

The issues of privacy, data protection and transparency that companies have to deal with

According to *Privacy International*, privacy comprises four different aspects:

1. *Information privacy*, which involves the establishment of rules governing the collection and handling of personal data such as credit information, and medical and government records. It is also known as “data protection”.
2. *Bodily privacy*, which concerns the protection of people’s physical selves against invasive procedures such as genetic tests, drug testing and cavity searches.
3. *Privacy of communications*, which covers the security and privacy of mail, telephones, e-mail, and other forms of communication
4. *Territorial privacy*, which concerns the setting of limits on intrusion into the domestic and other environments such as the workplace or public space. This includes searches, video surveillance and ID checks.

The risks that businesses/companies are faced with are *Legal Risks*, consisting of international and regional instruments such as the ‘UN Code Of Practice On The Protection Of Workers’ Personal Data’ and ‘The European Privacy Protection Framework’, *The International Cooperation* consisting of ‘The US-EU And US-Swiss Safe Harbor Frameworks’, ‘The Madrid Resolution On International Standards On The Protection Of Personal Data And Privacy’, and the ‘National Legal Instruments With Extraterritorial Reach’, *Auditing Standards* such as the ‘ISO 26000 Standard On Social Responsibility’, *Reputational Risks And Stakeholder Expectations*, *Commercial Risks*, and *Operational Risks*

So how would responsible businesses communicate to these issues? What kind of actions would they take?

1. Policy statement. The company’s commitment to respect human rights and provide guidance as to the specific actions to be taken to give this commitment meaning. And it should ensure clarity; the policies must be adjusted to be transparent, easily accessible and understandable.
2. Human rights due diligence. The aims of implementing human rights due diligence processes are to identify, prevent and mitigate adverse impacts companies may have on human rights and to account for their performance on an