



## **Kick-Starting a Privacy Program**

### ***Data Privacy Day Webinar for Small and Mid-Sized Businesses***

Coordinated and led by the National Cyber Security Alliance (NCSA), Data Privacy Day is held each year on January 28th and is an international awareness effort to empower people to better protect their privacy. Data Privacy Day began in the United States and Canada in January 2008, as an extension of the Data Protection Day celebration in Europe. The Day commemorates the 1981 signing of Convention 108, the first legally binding international treaty dealing with privacy and data protection.

Privacy Ref has been designated a Data Privacy Day (DPD) Champion to promote messages about the importance of data protection and controlling ones digital footprint. As a Data Privacy Day Champion, Privacy Ref will provide educational information to support the 2013 Data Privacy Day theme, "Respecting Privacy, Safeguarding Data and Enabling Trust," promoting data privacy for small and mid-sized businesses (SMBs).

As a highlight of our Data Privacy Day activities, Privacy Ref is providing a free webinar for SMBs on "Kick-Starting a Privacy Program," on Monday, January 28, 2012 from 1:00 PM - 2:30 PM EDT.

It is not enough for a business to create a privacy policy and place it on their website; a business must define policies and practices, verify that their employees are following the practices and complying with policies, and confirm that third party service providers are adequately protecting any shared information as well. As customer demands and regulatory requirements change, the business's privacy practices and policies must be reviewed and revised to address these changes.

So, how do you get started? Well, every journey begins with the first step. This webinar will review the ten steps essential to kick-starting your organization's privacy program. You'll learn how to establish a an effective privacy program team; identify your legal, regulatory, and partner requirements ; define and communicate your privacy policy, and more.

Registration at <https://www1.gotomeeting.com/register/426265136> is free, but space is limited.