



BlockOLand



International Data Privacy Day | 28 January 2020

# Short Insight Over Data Privacy



BlockOLand Solutions | Redefining Digital Freedom

Every year on 28<sup>th</sup> January **International Data Privacy Day** occurs. The effort made in order to spread awareness about respecting privacy, safeguarding data, Enabling Trust & conducting best digital privacy practices. Legal Institute should be committed to protecting the privacy and implement strong privacy policies.

### **What is Data privacy?**

Information or data privacy related to collection, handling & processing of information digitally which includes personal identifiable sensitive information such as name, age, gender, location, date of birth, address, contact number, but for business or any organization data privacy are a step beyond such as how consumer is earning & spending money, how they are using market products available around them & what are their needs. This event of information technology also indicates whether the organization/ business has legal consent of the user or right to share the consumer data with third parties?

### **Need for Data Privacy?**

The importance of protection of consumer data digitally is an issue of risk and trust by the organization/ business. Data privacy has always been important for consumers worldwide. The fundamental reason to keep data safe digitally is to ensure the safety of information online. When it comes to consumer giving their personal information online to access any information digitally, it's business who should ensure that consumer data is protected in their database and shouldn't be compromised in any means & when consumer asked to delete, modify or edit any information saved with them they have to make sure it is done at any condition.

### **Need for data privacy as a subject in high school?**

Since we share our personal data online from a very young age, the concern should be developed in a person right from the time they are in school. This concern will lead to the growth of digital security and privacy awareness and implementation since there wouldn't be tolerance with respect to breach in digital privacy anymore. There is an urgent need for youth with strong innovative minds with awareness about digital privacy and security since they will come up with innovations and technologies to protect information online. Given, **there are about 2.5 quintillion data processed online every day.**

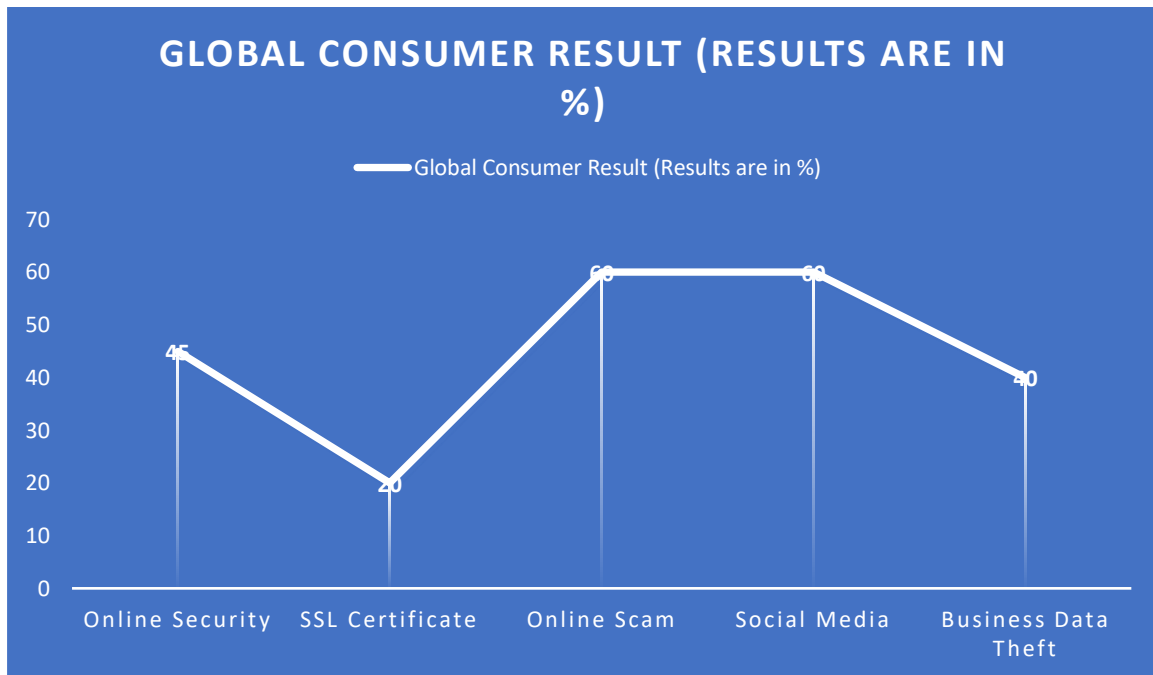
### **Statistics**

Below facts are collected on behalf of the survey made since 2018 using different sources:

There are 4.48 billion internet Consumers worldwide out of which only 12% of the consumer is actually using safe internet.

