

Respecting Data Privacy at Work

It's Data Privacy Week, which was created to spread awareness about online privacy and help individuals learn to manage their personal information and how to manage and protect the privacy of consumer information they may collect and use in their day-to-day jobs.

People are concerned about the way their data is collected, shared, and used by companies. Respecting the privacy of your customers is critical for inspiring trust and enhancing your company's reputation. By being open about how you use data and respecting privacy, you can stand out from your competition. Respecting consumer privacy – and protecting it like you expect yours to be protected – isn't just good for inspiring trust and enhancing your business's reputation and growth; in some states, it's the law.

Respecting and protecting privacy best practices:

Understand which privacy laws and regulations are applicable to your business.

Consider how privacy and data security applies to the work you do daily.

Follow reasonable security measures to keep an individual's personal information safe from inappropriate and unauthorized access by:

Encrypting email

Keeping a clean desk with documents containing sensitive data locked away when not being used

Keeping a clear screen by locking your computer when you step away (and using a screensaver, should you forget)

When documents (digital or physical) are no longer needed, you should securely delete or shred them per your company's retention and destruction policies.

Don't forget to maintain oversight of partners and vendors as well — if they provide services on your behalf with access to your consumer's personal information, you are also responsible for how *they* collect and use it!

You are the frontline of protecting the data you collect for your organization. Know your organization's obligations to protect personal information and follow all required security measures and processes.

If you collect it, protect it!

