Privacy is GOOD FOR BUSINESS

Personal information may be valuable to your business, but it's also something your customers value. Consider taking the following actions to create a culture of **respecting privacy, safeguarding data and enabling trust** in your organization.

If you collect it, protect it.
Follow reasonable security measures to protect individuals' personal information from inappropriate and unauthorized access.

Be open and honest about how you collect, use and share personal information.
Clearly communicate your data use practices and any features or settings you offer to consumers to manage their privacy.

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.*

Don't count on your privacy policy as your only tool to educate consumers about your privacy practices.
Communicate clearly and often what privacy means to your organization and the steps you take to achieve and maintain consumer privacy and security.

HOW WE USE YOUR INFO

Create a culture of privacy in your organization.
Educate employees about their role in privacy, security and respecting and protecting the personal information of colleagues and customers.

PRIVACY IS IMPORTANT

In addition to your privacy practices, do your due diligence and monitor partners and vendors.
You are also responsible for how they use and collect personal information.

JOIN THE GREATER EFFORT!

PrivacyAware

DATA PRIVACY DAY **CHAMPION**

ChatSTC

GET INVOLVED AND SHARE ON SOCIAL MEDIA
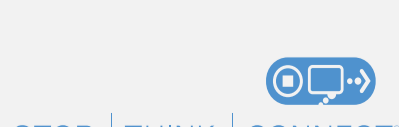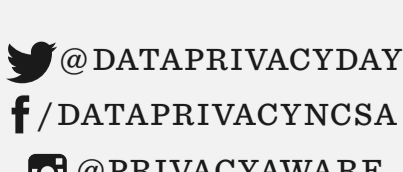Using #PrivacyAware, post on social media about why privacy is important to you and/or your organization.

BECOME A 2017 DPD CHAMPION
Register yourself and/or your organization as a Champion and receive a toolkit and helpful resources to help everyone be a little more #PrivacyAware.

JOIN OUR #CHATSTC TWITTER CHATS
On Jan. 18 and Jan. 25 at 3 p.m. EST/noon PST.

TO LEARN MORE, VISIT STAYSAFEONLINE.ORG/DPD