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DATA PROTECTION AND PRIVACY

The new privacy laws

No matter where you are, the new privacy laws are here to help.

They improve the control of what companies and organizations can do with people's data, ensuring greater control over what will be collected and can be used, requiring prior justification of everything that will be done with their data.

Following in the footsteps of European law, GDPR, other initiatives, came to guarantee the protection of your personal data.



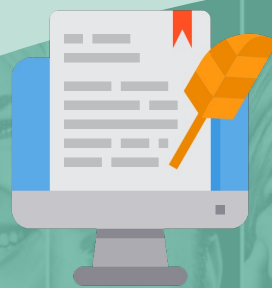
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What is personal data?

The law focus on personal data, which is any data that can identify who you are, such as: name, record, phone, internet location and GPS.

In addition, it determines some sensitive data, which needs to be further protected, such as sexual orientation, health, and political opinion.

One of the main ways to collect your data is through forms and registrations, which cannot be mandatory, must be explanatory, and simple to understand.



What are my rights?

In addition to respecting your privacy, collecting only the information necessary and consented by you for a service or application, the new laws guarantee, in some cases, the right to be forgotten and the right to transfer your data.

The right to be forgotten allows you to request the removal of your data from a database, as long as it does not conflict with some cases, and the right to transfer allows you to migrate that information to another company or service, facilitating this export of data in a standard format.



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How do I protect my data?

In addition to basic security precautions, such as different passwords, the use of multiple authentication factors and the use of biometrics, it is worth reinforcing some important tips to prevent fraud. Some of them are:

- Identification documents are too important to be disclosed in any situation.
- Read and get informed when filling out forms, hiring online services and installing applications on your device and analyzing the real need to provide that requested information. When in doubt, do not provide your personal data.
- Services and companies, such as banks, do not need to confirm data over the phone.
- During a face-to-face registration: do not allow employees to leave your field of vision with your documents in hand.
- On social networks, set up your profile so that your publications are only seen by those you really know.



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What to do when my data is used?

Companies can be held responsible for penalties ranging from warning to simple fine, in addition to negative media exposure, a side effect of poor data management.

Any holder of personal data will be able to activate the company or body that will keep their data, and it is recommended to follow the following steps:

- Try to contact the company or agency, upon request to obtain information or act in relation to your data.
- Call the National Data Protection Authority, about the violation of data protection rules.
- Exercise your rights in court if there is a need for compensation for material or moral damage suffered.

