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PRIVACY IS GOOD FOR BUSINESS

Personal information may be valuable to your business, but it's also something your customers value. 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.[1]

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.

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.

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.

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.

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