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# The individual data privacy

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# How sensitive are we about our customers' sensitive data?

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Data privacy generally means the ability of a person to determine for themselves when, how, and to what extent personal information about them is shared with or communicated to others. This personal information can be one's name, location, contact information, or online or real-world behaviour.



## **CONSIDERING THE SITUATIONS BOTH PRE AND POST PANDEMIC, THE LAST FEW YEARS HAVE WITNESSED A RISING CONCERN FOR PRIVACY**

The last few years could be characterized by progressive loss of privacy. As bad data practices have come to light, citizens are starting to understand the real cost for privacy in the time of online digital technology. To mention, corporate giants being fined millions of pounds for incidents like sending personalised adverts without consent or sending commercial communication without defined consent or for holding sensitive data for longer than necessary. Every day it is becoming more evident that consumers digital privacy is largely depends on how users' online touchpoints like mobile applications, internet browsers, smart home devices etc. are handing their information and how sensitive they are about their user's privacy.

*The biggest GDPR fines of 2020 and 2021 (so far) was €50 million (\$56.6 million) for failing to make its consumer data processing statements easily accessible to its users*

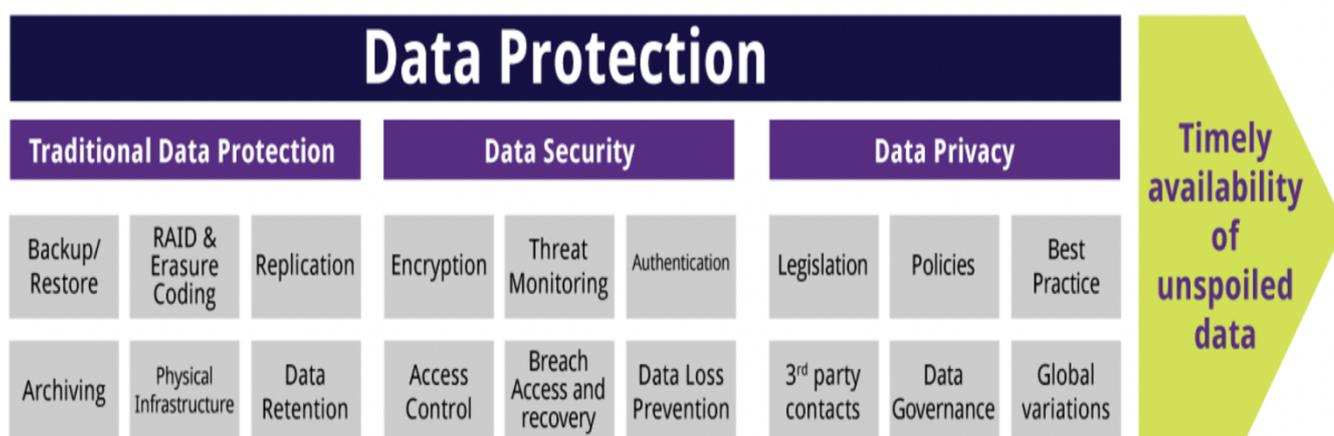
*BBC, Three years of GDPR: the biggest fines so far*

