

Three Questions to Ask Yourself — Data Privacy Day 2021

What are you doing to protect your company and client data?

According to the [National Cybersecurity Alliance](#), Data Privacy Day “is an international effort to empower individuals and encourage businesses to respect privacy, safeguard data, and enable trust.” We are pleased to be a part of this effort in helping educate and equip our clients, not just today, but any day of the year.

As we reflect on the meaning of today, we are highlighting some simple steps our clients and friends of the firm can take to better safeguard their information. Today — consider your own role in data privacy and see what your personal answers would be to the questions below.

1. When was the last time you accidentally clicked “that link” — the link, whether in an email or online, you weren’t sure about but still clicked anyway?

Don’t click links you aren’t 100% sure about. If you do or if a link turns out to be something other than what you thought it was, immediately contact your IT team so that they can evaluate and contain any security risk before it becomes a major problem. Simple mistakes can end up costing you or your business, and potential phishing links should be taken seriously.

2. Are you guilty of using overly simple passwords (e.g., “password” or “123456”) or the same password for just about everything?

It’s crucial that you have strategic password management and implement strong, varied passwords for platforms holding sensitive client or company data. Think CRM databases, accounting and billing software, patient databases, etc.

3. Have you ever thought data privacy is more of a concern for larger organizations, likely more attractive targets for cyber criminals?

Think again. Cyberattack attempts are not a matter of if but when. Your organization, whether for profit or nonprofit, is likely a target more often than you realize. Should the unfortunate data hack occur, your account, operations, etc. may come to a halt, causing worry, delays, and even worse — possible operational, financial, legal, and reputational issues. Organizations of all types and sizes should take cybersecurity seriously.

For more tips and resources, visit the resources section of our [Cybersecurity and Data Privacy](#) page.