



**PRESENTED AT**

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**FINDING THE NON-PROFIT PRIVACY COMPASS**

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## **General Overview**

## Why Should Non-Profits Worry About Privacy?



- Storage of **large amounts of data that is confidential by law and/or personally identifiable and sensitive data.**
- **Small budget for protection of the data.**
- Resources are needed for technology best practices as part of its mission

## Non-Profit Privacy Problems

- Non-profits usually provide social services involving people = **confidential information** about **victims**, the sick and **children**.
- Over 275 million people donate money, goods and services to non-profits annually resulting in the collection of millions of **names, addresses, credit card numbers** and other sensitive info.



## Non-Profit Privacy Problems

- Non-profits usually lack the resources to hire qualified or experienced professionals or to provide adequate information security to protect the confidential consumer information.
- Non-profits can not usually afford either cyber liability insurance or the massive expenses of notification, monitoring, regulatory actions, litigation and damage to brand.



## Non-Profit Privacy Problems

- Difficulty in finding replacement donors after existing donor info is stolen.



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## Title search: Finding the Nonprofit Privacy Compass

Also available as part of the eCourse

[Answer Bar: How to Protect Your Nonprofit](#)

First appeared as part of the conference materials for the  
36<sup>th</sup> Annual Nonprofit Organizations Institute session

"Top Privacy Issues for Nonprofits"