NATIONAL CYBERSECURITY ALLIANCE

Your Guide to Data Privacy Week 2023

January 22 - 28, 2023

About Data Privacy Week

WHAT IS DATA PRIVACY WEEK?

Your data is valuable. Even if you don't agree, many organizations and groups would pay top dollar for it and they don't all have your best interests in mind. But you have the power to take charge of your data. This is why we are excited to celebrate the second ever Data Privacy Week!

Last year, the National Cybersecurity Alliance (NCA) expanded Data Privacy Day into Data Privacy Week because your data is that important! Data Privacy Day began in the United States and Canada in January of 2008. It is an extension of Data Protection Day in Europe, which commemorates the January 28, 1981 signing of Convention 108, the first legally binding international treaty dealing with privacy and data protection.

The goal of Data Privacy Week is to spread awareness about online privacy. We think data privacy should be a priority both for individuals and organizations. Our goal is twofold: we want to help citizens understand that they have the power to manage their data and we want to help organizations understand why it is important that they respect their users' data.

BRANDING

In 2022, we unveiled a new logo for Data Privacy Week. This logo was designed to create a recognizable brand for data privacy that could be used year over year, and can be incorporated into the marketing or branding of other companies and organizations.

Versions of this logo are included in your toolkit. All Champions are encouraged to use this logo as they see fit.

Your Champion Toolkit

Each Data Privacy Week, the National Cybersecurity Alliance offers you an updated toolkit featuring messaging and content to equip you with the resources you need to build your own data privacy education campaign, whether it's at work, at home, or in your community.

Because of the support of our friends and partners, the campaign continues to grow year to year, reaching consumers, small and medium sized businesses, corporations, and families around the world.

Your toolkit contains the following materials:

- **This Data Privacy Week 2023 Guide**
- **A sample email to promote Data Privacy Week to your employees**
- **A sample press release to announce your participation publicly**
- **Tip sheets**
- **Printable posters**
- **Downloadable logos**
- **Social media graphics**
- **Sample social media posts**
- **Branded video conference background**
- **Animated infographics**

Keep reading for ideas on how to use these materials and develop your own activities!

For Individuals

DATA: THE STORY OF YOU

All your online activity generates a trail of data. Websites, apps, and services collect data on your behaviors, interests, and purchases. Sometimes, this includes personal data, like your Social Security and driver's license numbers. It can even include data about your physical self, like health data – think about how a smartwatch counts and records how many steps you take.

While it's true that you cannot control how each byte of data about you and your family is shared and processed, you are not helpless! In many cases, you can control how you share your data with a few simple steps. Remember, your data is precious, and you deserve to be selective about who you share it with!

Here are some simple, easy tips that will help you manage your data privacy:

1. KNOW THE TRADEOFF BETWEEN PRIVACY AND CONVENIENCE

Nowadays, when you download a new app, open a new online account, or join a new social media platform, you will often be asked for access to your personal information before you can even use it! This data might include your geographic location, contacts, and photos.

For these businesses, this personal information about you is tremendously valuable -- and you should think about if the service you get in return is worth the data you must hand over, even if the service is free.

Make informed decisions about sharing your data with businesses or services:

- Is the service, app, or game worth the amount or type of personal data they want in return?
- Can you control your data privacy and still use the service?
- Is the data requested even relevant for the app or service (that is, "why does a Solitaire game need to know all my contacts")?
- If you haven't used an app, service, or account in several months, is it worth keeping around knowing that it might be collecting and sharing your data?

For Individuals

2. ADJUST THE SETTINGS TO YOUR COMFORT LEVEL

For every app, account, or device, check the privacy and security settings. These should be easy to find in a Settings section and should take a few moments to change. Set them to your comfort level for personal information sharing; generally, we think it's wise to lean on the side of sharing less data, not more.

You don't have to do this for every account at once, start small and over time you'll make a habit of adjusting all your settings to your comfort. We have in-depth, free resources like our Manage Your Privacy Settings page that lets you check the settings of social media accounts, retail stores, apps and more.

3. PROTECT YOUR DATA

Data privacy and data security go hand-in-hand. Along with managing your data privacy settings, follow some simple cybersecurity tips to keep it safe. We recommend following the Core 4:

- Create long (at least 12 characters), unique passwords for each account and device. Use a password manager to store each password – maintaining dozens of passwords securely is now easier than ever.
- Turn on multi-factor authentication (MFA) wherever it is permitted – this keeps your data safe even if your password is compromised.
- Turn on automatic device, software, and browser updates, or make sure you install updates as soon as they are available.
- Learn how to identify phishing messages, which can be sent as emails, texts, or direct messages.

