PERSONAL INFORMATION MAY BE VALUABLE TO YOUR BUSINESS, BUT IT'S ALSO SOMETHING CONSUMERS VALUE. Together we can create a culture of respecting privacy, safeguarding data and enabling trust. Below are key issues to consider when handling personal information.

Ensure that your privacy statement clearly communicates your data use practices and includes contact information and details on who you are and how you collect, use and share personal information.

In addition to your privacy practices, you are also responsible for how your partners use and collect personal information.

Ensure that the amount and type of data are appropriate to the purpose. Disclose to consumers how you will use the data. Disclose whether you share consumer data. Provide ways for individuals to limit their information use/sharing – and communicate them to consumers.

HAVE YOU CONFIRMED THAT EACH SOURCE GOT PERMISSION TO SHARE THE DATA?

DO YOU HAVE A PRIVACY STATEMENT?

DO YOU COLLECT PERSONAL INFORMATION THROUGH A WEBSITE?

DO YOU COLLECT PERSONAL INFORMATION IN PERSON?

DO YOU COLLECT PERSONAL INFORMATION FROM THIRD PARTIES AND/OR APPS?

NOW THAT YOU HAVE THOUGHT ABOUT HOW YOU COLLECT INFORMATION, YOU SHOULD CONSIDER HOW THAT INFORMATION IS STORED AND KEPT SECURE.

EVALUATE AND EMPLOY CONTROLS TO PREVENT UNAUTHORIZED ACCESS TO YOUR CONSUMER DATA.

• Make sure your privacy statement clearly states the purpose for which you will use the data.
• Have a written information security policy. Educate employees and third parties on it. Enforce it.
• Require the strongest authentication you can on all sensitive accounts, including multi-factor authentication.

MONITOR AND TRACK THE WAY YOU USE AND MANAGE CONSUMER DATA.

• Review and enforce your privacy policies in light of any new regulations.
• Understand and keep track of user choices before you share personal information with third parties.
• Have a policy that encourages your company to securely dispose of personal information when it is no longer useful.


Learn More About Data Privacy Day: https://staysafeonline.org/data-privacy-day/