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In our ever-expanding digital world, American consumers are paying closer attention to the value of their personal information and how to protect and manage their privacy. To meet the needs and expectations of their customers, businesses must address their customers' concerns about privacy and security by being transparent about the data they collect and use and what they are doing to protect it.

The National Cyber Security Alliance (NCSA), the nation's leading non-profit promoting cybersecurity, is growing its STOP. THINK. CONNECT. campaign to include privacy awareness and education to better help consumers and businesses be thoughtful about the use and protection of data.

Data Privacy Day, held annually on January 28, is the signature event of NCSA's privacy awareness campaign. The Theme for the Data Privacy Day is "Respecting Privacy, Safeguarding Data and Enabling Trust." The day is dedicated to inspiring consumers to learn how to own their online presence and protect their personal information and to encouraging businesses to be open and honest about how they collect and use data.

According to 2014 NCSA survey, 74 percent of Americans feel that it is not easy to understand how their personal information is being used by reading the privacy statements or policies on websites and apps, which ultimately prevents them from taking steps to protect their personal information.<sup>1</sup> Consumers are uninformed, in part, because they do not understand what data is being collected, how it is being used or with whom it is being shared and, therefore, do not know how to effectively manage their online activities. Since it is not readily apparent about how most companies collect and use information, businesses willing to make their data

collection and use practices more accessible have a tremendous opportunity to build

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practices, they build a safer, more trusted Internet for everyone.”

“With the rise of the digitized business, security needs to be a factor in everything we do, with an eye towards trustworthiness, transparency and accountability,” said Anthony Grieco, Senior Director of the Security and Trust Organization at Cisco. “All organizations must implement privacy and data protection practices as a critical component of a holistic IT security approach that includes trustworthy policies, processes, technology and people.”

“As a company dedicated to protecting data from exposure and misuse by cybercriminals, we share NCSA’s focus on empowering the public to enjoy their digital lives and their belief that security and privacy are inextricably linked,” said Andrew Lee, CEO of ESET North America and NCSA board member.

“The Better Business Bureau takes data privacy seriously. ‘Safeguard privacy’ is one of the eight [BBB Standards for Trust](#) that we require Accredited Business to practice, and that we advise for all businesses,” said Mary E. Power, president and CEO, Council of Better Business Bureaus. “The standard has three critical components: A business should collect only the customer data it needs; it should protect that information against mishandling and fraud; and it must respect customers’ preferences regarding the use of their information. Data Privacy Day is a good time to remind businesses that protecting their customers’ information is critical to building and maintaining trust.”

Consider taking the following Privacy is Good for Business actions to create a culture of privacy and security 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 consumers' personal**

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### **Be Part of the Greater Campaign and Get Involved**

NCSA encourages businesses and organizations to join STOP. THINK. CONNECT. and engage in the privacy awareness campaign. Our collective voice supports the shared mission and communicates the need for creating an Internet that respects and protects personal information. It's easy to do and will help spread the word about the importance of protecting personal information and managing privacy.

Encourage other organizations to protect personal online data by tweeting, “#Privacy is good #business. Check out these privacy tips for business:

<http://dprivacyd.info/1Cf1F6f>“

Another great way for organizations and individuals to officially show support is to become a Data Privacy Day Champion. Champions represent those dedicated to respecting privacy, safeguarding data and enabling trust. Being a Champion is easy and does not require any financial support. Champions can include companies and organizations of all sizes; schools and school districts; colleges and universities; nonprofits; government organizations and individuals. For more information on how to become a Data Privacy Day 2016 Champion, visit

<https://www.staysafeonline.org/data-privacy-day/champions>.

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