

“Privacy Policy for Businesses”

Recently, the AICPA and the Chartered Accountants of Canada conducted a mutual study and best practices on the business issue of Privacy. Their collaborative results have shown that businesses generally do not have a comprehensive framework to manage and control their privacy risks effectively. Privacy is defined within GAAP as “the rights and obligations of individuals and organizations with respect to the collection, use, retention, disclosure, and destruction of personal information.” Types of privacy information include: name, home or email address, social security number, purchase or business history, health and medical records, religious preference or prior criminal offenses. The risks of inadequate policies and procedures can vary from legal liability to customer or employee distrust to damage to your reputation. Establishing and managing a privacy policy entails strategizing, diagnosing, implementing, sustaining and **auditing** the program. Do you have an effective privacy policy and monitoring program in place?