

Cyber security, Data Protection and Privacy

International Privacy Day – 10 Tips for Boosting your Privacy Compliance

The 28th of January marks the day the world celebrates **International Privacy Day**. Dozens of countries have chosen to dedicate this day to raise awareness to, and acknowledge the importance of, the right to privacy.

Recent years have brought significant technological advancements, and it seems that within the digital age in which we live **privacy is more relevant than ever**. Alongside such advancements, companies today face growing legal and regulatory risks in the field of privacy.

In that context, we have compiled **10 tips** for strengthening compliance with privacy requirements and reducing associated risks*:

1. **Less is more:** Make sure that you do not collect or hold more information than necessary. Besides being a requirement under various privacy laws, adhering to this principle reduces risks in case of a data breach.
2. **Be transparent:** Provide data subjects with clear information on how you collect and use personal information.
3. **Put it down in writing:** Adopt clear written privacy and data security policies within your organization and ensure that they are appropriately implemented.
4. **Passwords:** Use complex and unique passwords that are frequently replaced and kept confidential.
5. **Think before you click:** Guide your employees to avoid clicking on suspicious links, and ensure that your employees receive regular training and are familiar with your company's privacy policy and data security guidelines.
6. **Don't stay behind when it comes to software updates:** Many cyberattacks can be prevented by installing software security updates. Keep your software up-to-date.
7. **Privacy Protection Officer:** Appoint a person who will be responsible for privacy within the organization.
8. **"We value your privacy":** establish a clear and efficient internal process for replying to requests of data subjects to access their personal information or exercise other data subject rights.
9. **Privacy by design:** Incorporate privacy considerations into the design and development processes for new products, services and systems from the very beginning.
10. **The Times are a-Changin':** Privacy laws around the world are changing frequently. Monitor developments that apply to your organization based on the organization's field of business, geographical spread, and target audience.

Remember – Privacy is not dead. It is alive and kicking (and collecting fines).

Please feel free to contact us with any questions that you may have on this matter.



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