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SAFE Tip Sheet
Data Privacy Day 2021

Millions of people are unaware of and uninformed about how their personal information is being used, collected, and shared in our digital world.

Data Privacy Day is an international effort held annually on January 28th to create awareness about the importance of respecting privacy, safeguarding data, and enabling trust. Data Privacy Day promotes privacy and data protection best practices that empower companies and individuals to take action, and we are proud to be a Data Privacy Day Champion.

Privacy is Good for Business

- **Privacy is Everyone's Business**: If you collect it, protect it. Follow security practices to keep individuals' personal information safe from inappropriate and unauthorized access.

- **Transparency Builds Trust**: Build trust by doing what you say you will do.

- **Conduct Due Diligence & Maintain Oversight of Partners and Vendors**: If someone provides services on

RESPECTING PRIVACY
SAFEGUARDING DATA
ENABLING TRUST
January 28

DATA PRIVACY DAY

your behalf, you are also responsible for how they collect and use your consumers' personal information.

Safeguard Your Data

- **Personal Information has Value - Protect it**: Information about you - such as your purchase history or location - has value. Be careful about who gets that information and how it's used.

- **Share with Care**: Think before posting about yourself and others online. Consider what a post reveals, like private or sensitive information or photos. What you do online has the potential to affect everyone — at home and at work.

- **Secure your Devices**: Use strong passwords, passcodes or touch ID features to lock your devices. These security measures can help protect your information if your devices are lost or stolen and keep prying eyes out.

Connecting With Care

- **WiFi Hotspots**: Limit the type of business you conduct and adjust your device's security settings to limit who can access your machine.

- **Protecting your Money Online**: When banking and shopping, check to be sure the site is security enabled. Look

for web addresses with "https://" or "shttp://," which mean extra measures to help secure your information. *"http://" is not secure*.

- **Lock Down your Key Accounts**: Your usernames and passwords are not enough to protect key accounts like email, banking and social media. Use strong authentication tools like a unique, one-time code through an app on your mobile device.

Don't have a New Year's resolution for 2021 yet? Make it 'Manage My Privacy Settings.' For 2021, review and update the privacy settings on all of your key online accounts. You'll be better protected and improve your peace of mind - and who doesn't need that?

#PrivacyAware https://staysafeonline.org/stay-safe-online/managing-your-privacy/manage-privacy-settings/

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.

SAFE: Security Awareness For Everyone