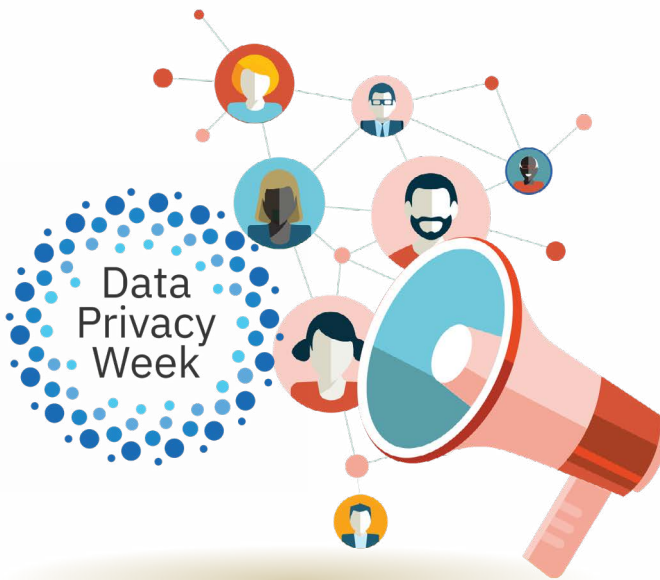


## Data Privacy Week 2022



### Data Privacy at Work

**Data Privacy Week helps spread awareness about online privacy and helps individuals learn how to manage their personal information and keep it secure, but it also encourages businesses to respect the data they collect and be more transparent about how they collect and use customer data.**

Everything we do online generates data. There is data about our activities, behaviors, and interests; our personal data, like social security and driver's license numbers; and data about the physical us, like health data. It's easy to feel a lack of control over the information collected about us and how it's being protected. Companies are realizing this and responding

### Respecting Privacy

Consumers are concerned about how their data is being collected, shared, and used by companies. Respecting consumer privacy - and protecting it like you expect yours to be protected - is not just good for inspiring trust and enhancing reputation and growth in your business. In some states, it's the law.

### Best practices for protecting consumer data:

- Understand which privacy laws and regulations are applicable to your business.
- For websites, ensure you have an up-to-date privacy statement that clearly communicate your data use practices with details of who you are and how you collect, use and share personal data.

- Follow reasonable security measures to keep an individuals' personal information safe from inappropriate and unauthorized access:
  - » Encrypting email
  - » Keeping a clean desk with documents containing sensitive data locked away when not being used
  - » Keeping a clear screen by locking your computer when you step away and using a screensaver; should you forget
  - » When documents - digital or physical - are no longer needed, you should securely delete or shred them per your company's retention and destruction policies
- 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.
- Create a culture of privacy by educating your employees on your privacy policy and teaching new employees during the onboarding process about their role in privacy at your organization.
- Better security and privacy behaviors at home will translate to better security and privacy practices at work.

### If you collect it, protect it!