



Session1-Explain compliance
with IT Act

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Information privacy

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Information privacy or data privacy is the relationship between collection and dissemination of data, technology, the public expectation of privacy, and the legal and political issues surrounding them.

Privacy concerns exist wherever personally identifiable information or other sensitive information is collected and stored – in digital form or otherwise.

Data privacy

Data privacy issues can arise in response to information from a wide range of sources, such as:

- Healthcare records
- Criminal justice investigations and proceedings
- Financial institutions and transactions
- Biological traits, such as genetic material
- Residence and geographic records
- Ethnicity
- Privacy breach
- Location-based service and geolocation

Information Types

Various types of personal information often come under privacy concerns. They are:

- Internet
- Cable
- Medical
- Financia

Information Types

Internet

Concerns:

- The ability to control the information one reveals about oneself over the Internet, and who can access that information, has become a growing concern.
- These concerns include whether email can be stored or read by third parties without consent, or whether third parties can continue to track the web sites someone has visited.
- Another concern is web sites which are visited collect, store, and possibly share personally identifiable information about users.

Prevention:

- The FTC has provided a set of guidelines that represent widely accepted concepts concerning fair information practices in an electronic marketplace called the Fair Information Practice Principles.
- In order not to give away too much personal information, e-mails should be encrypted and browsing of webpages as well as other online activities should be done trace-less via anonymizers, or, in cases those are not trusted, by open source distributed anonymizers, so-called mix nets, such as I2P – The Onion Router or Tor.

Cable television

The ability to control what information one reveals about oneself over cable television, and who can access that information. For example, third parties can track IP TV programs someone has watched at any given time.

Medical

- A person may not wish for their medical records to be revealed to others. This may be because they have concern that it might affect their insurance coverages or employment. Revealing medical data

could also reveal other details about one's personal life.

- Physicians and psychiatrists in many cultures and countries have standards for doctor-patient relationships which include maintaining confidentiality.

There are three major categories of medical privacy:

- Informational (the degree of control over personal information)
- Physical (the degree of physical inaccessibility to others) and
- Psychological (the extent to which the doctor respects patients' cultural beliefs, inner thoughts, values, feelings, and religious practices and allows them to make personal decisions).

Financial

- Information about a person's financial transactions, including the amount of assets, positions held in stocks or funds, outstanding debts, and purchases can be sensitive.
- If criminals gain access to information such as a person's accounts or credit card numbers, that person could become the victim of fraud or identity theft.

Privacy and Privacy Protection

How do we protect the information?

- Privacy is the right, or ability, to control the sharing or disclosure of certain information about yourself or your behaviour.

what is privacy protection?

- Privacy protection is keeping the information you'd like to keep to yourself from getting into the hands of companies, hackers, government organizations, and other groups.
- The definition of privacy protection varies from person to person. Each person has different expectations of privacy, so the level of security they need to feel that their privacy is truly protected ranges greatly.

Advantages of privacy protection

There are three advantages of privacy protection. They are:

Protect Your Personal Data

Privacy protection keeps your personal data protected from people who may want to exploit it. Minimizing your digital footprint makes it more difficult for people to take advantage of you and your data.

Stop Unwanted Solicitations

Without privacy, marketers can target advertisements and other messaging directly to you.

If these types of ads annoy you, the best way to get rid of them is to prevent the marketers from getting your data.

Privacy-intrusive data collection runs the internet advertising industry. If you can end the stream of data you give to the marketers, they'll no longer be able to target you with ads.

Protect Your Email Address

If you can keep third-parties from getting your email address, you can avoid getting tons of unwanted spam email.

Willingly giving out your email leads to an overwhelming influx of advertising messages in your inbox.

Disadvantages of Privacy Protection

Privacy-Focused Products Cost Money

- Keeping your personally identifiable data secure isn't free. Because many mainstream services collect and sell your data to make money, private alternatives have to adopt different business models.

- Free tools often collect your information, so you don't have to pay. Privacy-friendly business models often use a subscription-based payment model.

Your Information Might Still Be Public

- If you use privacy products your data should be private. Forgetting just one aspect of protecting your privacy could let your personal information slip into a big database and in the hands of an internet advertiser.

Is it Really Private?

- You can take every recommended step towards privacy and due to one weak point, leak your information. It's our stance that any privacy protection is better than none, but it can be overwhelming. If you feel like your efforts aren't being rewarded, it can be hard to continue using privacy-focused products and

Your Reputation May Be in Question

- There are some stigmas surrounding privacy on the internet. Some people feel that the only reason that someone would want to cover their tracks online is because they're doing something illegal. While this isn't the case, it's an unfortunate situation for anyone who sees the advantages of keeping your internet

Activity- Questions

1. Data privacy helps the organizations to meet regulatory requirements.

Is this statement true or False?

- True
- False

2. Which of the following is/are not a virtual control system?

- Promotion mails
- Spam mails
- Social mails
- All the above

Recap:

- SSL is an encryption protocol that is used to encrypt data.
- HTTPS is the secured version of HTTP protocol
- HTTPS Stands for Hypertext Transfer Protocol Secure
- Vulnerabilities are weaknesses in a system that gives threats the opportunity to compromise assets.
- Risk assessment is the process of identifying, analyzing, and evaluating risk.
