

2. Respect for Individuals

Privacy is about respecting individuals. If a person has a reasonable desire to keep something private, it is disrespectful to ignore that person's wishes without a compelling reason to do so. Of course, the desire for privacy can conflict with important values, so privacy may not always win out in the balance. Sometimes people's desires for privacy are just brushed aside because of a view that the harm in doing so is trivial. Even if this doesn't cause major injury, it demonstrates a lack of respect for that person. In a sense it is saying: "I care about my interests, but I don't care about yours."

3. Reputation Management

Privacy enables people to manage their reputations. How we are judged by others affects our opportunities, friendships, and overall well-being. Although we can't have complete control over our reputations, we must have some ability to protect our reputations from being unfairly harmed. Protecting reputation depends on protecting against not only falsehoods but also certain truths. Knowing private details about people's lives doesn't necessarily lead to more accurate judgment about people. People judge badly, they judge in haste, they judge out of context, they judge without hearing the whole story, and they judge with hypocrisy. Privacy helps people protect themselves from these troublesome judgments.

4. Maintaining Appropriate Social Boundaries

People establish boundaries from others in society. These boundaries are both physical and informational. We need places of solitude to retreat to, places where we are free of the gaze of others in order to relax and feel at ease. We also establish informational boundaries, and we have an elaborate set of these boundaries for the many different relationships we have. Privacy helps people manage these boundaries. Breaches of these boundaries can create awkward social situations and damage our relationships. Privacy is also helpful to reduce the social friction we encounter in life. Most people don't want everybody to know everything about them – hence the phrase "none of your business." And sometimes we don't want to know everything about other people — hence the phrase "too much information."

5. Trust

In relationships, whether personal, professional, governmental, or commercial, we depend upon trusting the other party. Breaches of confidentiality are breaches of that trust. In professional relationships such as our relationships with doctors and lawyers, this trust is key to maintaining candor in the relationship. Likewise, we trust other people we interact with as well as the companies we do business with. When trust is breached in one relationship, that could make us more reluctant to trust in other relationships.

6. Control Over One's Life

Personal data is essential to so many decisions made about us, from whether we get a loan, a license or a job to our personal and professional reputations. Personal data is used to

5- Explain Importance of saying 'No' in corporate.

“When you say ‘yes’ to others, make sure you’re not saying ‘no’ to yourself.

- Paulo Coelho

Sometimes saying “yes” at work is the way to go. Yes to that new project, yes to more responsibility, and yes to that promotion you’ve been eyeing.

But other times, you need to decline. No, you’re too busy, no you’re not interested, or no, you don’t want work until all hours of the night. Of course, how you say your reply makes a big difference. “No, that idea

sucks,” is quite different from, “No, I’d like to take a different approach.”

With that in mind, here are four kinds of people you need to say “no” to at work—and diplomatic ways to do it.

1. To Your Boss

Your supervisor asks if you’re able to take on a little more work, but the thing is—you can’t. You’re up to your ears in other projects and you like eating dinner before 9 PM (at your apartment, not at your desk).

It can be a little intimidating to push back when your boss asks you to do something. Skip the flat, “no” or an awkward, passive aggressive, “Well, umm, see I would, it’s just you’ve assigned me so much work in the past two weeks that I’m busy working on everything else you asked, so I, uhh, don’t think I can.”

Instead, try, “Thank you so much for thinking of me for this, but I was planning to spend this week working on [name of other projects].”

This approach works for a couple of reasons. First, it’s flattering that your manager thought of you (after all, you want to be top of mind when new, exciting projects come along!).

Second, if your boss knows this new task is more important, it invites him to say, “Let’s push those other projects to the backburner,” and make sure you’re on the same page as far as priorities go.

2. To Your Co-worker

Your co-worker asks you to help her with a pet project that you have very little expertise (or interest) in. Now, if you have time, you might want to consider helping anyhow, because

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