

# 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 to do, **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.