



CONSUMER DATA PRIVACY IN TECHNOLOGY

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Background

- Customers or consumers have a right to data privacy, this refers to how companies and other third-party data agencies collect, manage, and use their information from collected data.
- This includes how the consumer's sensitive personal information collected from everyday transactions is handled.
- Data collected from transactions include:**
 - Contact Information
 - Passwords and Usernames
 - Purchase History
 - Behaviors and Engagement
 - Web Browsing Cookies
- Issues encompassed within consumer privacy are a combination of social, legal, and political issues arising from how businesses collect and spread information.

User Benefits

- Trust in the Firm or Company:**
 - When your information is secured and safe from breaches and leaks, you are more likely to trust the company while making sure your information stays safe.
- Protection from Fraud and Leaks:**
 - Data privacy protects user's sensitive and personal information from unauthorized access and data breaches. This helps reduce things such as hackers from stealing information like credit card numbers, and social security numbers which reduces the chance of identity theft and fraud.
- Control over Personal Information:**
 - While using things such as ad-blockers, cookie-blockers, and other privacy tools allows you to control what information you share and who has access.

Differences in Related Work

- Data Collection and Usage:**
 - Traditionally existing technologies and companies collected data without consent or acknowledgment where as today, browsers and other implementations ensure that you know your information is being collected or shared.
- Data Protection:**
 - This includes protecting your information securely. Although close to work, data protection is more about securing data, while privacy is about who has unauthorized access to your data.

Gap Between Privacy and Trust

The **significant gap** between data **privacy** and consumer **trust**



An uphill battle



Only 20% of U.S. consumers completely trust organizations to keep their data private



73% think businesses focus on profits over protecting consumers' privacy rights



77% factor a company's ability to keep their information safe into their buying decisions



78% of U.S. consumers say a company's ability to keep their data private is **extremely important**

- This data shows the significant gap between how much consumers trust a company to keep their information while recognizing how important it is that their information is safe.
- Looking at this data there is a correlation between consumer trust and what they assume businesses focus on which many consider companies to focus on profits over consumer rights.
- Many users also think that it is extremely important that companies can keep data private, and 77% of users factor that in when choosing a company based on their ability to do so.

Tips for Protecting Privacy Online



Use Incognito Mode When Browsing



Limit Personal Information You Share on Social Media



Deactivate Ad Personalization



Use Strong Passwords



Use a Virtual Private Network (VPN)



Use Encrypted Apps to Protect Your Messages

- Tips that can help reduce fraud, identity theft, and other potential leaks of sensitive information include the following on the image.
- Limiting what you share on social media is huge today and many people can figure out so many things based on what you post and share.
- The use of a VPN while using public networks is important to keeping your information safe and people can track what you are doing if they are also on the network.
- Deactivating ad personalization and browsing in incognito can allow browsers to not be able to track your search history and read your data.

What is consumer data privacy?



Users of Consumer Data Privacy

Businesses and companies integrate consumer data privacy into their models as they have a responsibility to keep data and information safe and confidential.

- Regulators:**
 - The government enforces the usage of data privacy laws to help protect consumers from corrupt businesses and make sure everyone complies with the privacy standards put in place.
- Consumers:**
 - Customers who use or purchase products and services include their personal information when doing so. Their information needs to be secured or else it will be leaked.
- Technology Companies:**
 - Tech companies implement encryption and have strict policies against collecting and sharing user data without consent. Apple is a major company and one of the most trusted brands when it comes to how users can control what is collected and shared.
- Financial Services:**
 - Banks, insurance companies, and investment businesses also must protect consumers' privacy as they deal with things such as banking information, financial data, and other sensitive information.
- Healthcare Providers:**
 - They integrate consumer data privacy as they deal with sensitive personal health information and must maintain and regulate their strict privacy regulations.

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