For Organizations

RESPECT PRIVACY

Respecting the privacy of your customers, staff, and all other stakeholders is critical for inspiring trust and enhancing reputation. According to the Pew Research Center, 79% of U.S. adults report being concerned about the way their data is being used by companies. By being open about how you use data and respecting privacy, you can stand out from your competition.

Be transparent about how you collect, use, and share consumers' personal information. Think about how the consumer may expect their data to be used. Design settings to protect their information by default. Communicate clearly and concisely to the public what privacy means to your organization, as well as the steps you take to achieve and maintain privacy.

Here are a few steps toward building a culture of respecting data at your organization:

1. CONDUCT AN ASSESSMENT

Assess your data collection practices. Understand which privacy laws apply to your business, and remember you will have to think about local, national, and global regulations.

- Generate and follow security measures to keep individuals' personal information safe from unauthorized access
- Make sure the personal data you collect is processed in a fair manner and only collected for relevant and legitimate purposes
- Don't forget to maintain oversight of partners and vendors as well -- if another organization provides services on your behalf, you are also responsible for how they collect and use your consumers' personal information

For Organizations

2. ADOPT A PRIVACY FRAMEWORK

Research how a privacy framework can work for you. A privacy framework can help you manage risk and create a culture of privacy in your organization. It is a way to build privacy into your organization's foundation. Get started by checking out the following frameworks:

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

3. EDUCATE EMPLOYEES

Your employees are the frontlines toward protecting all the data your organization collects. Create a culture of privacy in your organization by educating your employees of their and your organization's obligations to protecting personal information:

- Create a privacy policy for your company and ensure your employees know it
- Teach new employees about their role in your privacy culture during the onboarding process.
- Engage staff by asking them to consider how privacy and data security applies to the work they do on a daily basis. Better security and privacy behaviors at home will translate to better security and privacy practices at work.
- Remind employees to update their privacy and security settings on work and personal accounts. Learn more.

Facts and Research

As you conduct data privacy activities in your organization and educate your audiences, reference the following reports and stats to help you make the case for privacy:

REPORTS AND SURVEYS

- Cisco 2022 Data Privacy Benchmark Study
- Consumer Reports: 2022 Consumer Cyber Readiness Report
- Cisco 2022 Consumer Data Privacy Survey
- KPMG Corporate data responsibility: Bridging the consumer trust gap
- Data Grail: The Great Privacy Awakening Report 2022
- ISACA: Privacy in Practice 2022
- Bloomberg Law: Outlook on Privacy & Data Security 2022
- Forgerock: 2022 Consumer Identity Breach Report
- Domo: Data Never Sleeps

FAST FACTS

THE BUSINESS CASE FOR PRIVACY

- **70% of business leaders** say their company increased collection of consumer data over the last year but **62%** say their company should do more to strengthen data protection measures (KPMG)
- Personal customer information (such as name, email, and password) is included in **44% of data breaches.** (IBM)
- **33% of users** have terminated relationships with companies over data privacy lapses, including social media platforms, retailers, credit card providers, ISPs and banks or financial institutions. (Cisco)
- **48% of internet users** have stopped shopping with a company because of privacy concerns.(Tableau)
- **81% of users** say the potential risks they face from companies collecting data outweigh the benefits. (Pew Research Center)
- **75% of the consumers** said they want greater transparency about how their data is used. (KPMG)

Facts and Research

FAST FACTS

CONSUMER SENTIMENT

- **89% of people** say they care about data privacy (Cisco)
- **79% of people** say that it's too hard for them to know and understand how companies are using their data. (Cisco)
- **43% of people** said they are unable to protect their data effectively. (Cisco)
- **48% of consumers** are not confident that their personal data, such as social security numbers, health history and financial information, is private and not distributed without their knowledge (Consumer Reports)
- **79% of internet users** globally feel they have completely lost control over their personal data (LegalJobsIO)
- Only about **30% of consumers** believe that companies are currently using their data responsibly (McKinsey)
- About **80% of US adults** say they have little or no control over the data that the government or companies collect about them (Pew Research Center)
- **63% of Internet users** believe most companies aren't transparent about how their data is used (Tableau)
- Personal customer information (such as name, email, and password) is included in **44% of data breaches**. (IBM)
- **58% of users** said they would be willing to share data to avoid paying for online content. (Statista)
- **Only 3% of Americans** say they understand how current online privacy laws actually work in America. (Data Prot)

Get Involved

You can help out and teach others about data privacy!

AT WORK, AT SCHOOL AND IN THE COMMUNITY

- **Email** colleagues, employees, customers and/or your school and community about the week and outline how your organization will be involved. Highlight the theme and messaging. You can use information from the toolkit in the email. See the "Employee Email Template" available to all Champions.

- **Attend** a Data Privacy Week event. Promote your event on our community calendar or see what Data Privacy Week activities are taking place in your area.

