


Chapter 5

Personal Data Privacy and Security at Individual and Organizational Levels


Jasbir Kaur

GNIMS Business School, India


Shiney Chib

 <https://orcid.org/0000-0001-7648-9963>
Datta Meghe Institute of Management Studies, India


Guru Basava Aradhya S.

 <https://orcid.org/0000-0002-3335-2681>
Dayananda Sagar Business Academy, India


Prashant Bhavarlal Chordiya

 <https://orcid.org/0009-0005-6227-2583>
Savitribai Phule Pune University, India


Nilesh Anute

 <https://orcid.org/0000-0001-6599-813X>
Sri Balaji University, India

P. Selvakumar

 <https://orcid.org/0000-0002-3650-4548>
Department of Science and Humanities, Nehru Institute of Technology, Coimbatore, India

Manjunath T. C.

 <https://orcid.org/0000-0003-2545-9160>
Rajarajeswari College of Engineering, India

ABSTRACT

In the digital era, personal data is critical to both individuals and organizations. With increasing reliance on digital platforms, the being collected, processed, and stored has reached unprecedented levels. However, this expansion has also led to significant security threats, data breaches, identity theft, and cyberattacks, impacting personal privacy and organizational integrity. This paper explores the essential aspects of addressing individual organizations in safeguarding sensitive information. At the individual level, maintaining data security involves adopting strong cybersecurity practices, including password management, multi-factor authentication (MFA), en-

DOI: 10.4018/979-8-3373-3171-3.ch005

encryption, safe browsing habits, and awareness of phishing attacks. Individuals must exercise caution when sharing personal information online, use privacy-enhancing tools such as VPNs, encrypted messaging services, and ad blockers, and remain vigilant against evolving cyber threats.

INTRODUCTION TO PERSONAL DATA PRIVACY AND SECURITY

Era, Personal Critical Individuals, and Governments Worldwide

Widespread internet usage, and connected devices amount being generated, collected, and stored. Often includes sensitive browsing history and even real-time location tracking. While data collection has enabled many conveniences and advancements, it has also created significant risks, making it paramount. Primary data and security have become a growing concern due to the increasing frequency of cyberattacks and data breaches. High-profile breaches affecting major corporations, financial institutions, healthcare providers, and government agencies have exposed millions of Hackers and cybercriminals to exploit vulnerabilities in digital systems, often using sophisticated techniques personal and corporate the consequences are losses, and ramifications for organizations, as well as emotional distress and financial hardship for individuals. Beyond cyberattacks, concerns over data privacy have intensified due to the growing influence of tech giants and digital platforms that analytics, and artificial intelligence development. Apple was scrutinized for its data collection practices, raising ethical and legal consent, transparency, and personal information being monetized. Many consumers are unaware of how much data they are sharing when using online services, mobile applications, and smart devices, leading to an increased demand for greater control over personal information. Governments and regulatory bodies have responded to these concerns by introducing stringent data protection laws and regulations. Setting while rights data. And increase transparency in data handling practices. Other countries have followed suit, implementing or strengthening data protection laws to hold organizations accountable for safeguarding user information. However, enforcement remains a challenge, and companies often struggle to comply with varying regulations across different jurisdictions.

As privacy concerns continue to rise, businesses are increasingly investing in cybersecurity measures to protect customer and company data. Are commonly used to mitigate risks. Additionally, organizations are adopting privacy-by-design principles, and integrating security measures Despite these efforts, cybersecurity is essential for employees and users alike. Further complicated landscape privacy. AI-powered systems rely on massive datasets to improve performance, but bias, discrimination,

38 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/personal-data-privacy-and-security-at-individual-and-organizational-levels/387867

Related Content

Digital Management Towards Society 5.0: A Review of the Framework for Kurt Lewin Theory During COVID-19 Pandemic

Bulent Akkaya, Ayse Gonseland Ibrahim Yikilmaz (2021). *Emerging Challenges, Solutions, and Best Practices for Digital Enterprise Transformation* (pp. 120-137). www.irma-international.org/chapter/digital-management-towards-society-50/275704

On the Efficiency of Grey Modeling in Early-Stage Technological Diffusion Forecasting

Charisios Christodoulos, Christos Michalakelis and Thomas Spicopoulos (2015). *International Journal of Technology Diffusion* (pp. 1-11). www.irma-international.org/article/on-the-efficiency-of-grey-modeling-in-early-stage-technological-diffusion-forecasting/130675

Share or Lose: A Radical Challenge for the Traditional Economy

Kamil Yagci, Mahmut Efendi and Sureyya Akçay (2021). *Disruptive Technology and Digital Transformation for Business and Government* (pp. 267-285). www.irma-international.org/chapter/share-or-lose/275182

Emerging Opportunities for Entrepreneurs in the Renewable Energy Segment

Kesavan Dhanapal (2020). *Promoting Inclusive Growth in the Fourth Industrial Revolution* (pp. 220-244). www.irma-international.org/chapter/emerging-opportunities-for-entrepreneurs-in-the-renewable-energy-segment/258040

Determinants of E-Payment Systems Success: A User's Satisfaction Perspective

Adeyinka Tella (2012). *International Journal of E-Adoption* (pp. 15-38). www.irma-international.org/article/determinants-payment-systems-success/70407