# Data privacy and protection

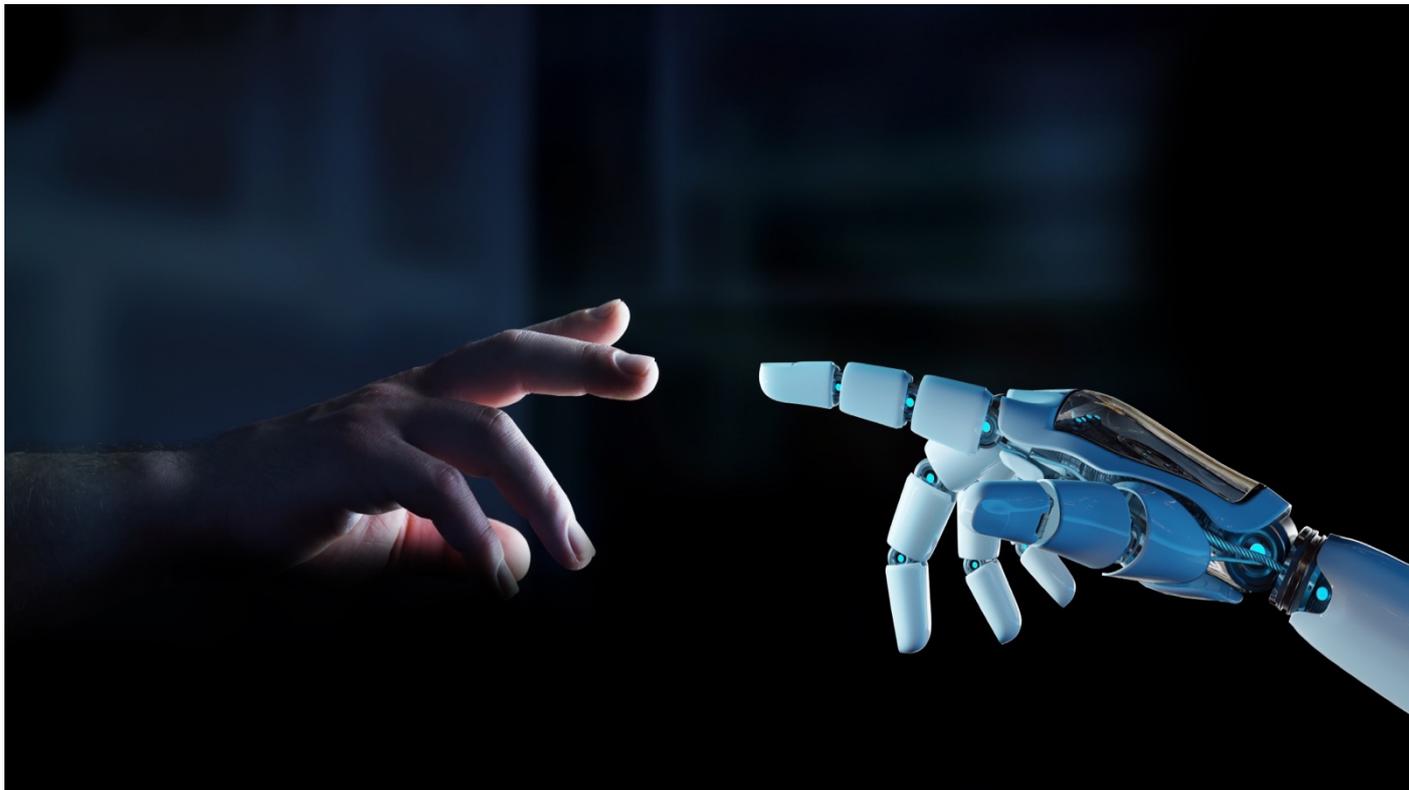
***The EU's General Data Protection Regulation (GDPR) is the most comprehensive, far-reaching law for how companies must handle with online personal data.***

Ensuring the privacy of sensitive and personal data can be considered an outcome of best practice in data protection and security with the overall goal of achieving the continual availability and immutability of critical business data.

The GDPR, which regulates the online world, mimics the rules for informed consent in the offline world. In surveys, interviews and other forms of data collection, informed consent is the cornerstone of ethical research. No matter the study, a researcher shouldn't carry out research or collect people's data without a good understanding of what informed consent is and how to get it.



# Getting the privacy right



The past year has shown that there is still much work to be done on privacy to tame the darkest aspects of the data economy. As data scandals continue to emerge, questions abound as to how to interpret and enforce regulation, how to design new and better laws, how to complement regulation with better ethics, and how to find technical solutions to data problems.

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**Getting privacy right is one of the biggest challenges of this new decade of the 21st century.**

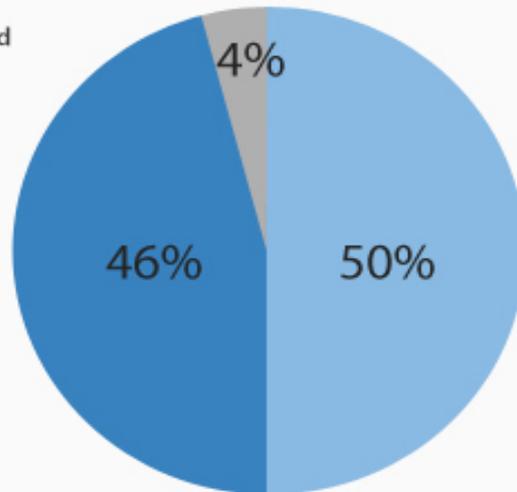
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# Conclusion

## Consumer data privacy concerns rising rapidly

How concerned are you about data privacy & how companies use customer data?

- Very Concerned
- Somewhat Concerned
- Not Concerned



**45%**

Are more worried about their online privacy than one year ago

**74%**

Have limited their online activity in the last year due to privacy concerns

The data economy caught most people unaware which eventually led them to be victimised of compromising of their privacy. Both as individuals and as society we are relearning the importance of privacy through suffering the bad consequences of digitisation.

The last few years, pre and post GDPR has thought us the privacy is not only not contrary to security but is part of parcel of it. To keep our citizens safe, we must ensure their privacy. To protect privacy, all the digital enablers and ecosystem players need to ensure the security of our digital systems.

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