Keeping It Private

Corporate Protection of Personal Information

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

Who is at Risk?

Employees who have observed their colleagues intentionally providing personal data to a third party.

More Likely

- Publicly traded companies (62% vs 40%)
- Companies that expand into new countries and/or markets (69% vs 26%)

Employees in publicly traded companies > those in private companies

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

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


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.