

# Keeping an Eye on Privacy and Data Protection Risks

Prepared for **Nonprofit Organizations Institute**

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January 19, 2018

## Agenda

- What are “Privacy” and “Data Protection”?
- Some Risk Considerations
- Privacy Focus: Terms of Use and Privacy Policies
- Data Protection Focus: Information Security Program and Vendor Management

# What is Privacy?

- “Privacy” means how you collect, use, disclose, and dispose of personal information
  - Staff
  - Donors
  - Customers/Beneficiaries of services
- Personal Information is not just SSNs
- To many nonprofits, exposure to “privacy” may be a privacy policy on their websites

“Reasonable Expectations”

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## Privacy Framework in the U.S.

### U.S. does not have a national privacy law

#### U.S. has targeted Federal laws

- Financial, health and benefits, education, children
- Background checks
- Telecommunications and e-communications
- Federal agencies
- FTC regulation fills in the gaps for commerce

#### State laws

- Data breach notification laws
- Online privacy laws
- Biometric laws
- SSN use laws

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# What is Data Protection?

- “Data Protection” means protecting against unwanted access to data, systems, and business processes
- Administrative, technical, physical safeguards
- Cannot have privacy without security

## What is protected?

**Personal Information**

**Company Proprietary & Confidential**

**Third Party Proprietary & Confidential**

**Internal Systems and Operations**

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

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