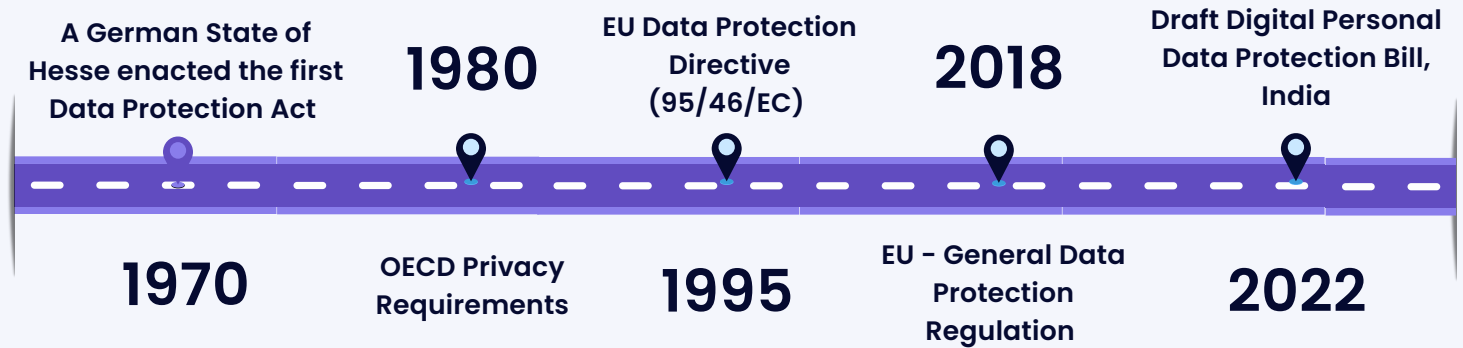


WORLD DATA PRIVACY DAY

28TH JANUARY



EVOLUTION OF PRIVACY



Data Privacy impacts your everyday life



Data Privacy is the protection of personal data from unauthorized access and giving power back to the people to decide how their personal data is being used.

It is about providing fairness and transparency to individuals to ensure their freedoms and rights are not impacted.

Startling Data Privacy Stats!

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\$4 MILLION
 The global average total cost of a data breach for organizations
- 
36 MILLION
 Data records were exposed worldwide through data breaches during the third quarter of 2022
- 
92 PERCENT
 Of malware infection is accounted for by your e-mail.
- 
40 SECONDS
 Every 40 seconds a Hacker tries to Attack systems.

How can you safeguard your Personal Data?

- 
Do not use personal information to create passwords.
 The first line of security for your private information is your password. Ensure your passwords are complicated.
- 
Minimize usage of public Wi-Fi
 Most public Wi-Fis are inherently unsafe and you maybe at the risk of losing critical personal data
- 
Turn off Bluetooth and Location services when not in use
 Prevent applications from snooping on your current location and target you with advertisements
- 
Review permissions you give to apps
 Only necessary permissions should be given to downloaded applications to prevent misuse!
- 
Update your applications regularly
 Cyber threats change frequently, and many updates address security issues. Update softwares to save you from evolving threats.

What can organizations do?

- 
 Installing anti-malware services on all internet connected devices
- 
 Collecting only required data, and nothing more
- 
 Create Internal Data Protection policies
- 
 Training and Awareness programmes
- 
 Perform routine checkups on systems to check for any security lapses