DATA
PRIVACY
DAY

# 2021 TOOLKIT

## YOUR GUIDE TO
## DATA PRIVACY DAY
### *JANUARY 28, 2021*

# DATA PRIVACY DAY

## WHAT IS DATA PRIVACY DAY?

Led by the National Cyber Security Alliance (NCSA), Data Privacy Day began in the United States and Canada in January 2008 as an extension of the Data Protection Day celebration in Europe. Observed annually on January 28, Data Protection Day commemorates the Jan. 28, 1981, signing of Convention 108, the first legally binding international treaty dealing with privacy and data protection.

Each year, data breaches continue to grow in size and scope – exposing consumer's private data and valuable business information assets. Against this backdrop, Data Privacy Day helps spread awareness about privacy and educates citizens on how to secure their personal information. It also works to encourage businesses to be more transparent about how they collect and use data.

## WHY WE SHOULD CARE ABOUT ONLINE PRIVACY

Today we conduct much of our lives on the internet and on our connected devices, yet few people understand that enormous amounts of personal information is collected and shared. This data can be stored indefinitely, and our personal information can be used in both beneficial and unwelcome ways. Even seemingly innocuous information - such as your favorite restaurants or items you purchase online - can be used to make inferences about your socioeconomic status, preferences and more.

Many companies have the opportunity to monitor their users and customers' personal behavior and sell the data for profit. In order to make informed decisions and understand the true value of their data, consumers need to understand how it is collected, used, and shared.

# DATA PRIVACY DAY 2021

## ADVICE FOR INDIVIDUALS: **OWN YOUR PRIVACY**

Individuals feel an increasing lack of control over their personal data. However, there are steps you can take to learn about the types of data you're generating online, and how it's collected, shared, and used. Follow these basic privacy tips to help you better manage your personal information and make informed decisions about who receives your data.

## CALLS TO ACTION FOR INDIVIDUALS

**PERSONAL INFO IS LIKE MONEY: VALUE IT. PROTECT IT.**
Personal information, such as your purchase history, IP address, or location, has tremendous value to businesses – just like money. Make informed decisions about whether or not to share your data with certain businesses by considering the amount of personal information they are asking for and weighing it against the benefits you may receive in return.

**KEEP TABS ON YOUR APPS.**
Many apps ask for access to personal information, such as your geographic location, contacts list and photo album, before you can use their services. Be thoughtful about who gets that information, and wary of apps that require access to information that is not required or relevant for the services they are offering. Delete unused apps on your internet-connect devices and keep others secure by performing updates.

**MANAGE YOUR PRIVACY SETTINGS.**
Check the privacy and security settings on web services and apps and set them to your comfort level for information sharing. Each device, application or browser you use will have different features to limit how and with whom you share information. Get started with NCSA's Manage Your Privacy Settings page: https://staysafeonline.org/stay-safe-online/managing-your-privacy/manage-privacy-settings/

# DATA PRIVACY DAY 2021

## ADVICE FOR ORGANIZATIONS: **RESPECT PRIVACY**

According to a <u>Pew Research Center study</u>, 79% of U.S. adults report being concerned about the way their data is being used by companies. Respecting consumers' privacy is a smart strategy for inspiring trust and enhancing reputation and growth in your business.

## CALLS TO ACTION FOR ORGANIZATIONS

**IF YOU COLLECT IT, PROTECT IT.**
Data breaches can not only lead to great financial loss, but a loss in reputation and customer trust. Follow reasonable security measures to keep individuals' personal information safe from inappropriate and unauthorized access. Make sure the personal data you collect is processed in a fair manner and only collected for relevant and legitimate purposes.

**CONSIDER ADOPTING A PRIVACY FRAMEWORK.**
Build privacy into your business by researching and adopting a privacy framework to help you manage risk and create a culture of privacy in your organization. Get started by checking out the following frameworks:

> **NIST Privacy Framework**
> **AICPA Privacy Management Framework**
> **ISO/IEC 27701 - International Standard for Privacy Information Management**

**CONDUCT AN ASSESSMENT.**
Conduct an assessment of your data collection practices. Understand which privacy laws and regulations apply to your business. Educate your employees of their and your organization's obligations to protecting personal information.

**TRANSPARENCY BUILDS TRUST**
Be open and honest about how you collect, use and share consumers' personal information. Think about how the consumer may expect their data to be used and design settings to protect their information by default. Communicate clearly and concisely to the public what privacy means to your organization and the steps you take to achieve and maintain privacy.

