

ARE YOU DOING ENOUGH TO PROTECT YOUR CUSTOMERS' DATA?

"Companies must embrace their combined responsibilities of using customer data in an ethical way and securing it properly. Proper data hygiene and security need to complement each other, and companies must demonstrate a strong commitment to both to earn and keep consumers' trust."1



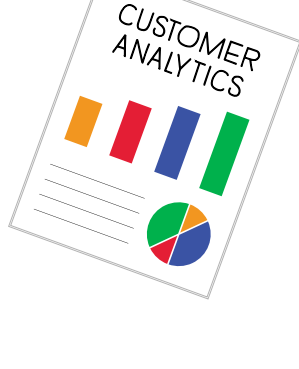
PERSONAL INFORMATION MAY BE VALUABLE TO YOUR BUSINESS, BUT IT'S ALSO SOMETHING CONSUMERS VALUE.

Together we can create a culture of respecting privacy, safeguarding data and enabling trust. Below are key issues to consider when handling personal information.

DO YOU COLLECT PERSONAL INFORMATION THROUGH A WEBSITE?

YES — **DO YOU HAVE A PRIVACY STATEMENT?** — **NO**

YES
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.

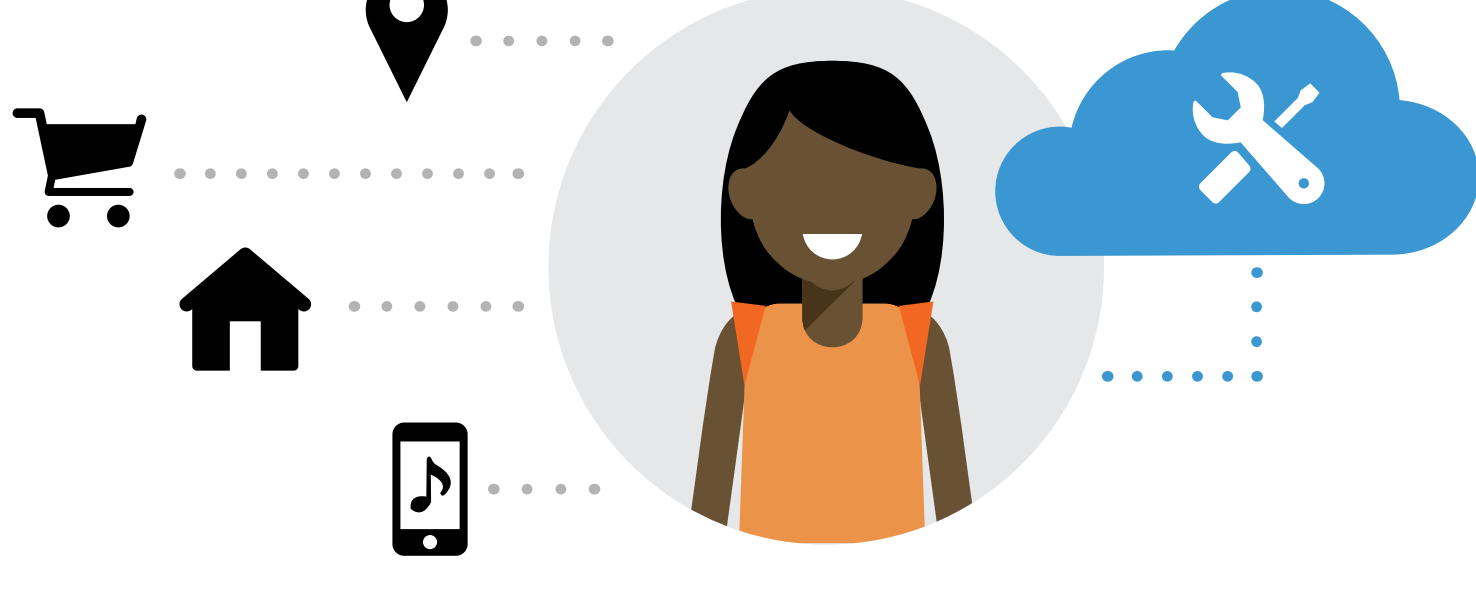


NO
Communicate clearly and often about what privacy means to your organization and the steps you take to achieve and maintain consumer privacy and security. A privacy policy can be one way to achieve this.

DO YOU COLLECT PERSONAL INFORMATION IN PERSON?

YES — **IN PERSON?** — **NO**

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.



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

YES — **FROM THIRD PARTIES AND/OR APPS?** — **NO**

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

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

NO



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, WHETHER IT'S KEPT BY A HOSTING SERVICE OR ONSITE.

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

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

#PrivacyAware @STAYSAFEONLINE /STAYSAFEONLINE National Cyber Security Alliance

1RSA Data Privacy and Security Survey 2019: <https://www.rsa.com/content/dam/en/misc/rsa-data-privacy-and-security-survey-2019.pdf>