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INDIAN OUTSOURCING REVIEW

December 2018



## WHY DATA PRIVACY & CONFIDENTIALITY should matter to your business & brand?



Previously, we talked about what is data privacy and why it matters to individuals and companies. Let's see what privacy means for businesses and why should it matter to them. With the onset of new technologies, companies are incorporating various digital marketing strategies in their business module in an attempt to reach out to their targeted customers and be an active part of an exceptionally pervasive and equally challenging online market place. And to keep up with the changing consumer dynamics and interests, companies often store data and information sometimes with the consumers consent or sometimes even without it.

its growth, take for instance the news of data breach by Facebook and its aftermath.

In September this year, *The Economic Times* discussed that a hacker or hackers, as "Facebook doesn't know the number-exploited several software bugs at once to obtain login access to as many as 50 million Facebook accounts. That access let the intruders act like users on their profiles or on any applications where they signed in using Facebook."

Prior to the privacy breach this year, incident, Facebook had a market valuation of \$560 billion, making it the fifth-most valuable company on the Dow Jones index. However, the distress caused by the security breach left Facebook's shares tumbling down shedding over 22 percent of its value losing over \$100 billion in market cap within few days of this news. Facebook not only lost its market value within a few days of the news but it also lost the trust of its consumers. As opined by Chris Kahn and David Ingram for *Reuters*, "41% . . . (of them) trust Facebook to obey laws that protect their personal information, compared with 66 per cent who said they trust Amazon, 62 per cent who trust Alphabet's Google, 60 per cent for Microsoft."

However, in the wake of the recent news of data misuse even by IT giants, the customers have become more vigilant about their personal data. Make no mistake, most customers are thinking about their privacy when they visit your website or use your products or services. Before delving into how you can demonstrate to your customers that their privacy matters to you, let's first understand what privacy means for a business.

It is evident that privacy matters to your customers so it has to matter to you too if you are to incorporate policies and steps that will protect customers' privacy. Not respecting and securing customers privacy and their personal data will not just cost you your net value but also the trust of your customers, two things you need to sustain your business.

Data privacy for a business doesn't just involve safe keeping of the personal information of its employees or customers. It also includes the confidential information that helps a business function, meaning, it helps them do proprietary research or helps them in keeping financial and business information that shows how it's spending and investing its money and conducting business. Confidentiality in business also act as a strategic opportunity for brand growth because breach of confidentiality impacts a brand, can disrupt the customer's experience and potentially damage and can certainly damage a business' reputation.

How can you achieve that? What are the considerations and steps you should take to safeguard your customers' privacy as well as your brand reputation? We are going to talk about how you can demonstrate it to your customers that their privacy is important to your company. And also, how a company should approach digital marketing in the data privacy world in the next issue of our newsletter.

Businesses have been primarily collecting data on customers to determine customers' trends, namely what they want and who their potential customers might be. They have been lenient on respecting their customers private information previously but they are becoming more and more concern about their online privacy and security today than few years ago. Given that, it is imperative for a business, irrespective of its size that it doesn't take this issue lightly as disregarding the privacy of consumers can impact a company's image, and

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