

DATA PRIVACY IS MY RESPONSIBILITY



value the **TRUST** reposed in me

→ never disclose PI of customers without justification

am aware that PI has **ECONOMIC VALUE**

→ follow necessary due diligence to protect PI

CONSULT, whenever in doubt!

→ ask for guidance and advice on handling PI

deliver **ASSURANCE**

→ regularly demonstrate my organization's commitment to data protection

understand the **IMPLICATIONS OF DATA BREACH**

→ am aware about my responsibilities & liabilities associated with PI

know casualness leads to **PRIVACY INFRINGEMENT**

→ religiously follow privacy policies & processes

deliver **ASSURANCE**

→ regularly demonstrate my organization's commitment to data protection

realize the growing **IMPORTANCE OF PRIVACY**

→ am a Change Agent who promotes privacy culture and contributes to industry efforts

Data Privacy Day, 28th Jan 2013

Celebrated in India under the leadership of Data Security Council of India – A NASSCOM® Initiative

.....Join the Industry's voice to build a stronger Data Protection Regime



adhere to the following **PRIVACY PRINCIPLES**

- **Notice:** I succinctly state what PI is being collected and for what purpose
- **Consent & Choice:** I provide all the possible choices & take consent before collecting PI
- **Collection & Use Limitation:** I collect only that PI which is necessary for processing & use it only for the purpose meant
- **Accountability:** My organization and I are responsible for customers' PI we possess and process



am aware of the **LEGAL REGIME** in India for privacy protection

- Sec 43A of the IT (Amendment) Act, 2008
- Definition of sensitive PI (SPI)
- Adjudicating Officers for resolution of complaints
- Compensation for failure to protect SPI

DSCI Privacy Framework (DPF®) comprises 9 privacy principles and a set of best practices that helps organization Design, Implement and Monitor comprehensive privacy program.