- **Build a culture of privacy** at work by teaching all employees data privacy. Offer a training or quiz for employees and consider giving away prizes.

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

- Work with leadership to **issue a proclamation** to show your organization's support of Data Privacy Week and declare what your company does to respect privacy.

- **Post the Data Privacy Week logo** on your organization's external or internal website.

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

- **Distribute the sample press release** in your toolkit. You can publish it as a traditional media alert or publish it on your website's blog to share with your online audiences.

- **Distribute data privacy materials and tip sheets.** There are plenty of resources available to print and share in the Champions toolkit.

Get Involved

AT WORK, SCHOOL AND IN THE COMMUNITY

- **Print out and post Data Privacy Week posters** in your workplace or school.
- At the end of the week, **send employees an email** highlighting your activities and successes, and recapping lessons learned. Tell them how you plan to support the campaign next year!
- **Join our annual Data Privacy Week event** co-hosted with LinkedIn and chime in to the live chat box to get your questions answered about data privacy. Details to come!
- **Celebrate and network** with other privacy pros. Attend an IAPP KnowledgeNet gathering near you.
- **Sponsor** Data Privacy Week with the National Cybersecurity Alliance to show your company's support of this important mission.

AT HOME

- **Sign up for our newsletter** to receive regular online safety news and resources.
- **Talk to your kids and family** about protecting personal information and how to stay safe online.
- **Explore our Manage Your Settings resource** with your loved ones and help each other get started.
- **Test your knowledge.** Check your online safety knowledge by taking a privacy or security quiz. Get started with the National Privacy Test and Google Phishing Quiz.
- **Join our Data Privacy Week event**, *Data: The Story of You*, to learn how to protect your family's data and how to take charge of your own data trail. Stay tuned for more details by checking staysafeonline.org/events-programs/

Get Involved

ONLINE AND ON SOCIAL MEDIA

One of the best ways to get involved is to join the conversation on social media! We highly encourage you to post on your online communication channels leading up to and during Data Privacy Week:

- **Post online safety tips** and contribute your voice and resources to social media conversations by using the hashtag **#DataPrivacyWeek**
- **Download and share our pre-drafted social media posts and graphics** leading up to and throughout the month on social media.
- Share our fun and educational **animated infographics** available in your toolkit!
- Replace or incorporate your personal or company profile picture across social media platforms with the **Data Privacy Week logo** from January 22 - 2.
- **Blog about data privacy in January.** Choose a topic that appeals to you or highlight one of the Data Privacy Week calls to action. Share the link with us on twitter @StaySafeOnline! We have Data Privacy Week articles available for you to repost and share.
- **Follow** the National Cybersecurity Alliance on Twitter, Facebook, YouTube, LinkedIn, and Instagram to receive the latest online safety news and resources. Re-post our tips.
- **Tweet during our Data Privacy Week Twitter Chat.** On January 25, answer questions from @StaySafeOnline about privacy best practices. Use #DataPrivacyWeek and share all the great tips and resources from our partners. More details to come.

Additional Resources

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

Federal Trade Commission En Español: Información sobre la privacidad en línea, recomendaciones para proteger sus dispositivos contra las amenazas y piratas informáticos y evitar las estafas más comunes en internet. https://consumidor.ftc.gov/robo-de-identidad-y-seguridad-en-linea/privacidad-y-seguridad-en-linea

Future of Privacy Forum: The Future of Privacy Forum brings together industry, academics, consumer advocates, and other thought leaders to explore the challenges posed by technological innovation and develop privacy protections, ethical norms, and workable business practices. https://fpf.org/

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/

Mozilla's "Privacy Not Included": With this guide, Mozilla helps you shop for safe, secure devices and presents information on the privacy and security of popular products: https://foundation.mozilla.org/en/privacynotincluded/

National Cybersecurity Alliance: Online Safety and Privacy Basics Resources https://staysafeonline.org/resources/online-safety-privacy-basics/

National Institute of Standards and Technology (NIST): Online privacy is becoming increasingly important as we move closer to a fully internet-connected world. https://www.nist.gov/blogs/manufacturing-innovation-blog/maintaining-your-online-privacy

Spread Privacy: Learn about data privacy from the Official Duck Duck Go blog. https://spreadprivacy.com/

NATIONAL CYBERSECURITY ALLIANCE

The National Cybersecurity Alliance is a non-profit organization on a mission to create a more secure, interconnected world.

We advocate for the safe use of all technology and educate everyone on how best to protect ourselves, our families, and our organizations from cybercrime. We create strong partnerships between governments and corporations to amplify our message and to foster a greater “digital” good.

Website
StaySafeOnline.org

Twitter
@staysafeonline

Facebook
/staysafeonline

LinkedIn
/national-cybersecurity-alliance

Email
info@staysafeonline

Stay Safe Online.