**MAINTAIN OVERSIGHT OF PARTNERS AND VENDORS.**
If someone provides services on your behalf, you are also responsible for how they collect and use your consumers' personal information.

# Facts and Figures

## CONSUMERS ARE CONCERNED ABOUT PRIVACY

- **46% of consumers** feel they've lost control over their own data. (Salesforce)
- **84% of consumers** say they want more control over how their data is being used. (Cisco)
- **81% of consumers** say the potential risks they face from data collection by companies outweigh the benefits. (Pew Research Center)
- **92% of Americans** are concerned about their privacy when they use the Internet. (TrustArc)
- **65% of American voters** say data privacy is one of the biggest issues our society faces. (Morning Consult)
- **63% of consumers** say most companies aren't transparent about how their data is used. (Tableau)
- **54% of consumers** say companies don't use data in a way that benefits them. (Tableau)
- **60% of Americans** believe there are ethical ways companies can use personal information. (RSA)
- **Only 15% of consumers** think companies will use their personal data to improve their lives. (PwC)

## PRIVACY IS GOOD FOR BUSINESS

- **92% of consumers** say companies must be proactive about data protection. (PwC)
- **64% of Americans** would blame the company—not the hacker—for the loss of personal data. (RSA)
- **88% of consumers** say the extent of their willingness to share personal information is based on how much they trust a company. (PwC)
- **39% of consumers** are likely to walk away from a company that requires them to provide highly personal data to conduct business with them. (Akamai)
- **48% of consumers** have stopped buying from a company over privacy concerns. (Tableau)
- **97% of companies** have seen benefits like a competitive advantage or investor appeal from investing in privacy. (Cisco)

# Story Ideas

Privacy affects every part of our life both at home and at work. To help encourage #PrivacyAware habits at home and on the job, NCSA has compiled a wide range of story ideas about everyday privacy concerns and challenges.

### GENERAL
• How to Opt Out of a Company's Data Sharing Practices
• How to Manage Your Digital Footprint
• Get to Know Your Privacy Rights
• How to Read a Privacy Policy
• Understanding Privacy and Your Connected Devices

### SOCIAL MEDIA
• Three Questions to Ask Yourself Before Posting to Social Media
• Just Some Social Media Fun? Think Again! The Privacy Dangers of Popular Quizzes and Games
• How to Research Your Online Reputation

### ENTERPRISE AND BUSINESS
• What Do You Need to Know About GDPR and CCPA
• Why Data Privacy is Good for Business
• Artificial Intelligence, Machine Learning and Privacy: What Your Business Should Know
• How to Create a Culture of Privacy for Your Remote Workplace
• How to Conduct an Analysis of Your Privacy Practices
• Finding a Privacy Framework that Fits Your Business

### PARENTING
• Are You Oversharenting? How to Manage Your Family's Online Exposure
• How to Teach Your Teens About Online Privacy
• Five Ways Your Child's Data is Being Exposed

### EDUCATION
• Is Your School District Protecting Your Child's Privacy?
• Your Child's Privacy During Online Learning
• Connected Classrooms and Privacy Concerns

### APPS
• How to Understand an App's Privacy Policy
• Location Tracking Apps: 3 Privacy Settings You Need to Know
• How Your Apps are Collecting Your Data and What They're Doing with It

### HEALTHCARE
• Is Your Doctor Practicing Good Data Hygiene?
• What You Need to Know About Contact Tracing Apps
• Why You Should Care About Your Healthcare Data

# Get Involved

This section provides tips on how you can help spread data privacy messages to reach your intended audiences. The goal of Data Privacy Day is to create awareness about the importance of privacy and protecting personal information. Keep this goal in mind when creating resources, developing activities, and planning events.

## AT WORK, AT SCHOOL AND IN THE COMMUNITY

- **Sign your organization up as a 2021 Champion** and join experts, companies of all sizes, educators and government leaders in creating awareness about the importance of privacy and protecting personal information. Encourage your colleagues to sign up as individual Champions as well so they can stay up-to-date on resources and activities.

- **Send an email** to colleagues, employees, customers and/or your school and community about Data Privacy Day and outline how your organization will be involved. Highlight the theme and messaging. See the "Employee Email Template" available to Champions.

- **Host a virtual event.** Create a culture of privacy at work by teaching all employees what privacy means to your organization and the role they have in making sure privacy is achieved and maintained and that data is protected. Use the PowerPoint presentation template available to all Champions.