- 45% of consumers are worried about online security.
- More than 20% of internet pages are still loading without SSL certificates. Along with which more than 60% of consumers experienced scam/fraud online which grew a lot since last year.

- More than 60% of social media users are concerned about business accessing their personal information they share online.
- More than 40% of consumers expressed concern about business collecting and selling their personal data online.
- Out of every 10 people, 4 says that they are actually taking measures to protect their information online.

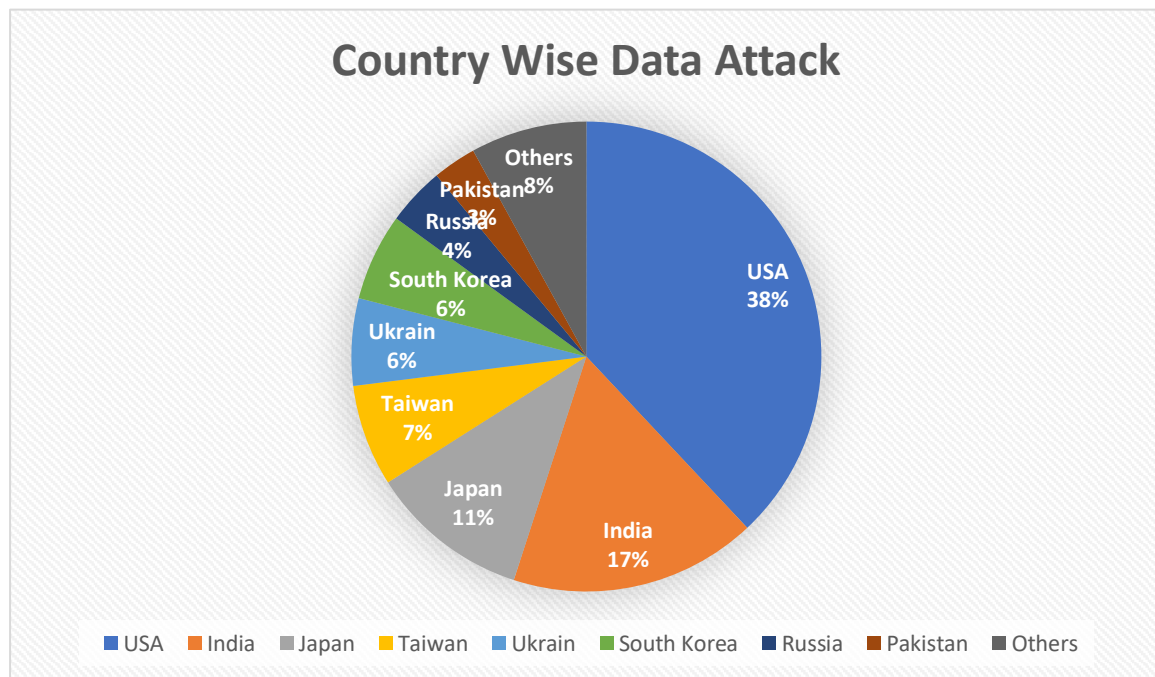


### What is the value of personal data?

Consumers who have experienced online breaches of their account or personal information - ended costing them more than \$10,000 USD. Considering consumer online information is around \$1,00,000 to infinity.

## Data breaches in 2019

Till December 2019 total of 7.9 billion records were breached from different platforms. This is an alarming stage wherein a consumer should take necessary steps in order to know whether their information is safe online or not.



## Identity Theft

In every 2 seconds there is a victim of identity theft around the world. Since December 2019 nearly \$36 billion USD worth identity was stolen from different resources.

## Responsible bodies for all breaches?

Nearly half of the concerned consumers say that business is responsible for the management and security of their breaches. While remaining believe that owners are responsible & nearly only 1% think that the government stands as a responsible body in such type of event.

## Summary:

Digital security and privacy have been an issue ever since the technology and the internet has evolved. Proper awareness and education from an early age are required to brace our coming generation to fight for the right.