How to Get Involved in Data Privacy Week 2023

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Senior Director of Marketing
National Cybersecurity Alliance
Please note...
This webinar is being recorded

- It will be uploaded to staysafeonline.org
- Presentation slides will be made available to download

Please use the Q&A chat box to ask any questions
We empower a more secure, interconnected world.

Our alliance stands for the safe and secure use of all technology.

We encourage everyone to do their part to prevent digital wrongdoing of any kind.

We build strong partnerships, educate and inspire all to take action to protect ourselves, our families, organizations and nations.

Only together can we realize a more secure, interconnected world.
About Data Privacy Week
Data Privacy Week Overview

• Expansion of Data Privacy Day.

• Began in the United States and Canada in January 2008 as an extension of Data Protection Day in Europe.

• Commemorates the Jan. 28, 1981 signing of Convention 108, the first legally binding international treaty dealing with privacy and data protection.
About Data Privacy Week

Data Privacy Week Overview

- Spreads awareness about online privacy
- Educates citizens on how to manage their personal information and keep it secure.
- Encourages businesses to respect data and be more transparent about how they collect and use customer data.
Data Privacy Week 2023 Themes
For Individuals:
Data: The Story of You
Data: The Story of You

Steps to Take

• Know the tradeoff between privacy and convenience

• Adjust privacy settings to your comfort level

• Protect Your Data
Know the privacy/convenience tradeoff

- Make informed decisions about sharing your data with certain businesses.
- Consider the amount of information they are asking for. Weigh it against the benefits you may receive in return.
- Be wary of apps or services that require access to information that is not relevant to their services.
- Delete unused apps
Adjust privacy settings to your comfort level

• Check the privacy and security settings on web services and apps.

• Set them to your comfort level for information sharing.

• Get started with NCA’s Manage Your Privacy Settings page to check the settings of social media accounts, retail stores, apps and more.
Data: The Story of You

Manage Your Privacy Settings

https://staysafeonline.org/resources/manage-your-privacy-settings/
Data: The Story of You

Protect Your Data

• Create long, unique passwords and store them in a password manager

• Enable multi-factor authentication

• Recognize and report phishing

• Update software
For Organizations: 
Respect Privacy
For Organizations: Respect Privacy

**Steps to Take**

- Conduct an assessment
- Adopt a privacy framework
- Educate employees
For Organizations: Respect Privacy

Conduct an Assessment

• Assess your data collection practices.
• Generate and follow security measures to keep individuals’ personal information safe from unauthorized access.
• Make sure the data you collect is processed in a fair manner and only collected for relevant and legitimate purposes.
• Maintain oversight of partners and vendors.
Adopt a Privacy Framework

- Adopting a privacy framework can help you manage risk and create a culture of privacy in your organization by building privacy into your business.

- Start by checking out the following frameworks:
  - NIST Privacy Framework
  - AICPA Privacy Management Framework
  - ISO/IEC 27701 - International Standard for Privacy Information Management
For Organizations: Respect Privacy

Educate Employees

• Create a privacy policy for your company and ensure your employees know it

• Teach new employees about their role in your privacy culture during the onboarding process.

• Engage staff by asking them to consider how privacy and data security applies to the work they do on a daily basis.

• Remind employees to update their privacy and security settings on work and personal accounts.
How to Get Involved
Resources

Become a Champion

• Show your support for Data Privacy Week
• Becoming a Champion is easy and free
• Receive a toolkit of materials exclusively for registered Champions
• Organizations: Get your company name listed on staysafeonline.org
• Be among the first to receive updates on Data Privacy Week news, events and materials

https://staysafeonline.org/programs/data-privacy-week/champion
Thank you to our 500+ registered Champions!

staysafeonline.org/programs/2023-data-privacy-week-champions/
How to Get Involved

Become a Champion

Sign your company up as a Champion: As a champion you receive a toolkit of these free resources

- A PDF guide to Data Privacy Week and ways to get involved
- Sample social media posts and graphics
- Logos and Champion badges
- Video call backgrounds
- A sample press release
- A sample email for employees
- Posters
- Infographics
- Tip Sheets
How to Get Involved

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How to Get Involved

At Work

- Post the logo
- Post to intranet site
- Send an email
- Host a virtual or in-person training
- Launch a quiz
- Issue a company promotion
How to Get Involved

At Home

- Sign up for our newsletter
- Talk to your kids
- Review the privacy and security settings with members of your family
How to Get Involved

On Social Media

- Post privacy tips
- Use #DataPrivacyWeek
- Use our sample social media posts and graphics
- Join our Twitter Chat
How to Get Involved