- **Include information about the day in your community newsletter.** Highlight the themes, "Own Your Privacy" and "Respect Privacy" and include some of the calls to action. You can use information from the Data Privacy Day "About" page in your newsletter.

- **Host a poster/video contest** for students in which participants create informative data privacy resources. Display the winning entries at school or share them with your community.

- Work with your leadership to **issue an official proclamation** to show your organization's support of Data Privacy Day. Proclamations should highlight what your company does to respect privacy.

# Get Involved

## AT WORK, AT SCHOOL AND IN THE COMMUNITY

- **Post the Data Privacy Day logo** on your company or organization's external or internal website. You can link to the Data Privacy Day "About" page to provide more info.

- **Issue a company promotion** related to the day such as a product discount, competition, or giveaways for customers.

- **Distribute the sample press release** included in your toolkit. You can publish it as traditional media alerts and releases or publish it on your website to share with your online audiences.

- **Distribute data privacy materials and tip sheets.** NCSA provides plenty of non-proprietary resources available to download and print in our library.

- **Check out** the "How to Get Involved in Data Privacy Day Webinar" on December 15 to learn more about these activities and how to get involved in the month - view here.

- At the end of the month, **send employees an email** highlighting your activities and successes, and recapping the best practices learned.

## AT HOME

- **Print Data Privacy Day resources** and display them in areas where family members spend time online.

- **Hold a family "tech talk."** Discuss how each family member can protect their personal information.

- **Share tipsheets** that offer valuable information on data privacy topics for different family members.

- **Send an email to friends and family** informing them that January 28 is Data Privacy Day and encourage them to visit staysafeonline.org for tips and resources.

# GET INVOLVED

## ONLINE AND ON SOCIAL MEDIA

One of the best ways to get involved is to join the conversation on social media! NCSA highly encourages you to post on your online communication channels leading up to January 28, 2021:

- **Post online safety tips** and contribute your voice and resources to social media conversations by using the hashtag **#PrivacyAware** and Data Privacy Day social media graphics for Twitter, Facebook and LinkedIn.

- **Download and share our pre-drafted social media posts and graphics** leading up to and throughout the month on social media – download and share them all or customize them with your own key messages and resources!

- Replace or incorporate your personal or company profile picture across social media platforms with the **Data Privacy Day logo** on January 28.

- **Blog about data privacy in January.** Choose a topic that appeals to you or highlight one of the Data Privacy Day calls to action. See the sample story ideas above for inspiration.

# Additional Resources

**Cybersecurity and Infrastructure Security Agency:** CISA leads the effort to enhance the security, resiliency, and reliability of the Nation's cybersecurity and communications infrastructure. https://www.cisa.gov/

**Consumer Reports**: Consumer Reports shares privacy tips, product ratings and news to help consumers protect their privacy. https://www.consumerreports.org/issue/data-privacy

**Federal Trade Commission**: Privacy and security resources for consumers and businesses. https://www.ftc.gov/tips-advice/business-center/privacy-and-security

**International Association of Privacy Professionals**: A resource for professionals who want to develop and advance their careers by helping their organizations successfully manage these risks and protect their data. https://iapp.org/

**National Cyber Security Alliance (NCSA) Resource Library**: Learn how to protect yourself, your family and your business with free, downloadable, tipsheets, videos and other resources from NCSA. www.staysafeonline.org/resources

**National Institute of Standards and Technology**: To support organizations in better protecting individuals' privacy, and to help bring privacy risk into parity with other risks such as cybersecurity and safety that organizations manage in their risk portfolios, NIST engages with stakeholders to develop privacy guidance, tools, and international standards. https://www.nist.gov/privacy-0

**STOP.THINK.CONNECT:** The STOP. THINK. CONNECT.TM is a national public awareness campaign aimed at increasing the understanding of cyber threats and empowering the American public to be safer and more secure online. www.stopthinkconnect.org

# About Us



The National Cyber Security Alliance (NCSA) builds strong public/private partnerships to create and implement broad-reaching education and awareness efforts to empower users at home, work and school with the information they need to keep themselves, their organizations, their systems and their sensitive information safe and secure online and encourage a culture of cybersecurity.

## Learn more about NCSA at:

### www.staysafeonline.org

**Email:** info@staysafeonline.org

**Twitter:** @Staysafeonline

**Facebook:** /staysafeonline

**LinkedIn:** National Cyber Security Alliance