audience.

What's at Stake if You Fail to Evolve?

Now that you have some tools to create some great content and maximize your multilingual SEO, be sure to use these methods. If you fail to evolve and enhance your content, you'll lose traffic to local businesses who will focus on the local market. In our work with clients, we have consistently seen that if you create worthwhile content, people will use it.

MULTILINGUAL SEO WITH BERT:

The do's and don'ts of content creation

- **DO** create data-driven content that your target audience will find useful.

- **DO** capitalize on the need for content in languages other than English.

- **DO** create in-market content specifically catered to your local audience; know when to translate, transcreate and start from scratch.

- **DON'T** allow your content to have grammatical inconsistencies. BERT will recognize this and lower your rankings.

- **DON'T** merely pack your content with key words; it's an outdated strategy that will no longer work with Google's sophisticated algorithm.

- **DON'T** merely translate content that was created for another locale. There's a strong likelihood that it will fail to resonate with your new target audience.

TIP:
To achieve multilingual SEO, create quality content for each language

We'll continue to watch these trends, and other emerging trends, carefully as the year progresses.

We view new laws, evolving algorithms and other developments in the marketplace as opportunities to help our partners succeed.

If you have questions about your specific needs, we're here to answer them.

Reach out to us to get started today by visiting lionbridge.com/get-in-touch
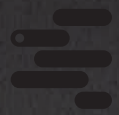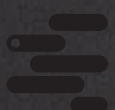
About Lionbridge

Lionbridge partners with brands to break barriers and build bridges all over the world. For more than 20 years, we have helped companies connect with global customers and employees by delivering localization and training data services in 350+ languages. Through our world-class platform, we orchestrate a network of one million passionate experts in 5000+ cities, who partner with brands to create culturally rich experiences. Relentless in our love of linguistics, we use the best of human and machine intelligence to forge understanding that resonates with our customers' customers. Based in Waltham, Massachusetts, Lionbridge maintains solution centers in 26 countries.
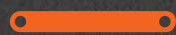
LEARN MORE AT
LIONBRIDGE.COM

LIONBRIDGE