PERSONAL INFORMATION MAY BE VALUABLE TO YOUR BUSINESS, BUT IT'S ALSO SOMETHING CONSUMERS VALUE. Together we can create a culture of respecting privacy, safeguarding data and enabling trust. Below are key issues to consider when handling personal information.

Ensure that your privacy statement clearly communicates your data use practices and includes contact information and details on who you are and how you collect, use and share personal information.

In addition to your privacy practices, you are also responsible for how your partners use and collect personal information.

Ensure that the amount and type of data are appropriate to the purpose. Disclose to consumers how you will use the data. Disclose whether you share consumer data. Provide ways for individuals to limit their information use/sharing – and communicate them to consumers.

HAVE YOU CONFIRMED THAT EACH SOURCE GOT PERMISSION TO SHARE THE DATA?

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