



## 5 WAYS TO HELP EMPLOYEES BE PrivacyAware

1. Challenge your employees to think critically about privacy, and make it a fun competition: Ask each employee or department to take the Data Privacy Day theme, “respecting privacy, safeguarding data and enabling trust,” and articulate how the theme applies to the work they do on a daily basis, regardless of their department. Brainstorm ideas for operationalizing the Data Privacy Day principles.
2. Foster ongoing learning and engagement: Help employees stay up to date on safe privacy practices at home too by encouraging them to sign up for the National Cyber Security Alliance’s (NCSA’s) monthly family newsletter, #CyberAware. NCSA does not share our contact lists (period).  
<http://dprivacyd.info/dpdnews>
3. Create a #PrivacyAware culture: Post messages about privacy around the office or on internal message boards or use other available communication platforms now through Jan. 28. To get started, take a look at these posts and memes: [dprivacyd.info/1cEPcjZ](http://dprivacyd.info/1cEPcjZ)
4. Energize privacy awareness with young people: Teaching about privacy increases one’s own privacy awareness. Organize a company-wide volunteer day with local schools to teach students about privacy and online safety. You can use these free teaching materials and lesson plans from C-SAVE:  
<http://dprivacyd.info/teachpriv>
5. Talk to employees frequently about what privacy means to your organization and the role they have in making sure privacy is achieved and maintained. Organize a “lunch & learn” – possibly with outside speakers in January – to educate employees about the value and impact of protecting customer and colleague information and their role in keeping it safe. Videos and other resources to help you start the conversation can be found here: [dprivacyd.info/privlibrary](http://dprivacyd.info/privlibrary)

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