

SAFE Tip Sheet Data Privacy

ARE YOU DOING ENOUGH TO PROTECT CONSUMERS' DATA?

Nearly 75 percent of Americans feel it is "extremely" or "very" important that companies have "easy-to-understand, accessible information about what personal data is collected about them, how it is used and with whom it is shared."¹



PERSONAL INFORMATION MAY BE VALUABLE TO YOUR BUSINESS, BUT IT'S ALSO SOMETHING CONSUMERS VALUE.

Together we can create a culture of respecting privacy, safeguarding data and enabling trust. Below are key issues to consider when handling personal information.

DO YOU COLLECT PERSONAL INFORMATION YES THROUGH A WEBSITE? - NO -----

DO YOU HAVE A PRIVACY STATEMENT?

NO

YES

Ensure that your privacy statement clearly communicates your data use practices and includes contact information and details on who you are and how you collect, use and share personal information.



Communicate clearly and often about what privacy means to your organization and the steps you take to achieve and maintain consumer privacy and security. A privacy policy can be one way to achieve this.

SAFE: Security Awareness For Everyone

https://poweredbywest.com/protect/



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