

WHAT IS DATA PRIVACY LAW?

“Data privacy,” “data protection, or “privacy” generally refer to laws regulating the collection, use, storage, and protection of personal information.

“PERSONAL INFORMATION” or “PERSONAL DATA”

Anything that can identify someone:

- Name or Social Security Number
- Healthcare information
- Financial information
- And More

RULES FOR ORGANIZATIONS

Whenever an organization holds this kind of information, they need to follow a bunch of rules about what do to, **or not do**, with that data.

It's complicated!

JURISDICTIONS HAVE DIFFERENT PRIVACY LAWS

Because so much business is online these days, and online means *everywhere*, companies need to be aware of lots of different privacy laws.

Some of the most important:

- 01 General Data Protection Regulation (GDPR) - in Europe
- 02 California Consumer Privacy Act (CCPA)
- 03 Other state laws (CA, VA, CO, UT, CT)

(There is no general federal privacy law in the US - yet - only laws that apply to kinds of data - like children's data and financial data)

COMPANIES AND COMPLIANCE

Companies will need to follow these laws by engaging in various compliance activities.

This will include:

- ⦿ Working with lawyers
- ⦿ Writing and approving various *privacy policies*
- ⦿ Making sure the company *follows* those policies

The earlier you start understanding these laws, the easier it will be to follow them and avoid major headaches.