

What is data privacy?



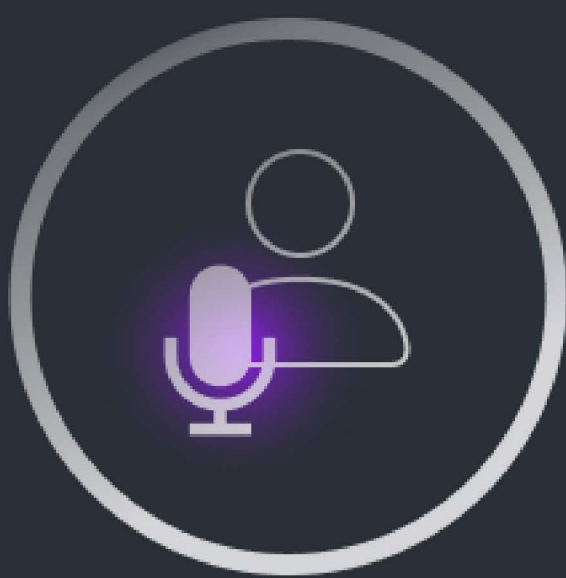
It focuses on how to **Collect, Share, Process, Archive and Delete** the data in accordance with the law. Further upholding the rights of individuals, the purpose of data collection and processing, privacy preferences. Privacy laws enable individuals to exercise their rights, such as the right to be forgotten and the right to take back ownership of their data.

Why we need privacy ?

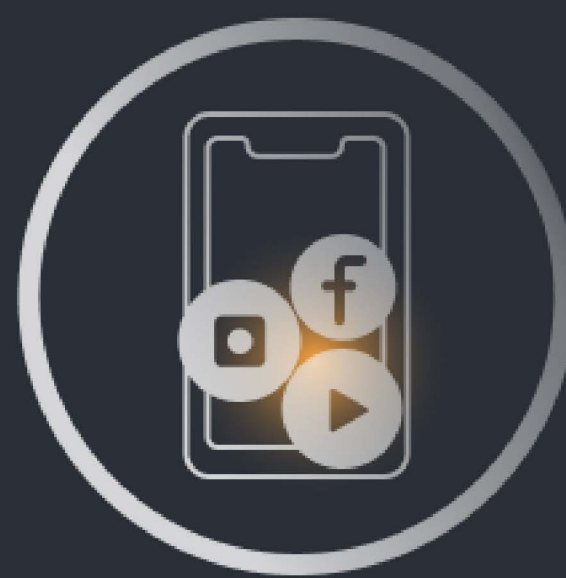
When we engage online we want our personal data to be protected. Further it can be **missused in many ways**



Defraudment



Restricts users from expressing freely, especially under repressive governments



Unwanted marketing and advertisements

While data collection and processing now underpin many health, education and social services used for and by adults, this digital ecosystem is **so complex and data processing so seamless** that users are **not fully aware of how their data are being captured and used** – and thus, the potential benefits and risks

What kinds of data do apps collect?

Apps need access to specified content on your phone to fulfil their functionality, a picture-editing app will require access to your phone camera and media files to be able to edit pictures.

Permissions by themselves are harmless and even useful to provide users a good mobile experience. But mostly the list of permissions required is long and doesn't explain its effect, an immediate reaction is to accept without reading and move to the next step.

This can lead to apps accessing more data on your phone than required leading to security risks.