**In your community**

- Teach others about how to manage and secure their data.
- Use our Online Safety Volunteer toolkit and videos: https://staysafeonline.org/programs/cybersecurity-awareness-month/teach-others-how-to-stay-safe-online/
- Share additional resources as takeaways
How to Get Involved

Talking about data privacy

Be…
• Actionable
• Positive
• Empowering
• Simple
• Realistic
Upcoming Events
Data: The Story of You

Join the webinar
Tuesday, January 24
12PM ET/ 9AM PT

Co-hosted by:
How to Get Involved

Twitter Chat

**Date and Time:** Wednesday, January 25, 2023

**More info:** Contact Jennifer@staysafeonline.org to receive the twitter chat questions in advance

**Description:** Celebrate Data Privacy Week and join @StaySafeOnline’s Twitter Chat! Come prepared to share your top tips, advice and resources for consumers and businesses and connect with other data privacy and security advocates and educators!
Today's Data, Tomorrow's Currency

Join the webinar
Thursday, January 26
12PM ET/ 9AM PT

Co-hosted by:
Additional Resources
Additional Resources

For more information on Data Privacy Week:
National Cybersecurity Alliance: https://staysafeonline.org/programs/data-privacy-week/
### Additional Resources

**For more privacy and security advice**  

<table>
<thead>
<tr>
<th>Online Security</th>
<th>How To Protect Your Phone From Hackers</th>
<th>How To Recover Your Hacked Email or Social Media Account</th>
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</thead>
<tbody>
<tr>
<td>How To Protect Your Phone From Hackers</td>
<td>Four steps to protect your phone from hackers.</td>
<td>What to do if you think your email or social networking account has been hacked.</td>
</tr>
<tr>
<td>How To Remove Your Personal Information Before You Get Kid of Your Computer</td>
<td>How to remove your personal information from your computer so it doesn’t end up in the hands of an identity thief.</td>
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<tr>
<td>How To Secure Your Home Wi-Fi Network</td>
<td>How to protect your home wireless network.</td>
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<tr>
<td>How To Recognize, Remove, and Avoid Malware</td>
<td>Malware is a big threat to your devices’ security. Here’s how to recognize, remove, and avoid malware.</td>
<td></td>
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<tr>
<td>How To Remove Your Personal Information Before You Get Kid of Your Phone</td>
<td>Before you trade in, sell, give away, or recycle your phone, remove your personal information.</td>
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<tr>
<td>Mobile Payment Apps: How To Avoid a Scam When You Use One</td>
<td>Learn how mobile payment apps work and how to avoid sending money to a scammer.</td>
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<tr>
<td>Password Checklist</td>
<td>Here’s a checklist to make sure your passwords are secure.</td>
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## Seguridad en línea

<table>
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<tr>
<th>Aplicaciones de pago móvil: Cómo evitar una estafa cuando usa una de estas aplicaciones</th>
<th>Aplicaciones de red privada virtual (VPN) para dispositivos móviles</th>
<th>Cómo eliminar su información personal antes de deshacerse de su computadora</th>
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<tbody>
<tr>
<td>Averigüe cómo funcionan las aplicaciones de pago móvil y cómo evitar enviarle dinero a un estafador.</td>
<td>Si está buscando una forma más segura de usar wi-fi público, conozca los beneficios y riesgos de las aplicaciones de red privada virtual (VPN).</td>
<td>Antes de deshacerse de su computadora, copie su información personal y luego elimínela del disco duro para que no termine en manos de un ladrón de identidad.</td>
</tr>
<tr>
<td>Cómo eliminar su información personal antes de deshacerse de su teléfono</td>
<td>Cómo proteger la red wifi de su casa</td>
<td>Cómo proteger los dispositivos conectados a internet en el hogar</td>
</tr>
<tr>
<td>Antes de canjear, vender, regular o reciclar su teléfono, elimine su información personal.</td>
<td>Cómo proteger la red wifi de su casa.</td>
<td>Pasos que lo pueden ayudar a proteger sus dispositivos conectados a internet.</td>
</tr>
</tbody>
</table>

**En español**

Additional Resources

For privacy professionals
International Association of Privacy Professionals (IAPP): [https://iapp.org/store/knowledgenets/](https://iapp.org/store/knowledgenets/)
Additional Resources

For privacy information on connected devices
Mozilla *Privacy Not Included: https://foundation.mozilla.org/en/privacynotincluded/
Additional Resources

For the latest privacy news
Consumer Reports:  https://www.consumerreports.org/issue/data-privacy
DuckDuckGo:  https://spreadprivacy.com/
Thank you to our sponsors:

Sponsorships are still available
Contact leah@staysafeonline.org to learn more
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