**IST618 – Info Policy**

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**Policy Analysis Assignment**

**S.2968 - Consumer Online Privacy Rights Act**

**Your summary of the bill**:

This bill is concentrated on placing requirements on entities that process or transfer a consumer’s data. The main idea of this bill is to ensure that consumer’s data is handled in secure end ethical way and furthermore to prohibit the exploitation of consumer’s data. Additionally, this bill requires entities, who handle consumer data, to establish security practices and guidelines and make them readily apparent to the consumer. Another important aspect of this bill is the requirement for entities to provide a consumer’s data if they request to have the data a particular entity has on the consumer.

**Goal of the bill**:

* Provide consumers with comfortability that their data is protected from hackers and security breaches.
  + Objectives:
    - Increase consumers’ trust in entities that their data is not being exploited in ways they do not approve.
    - If a breach happens to occur, consumers need to be notified immediately and provided with what type of information of theirs was compromised.
* To provide consumers with the satisfaction that their data will not be shared out to third parties.
  + Objectives:
    - Clear communication and notices provided to consumers when their data is going to be passed off to third parties. Not having this transparency is unfair to the consumer.
    - As it is now, entities ask you to click agree or I do not agree to a text that is so long a normal consumer would never read it. This needs to be made much more transparent to provide more clarity and understanding to the consumer.
* To require entities to implement security measures and hire employees to monitor this.
  + Objectives:
    - Placing individuals in positions to monitor how data is being handled and protected is extremely important to make sure compliance is followed.
    - Have uniform and set regulations for certain data management practices. This would require all entities to follow the same rules.
* To allow consumers to obtain the information collected on them from the entities doing so.
  + Objectives:
    - Provide an open and transparent relationship between entities and consumers.
    - Entities must be more responsive and attentive to consumers requests to obtain what the entity is collecting on the

**Activities**

* Standardize security and privacy measures for all entities to follow.
* Provide a customer service type platform that focuses on interacting with consumers on personal info situations.
* Requiring entities to employ individuals to monitor and look after data privacy and security protocols.

**Methods instruments and performance.**

* To ensure the implemented measures are successful and making a substantial difference there should be an oversight committee implemented within each entity.
* There needs to be technological checks put in place to ensure data is not be used in nefarious ways.
* Any improvement in data security is a good thing. So, if improvements are made there is always room to build off what is currently in place.

**Context & conceptual framework**

This bill affects literally all everyday consumers. Online shopping and purchases are more prevalent than ever today. This must lead to increased personal information being provided to entities. To ensure security and trustworthiness between entities and consumers many changes need to be made to the current environment.

**Institutional framework**

* From an institutional standpoint, information security is important politically, socially, and economically.
* Companies can potentially be sued for their mismanagement of consumer data if not handled properly.
* Personal data hacked from a foreign entity cannot be overlooked as it can present threats in many ways.

**Evaluation**

* I personally believe that substantial investment in information security is necessary for any company to be successful in the long run.
  + If the consumer does not have trust within a company, they are doing business with, there will be no long-term relationship between entities and consumers.
* Taking surveys of consumers to find out if they feel that they have access to how their information is being collected and utilized.

**Instructions for the cost-benefit section of your policy analysis**

* Implementing the security oversight committee will cost a company a somewhat substantial amount, depending on the size of the company.
* Although the cost of implementing an oversight committee may be costly, ensuring consumers can trust an entity in how they handle consumers information is priceless. Without the consumer’s confidence in how a company handles personal information they will inevitably mover on to a company with who they trust.
* Obviously, improvements will be discovered in monitoring data security and there will need to be additional costs incorporated to keeping up with further improvements.