



# Privacy Makeover: The Essential Guide To Best Practices: How To Protect Assets And Foster Consumer Loyalty

*Joseph Campana*

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## **Privacy Makeover: The Essential Guide To Best Practices: How To Protect Assets And Foster Consumer Loyalty** Joseph Campana

Privacy Makeover is a do-it-yourself guide to privacy best practices filled with practical step-by-step guidelines, checklists, procedures, and thousands of dollars worth of policy and document templates. Every enterprise--businesses, not-for-profits, schools, and local government--is subject to state, federal or industry regulations to protect sensitive information and the privacy of their customers, clients, constituents and employees. For example, the FACT Act Red Flags Rule applies to over 10 million enterprises, while the Disposal Rule applies to as many as 25 million. Author Joseph E. Campana, Ph.D., a certified privacy and identity theft risk management professional, guides you through a simple, four-step privacy best practices process with the goal of achieving the protection of safe harbor. When you reach the last page of the book, you can have a reasonable and appropriate privacy-compliance program in place with relative ease by investing a minimum of time and expense.

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