Does Your Organization Collect and Keep Sensitive Information?
## Get Secure and Stay Secure

Visit ftc.gov/infosecurity

Most companies keep sensitive personal information in their files — names, Social Security numbers, credit card, or other account data — that identifies customers or employees.

This information often is necessary to fill orders, meet payroll, or perform other critical business functions. However, if sensitive data falls into the wrong hands, it can lead to fraud or identity theft. Given the cost of a security breach — losing your customers' trust and perhaps even defending yourself against a lawsuit — safeguarding personal information is just plain good business.

The Federal Trade Commission (FTC) has information about the importance of appropriate information security and the principles behind putting a sound data plan in place. This program has several tools for businesses to get more information, and for industry associations or groups to educate their members. Contact the FTC Division of Privacy and Identity Protection for more details. Program materials include:

▶ **Protecting Personal Information: A Guide for Business**
Plain-language tips and suggestions about the basics of data security.

- Download the guide at **ftc.gov/infosecurity**.

- To order up to 49 copies, call the FTC's Consumer Response Center at 1-877-FTC-HELP (1-877-382-4357).

- To order 50 copies or more, go to **ftc.gov/bulkorder**.

- The FTC can provide your organization with the files to reprint the guide with your own logo and industry-specific messages.
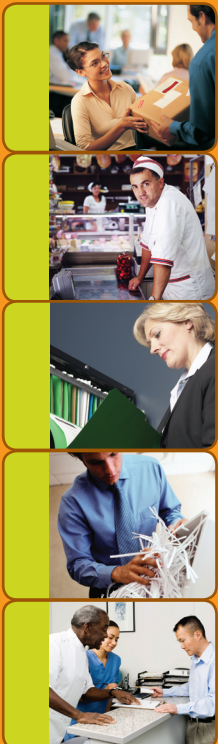
► **Online Tutorial**
Click on ftc.gov/infosecurity to view the FTC's online, interactive tutorial. The 20-minute presentation features information about data security laws and compliance tips.

► **Workshops**
The FTC will hold regional data security workshops for businesses.

► **Speakers Bureau**
FTC staff are available to speak about data security at your organization's conferences or seminars. The presentation focuses on best security practices and relevant federal laws, and can be tailored to meet your organization's needs, interests, or issues.

► **Articles**
Visit ftc.gov/infosecurity for articles on data security laws and best practices. Publish them in your newsletters, magazines, or member publications.

► **Web Tools**
ftc.gov/infosecurity offers "one stop shopping" for guidance on data security. In addition to the guide and the tutorial, the FTC has web buttons linking to the FTC's data security webpage. Download them to your organization's website to give your employees, your members, and your customers a fast and easy way to get information and understand the steps you are taking to protect their sensitive data.

Questions? Comments? Need more information?

Contact the FTC
Division of Privacy and Identity Protection
Call (202) 326-2252
Email InfoSecurity@ftc.gov