



Cybersecurity Newsletter

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In This Edition...

Protect your data! Protect yourself!

With apps and IoT devices making a bigger room in our lives, it is now more critical to protect data. Identity theft, privacy breach and online frauds are not just terms. These are jeopardizing experiences that many have, every day.

In this edition, you will learn about data privacy and data security, associated business risks, tips to secure yourself and our DashMagiq® Risk Mitigation solutions.





Recent Data Privacy News

- January 4, 2023**
Ireland's data privacy regulator fined Meta €390 million (\$414 million) for running advertisement based on user's personal data
- December 20, 2022**
Tik Tok app ban in the US for all government devices
- December 8, 2022**
Stolen data of 600,000 Indians sold on bot markets so far
- October 9, 2022**
fake ID printing websites using customer data for cyber fraud



Are Data Privacy and Data Security Same?

- ☑ Data privacy or Information privacy is concerned with proper handling, processing, storage and usage of personal information.
- ☑ It is centered around **how data should be collected, stored, managed, and shared with any third parties**, as well as compliance with the applicable privacy laws, such as General Data Protection Regulation (GDPR).
- ☑ According to GDPR, companies that collect Personally identifiable information (PII), must protect the data from internal and external threats.
- ☑ Data security is focused on protecting personal data from any unauthorized third-party access or malicious attacks and exploitation of data.
- ☑ It includes a **set of standards and measures** that an organization takes to prevent any third party from unauthorized access to digital data, or any intentional or unintentional alteration, deletion, or disclosure of data.
- ☑ Data security ensures the integrity of the data, meaning data is accurate, reliable, and available to authorized parties.



Business Risks Associated with Privacy of Data

Data privacy in business is a contentious issue. Data collection and customer privacy are protected by a host of international laws, including GDPR, CCPA, and regional regulations.

Only 15% of countries (mostly developing ones) don't have dedicated laws for protecting consumer privacy. PII processing is prohibited or strictly regulated in most jurisdictions.

Globally, consumers are concerned about how businesses collect, use, and protect their data.

- According to Forrester, 47% of UK adults actively limit the amount of data they share with websites and apps. 49% of Italians express willingness to ask companies to delete their personal data. 36% of Germans use privacy and security tools to minimize online tracking of their activities.
- A GDMA survey also notes that globally, 82% of consumers want more control over their personal information, shared with companies. 77% also expect brands to be transparent about how their data is collected and used...

[Read more](#)



Data Risk Mitigation Solutions

Enhance your organization's data privacy posture.

Vidyatech's DashMagiq® **Risk Mitigation Toolbox** provides innovative risk mitigation solutions.

Our offerings enable...

- Blocking unauthorized applications on critical machines to protect your data and network from unknown cyber risks.
- Masking of sensitive information (data redaction) while leaving other contents unchanged.
- Your IT department to run ransomware drills and collect valuable readiness information to provide targeted training to employees.
- Reduced capex on expensive security software and skills.





Best Practices



Identify and classify sensitive data



Create a data usage policy



Control access to sensitive data



Implement physical controls



Implement change management



Use data encryption



Backup your data



Harden your systems



Implement patch management



Use endpoint security systems



Protect data from insider threats



Perform VAPT assessments

Cyber Toon



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For any queries and support, please contact us at cs@vidyatech.com



Learn more about Vidyatech at: www.vidyatech.com

Operating out of North America, India, and Singapore, Vidyatech has been providing innovative software solutions and services to corporations across the globe since 2000. Our suite of products and services in cybersecurity and learning tech have been a game changer for our esteemed clients in various verticals.

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