



Integrity Talks

Digitalisation and Integrity: Data Protection in Times of Covid-19 – Key Takeaways

#DataProtection #Covid-19 #CollectiveAction

28 January 2021 | Indonesia

The topic of data protection has become a major concern for countries around the world, however the Covid-19 crisis has made the issue even more relevant. The adaptation of remote work and work from home policies by many organisations and companies together with emerging trends in digital communication and transactions has led to large amounts of personal data being stored and processed digitally. As digital transformation continues to change rapidly, a tipping point between efficiency and security must be reached to prevent accidents and crimes related to data privacy and to create public trust in government and private institutions.

Continuing the Integrity Talks series in Indonesia, taking place on Data Privacy Day 2021, a panel discussion was held between actors of the government, the private sector and civil society organisations to discuss data protection measures and challenges in implementing them. The key to creating effective data protection efforts is collective action.

Challenges

- Finding a balance between the protection of personal data and the enormous economic potential of big data.
- Strengthening law enforcement for non-compliance with data protection regulations without restricting the private sector in its scope of action.
- Aligning data protection laws with the company's internal regulations.
- High operational effort and costs arising from corporate data protection compliance.
- Data has become a new form of currency; many services are only accessible to those who are willing to pay for them with their personal data.
- Lack of consumer awareness regarding the importance of personal data protection.



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Best practices

- At the institutional level, establishing a data protection department to ensure the protection of personal data and compliance with existing data protection laws.
- Applying the principles of security, technology, certified business processes (ISO 27001) and encoding when processing data; adhering to the original purpose and prescribed duration of data storage.
- Including a prominent notice about the need to collect personal data, e.g. when registering for events.
- Establishing regular trainings for employees to create awareness of corporate data protection regulations.
- Promoting data protection efforts at the individual level, e.g. by highlighting the importance of managing application settings based on their function and enabling two-factor authentication to prevent hacks.
- Raising awareness of the issue among consumers, e.g. through data protection roadshows, training and online courses.

Recommendations

- Collective action and multi-stakeholder initiatives are important for building effective personal data protection policies, especially in times of crisis.
- Defining a common agenda, methodology and target by all stakeholders involved is necessary to develop guidelines that are valid and applicable to all sectors.
- Compliance, transparency and integrity in the processing, storage and protection of data are very important to ensure minimum data breaches.
- Establishing a transparent and accountable process for sharing consumer data with third parties, together with effective control mechanisms, is essential to protect personal data comprehensively.
- Government organisations, companies and civil society institutions must actively question the purpose for which personal data is collected and whether the institution has a sufficient privacy policy.
- The private sector plays an important role in the protection of personal data; it must create concise but comprehensive data protection policies and fulfil its social responsibility.
- Data protection concerns not only multinational companies, but also small and medium-sized enterprises (SMEs) that deal with data in their day-to-day operations.
- Creating tailored data protection manuals for different industries can be helpful, especially for SMEs, due to the different challenges each sector faces in implementing data protection measures.
- Including the topic in formal education and raising public awareness through news and media coverage is an important step in establishing data protection efforts in the long term.