

IP, Tech & Data

Keeping an Eye on Privacy and Data Protection Risks

Prepared for Nonprofit Organizations Institute

Presented by Wendell Bartnick 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

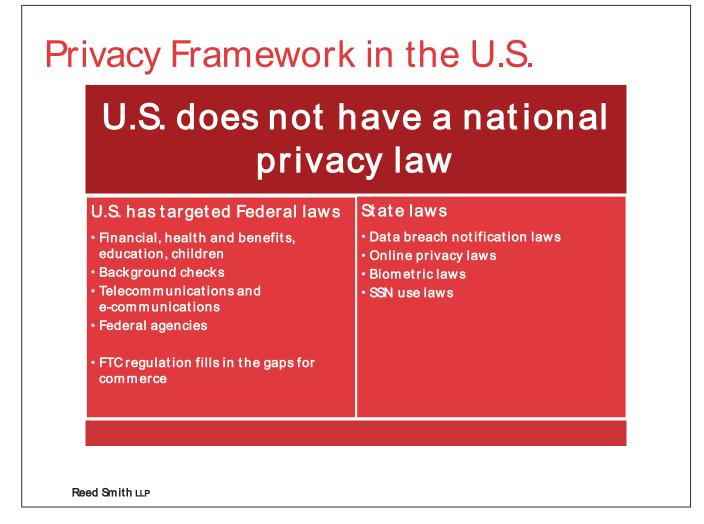
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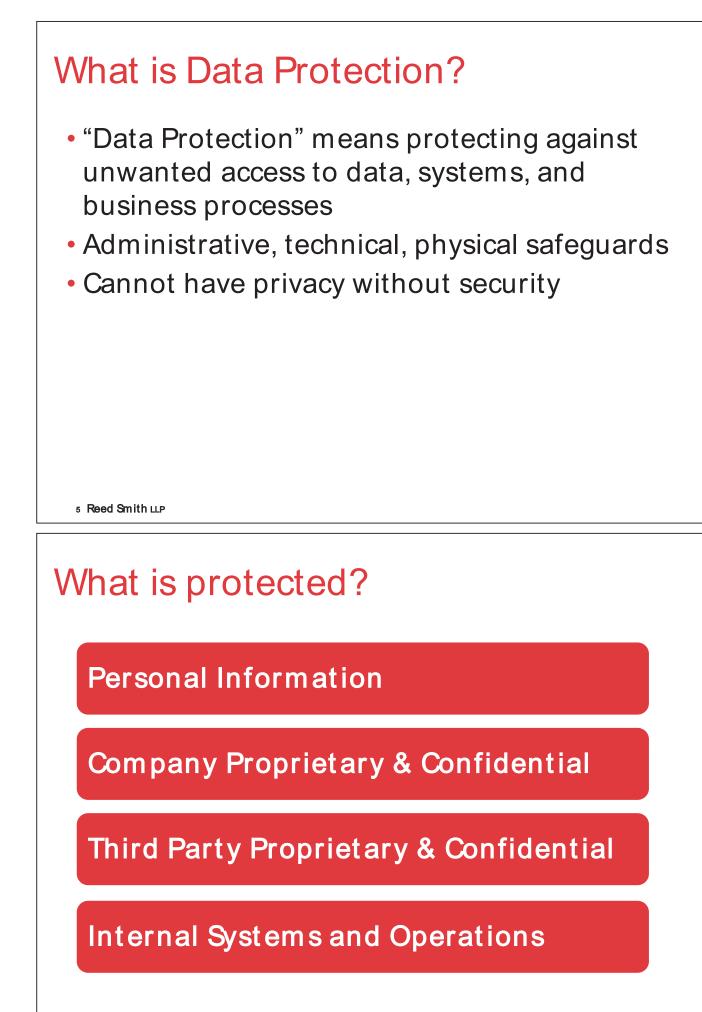
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- -Customers/Beneficiaries of services
- Personal Information is not just SSNs
- To many nonprofits, exposure to "privacy" may be a privacy policy on their websites

"Reasonable Expectations"

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