



enter your personal information make sure it's actually needed for the services you need. If not, don't provide it.

**Privacy is Good for Business**

*Protecting your customers' privacy is a competitive advantage. Respecting consumers' privacy is a smart strategy for inspiring trust and enhancing reputation and growth.*

- **Privacy is Everyone's Business:** If you collect it, protect it. Follow reasonable security measures to keep individuals' personal information safe from inappropriate and unauthorized access.
- **Transparency Builds Trust:** Be open and honest about how you collect, use and share consumers' personal information.
- **Build Trust By Doing What You Say You Will Do:** Communicate clearly and concisely to the public what privacy means to your organization and the steps you take to achieve and maintain privacy.
- **Conduct Due Diligence & Maintain Oversight of Partners and Vendors:** If someone provides services on your behalf, you are also responsible for how they collect and use your consumers' personal information.

**Why Privacy Matters**

Privacy affects every part of our life both at home and at work. As the issue of privacy becomes more familiar to the public, consumers are becoming more concerned about who can access their information and why. Your internet enabled devices connect you to the world around you, but they can also track your personal information, including your contacts, photos, videos, location and health and financial data, and you might be unaware of and uninformed about how this personal information is being used, collected or shared in our digital society.

**Why You Should Care**

With the California Consumer Privacy Act taking effect this year and other states considering similar legislation, data privacy will become a central issue for businesses in 2020. Yet while consumers conduct much of their lives on the internet via connected devices, few understand the critical issue of privacy



and how their personal information is being used, collected and shared by businesses. Or that this data may be stored indefinitely and used in both beneficial and unwelcome ways.

**Safeguard Your Personal Data**

*Your mobile devices – including smartphones, laptops and wearables – are always in reach wherever you go, and they share substantial information about you and your habits. Follow these basic privacy tips to help you better manage your personal information.*

- **Personal Information is Like Money. Value it. Protect it.:** Information about you, such as your purchase history or location, has value – just like money. Be aware of who gets this information and how it's collected through apps and websites, and keep your apps up to date, and review permissions for both frequently.
- **Share with Care:** Think before posting about yourself and others online. Consider what it reveals, who might see it and how it could be perceived now and in the future.
- **Own Your Online Presence:** Each device, application or browser you use will have different features to limit how and with whom you share information. Be sure to set the privacy and security settings on websites and apps to your comfort level for information sharing.
- **Think Before You Act:** Don't download unknown software to your personal devices, and check with your company's policies to see if you're allowed to download software on work devices. And if you're asked to

**What's the Difference Between Privacy & Security?**

**Security** refers to the ways we protect ourselves, our property and personal information. It is the first level of defense against unwanted intruders.

**Privacy** is our ability to control access to our personal information.