



## **Gyffu Joins a Nationwide Global Effort to Support Data Privacy Day by Signing On as a Champion**

*Hundreds of Organizations Collaborate to Generate Awareness About the Importance of  
Respecting Privacy, Safeguarding Data and Enabling Trust*

**28/01/2016**—Today **Gyffu** announced that it committed to be a Champion of Data Privacy Day (DPD) – an international effort held annually on January 28 to create awareness about the importance of privacy and protecting personal information. As a DPD Champion, **Gyffu** recognizes and supports the principle that organizations, businesses and government all share the responsibility of being conscientious stewards of personal information by respecting privacy, safeguarding data and enabling trust.

Data Privacy Day is part of a greater effort, the privacy awareness campaign, which helps consumers understand how they can own their online presence and reminds businesses that privacy is indeed good for business. **Gyffu** joins the growing global effort among organizations, corporations, educational institutions, government entities, municipalities and individuals to raise awareness at home, at work and in their communities. Through collaboration and unified, consistent messaging about data privacy, all DPD Champions will work toward the common goal of improving consumer and business consciousness while encouraging and empowering all digital citizens to be more aware of their privacy.

DPD and the privacy aware campaign are spearheaded by the National Cyber Security Alliance (NCSA), a nonprofit, public-private partnership dedicated to promoting a safer, more secure and more trusted Internet.

### **About Data Privacy Day (DPD)**

DPD began in the United States and Canada in January 2008 as an extension of the Data Protection Day celebration in Europe. Data Protection Day commemorates the Jan. 28, 1981, signing of Convention 108, the first legally binding international treaty dealing with privacy and data protection. The National Cyber Security Alliance, the nation's leading nonprofit, public-private partnership promoting cybersecurity and privacy education and awareness, leads the effort in North America.