

KEEPING IT PRIVATE

CORPORATE PROTECTION OF PERSONAL INFORMATION

With data protection under the microscope, just how safe is consumer information?

A GLOBAL PERSPECTIVE

OBSERVATIONS OF COMPROMISED PRIVACY

HIGHEST RATE

INDIA
1 IN 4 EMPLOYEES



LOWEST RATE

JAPAN
1 IN 20 EMPLOYEES

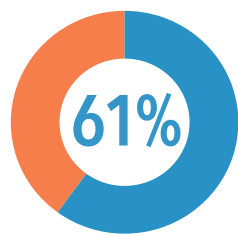


1 IN 10

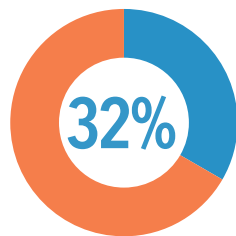


US EMPLOYEES OBSERVED A COLLEAGUE COMPROMISING CUSTOMER OR CONSUMER PRIVACY

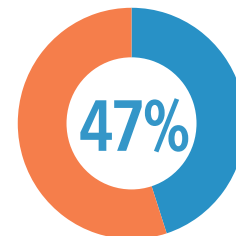
TYPES OF MISCONDUCT



OBSERVED **CARELESS EXPOSURE** OF INDIVIDUAL PERSONAL INFORMATION



OBSERVED **INTENTIONALLY PROVIDING** PERSONAL DATA TO A THIRD PARTY



OBSERVED **THEFT OF** PERSONAL RECORDS

WHO IS AT RISK?

EMPLOYEES WHO HAVE OBSERVED THEIR COLLEAGUES INTENTIONALLY PROVIDING PERSONAL DATA TO A THIRD PARTY.

55%

More Likely
Publicly traded companies
(62% vs 40%)

Employees in publicly traded companies > those in private companies

165%

More Likely
Companies that expand into new countries and/or markets
(69% vs 26%)

Employees in companies that have recently expanded into new countries and/or markets > those who have not undergone expansion

EMPHASIZE HOW, NOT ONLY HOW MUCH

Employees who agree that their supervisor cares only about meeting targets, and not how their team gets there are almost

2X

(61% VS 32%)

MORE LIKELY THAN THOSE WHO DISAGREE TO OBSERVE MISCONDUCT

3 EVIDENCE-BASED TIPS

1



Train employees with access to personal data to proactively identify situations that could lead to breaches of customer or consumer privacy. (HQP™)

2



Test escalation and crisis management systems regularly via exercises or audits. (HQP)

3



Ensure that annual performance reviews for supervisors include evaluation of their efforts to build and maintain the culture. (HQP)

LEARN MORE

Ethics and Compliance Initiative (2018) Global Business Ethics Survey™ (GBES). Arlington, VA.

Ethics and Compliance Initiative (2016) Principles and Practices of High Quality Ethics and Compliance Programs (HQP). Arlington, VA.

About the GBES: Since 1994, the Ethics & Compliance Initiative (ECI) has conducted a longitudinal, cross-sectional study of workplace conduct, from the employee's perspective. Now in its eleventh iteration, the data from the Global Business Ethics Survey (GBES) provides the global benchmark on the state of ethics & compliance in business.