

# Information and data protection in business



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# Schedule

- 1. Value of information and personal data in business**
- 2. Personal data protection in business**
- 3. Practical aspects of information and personal data protection in business**
- 4. Test – if this not be possible due to COVID-19, there will be a home – based exam during the time of the classes**

# Legal Acts

- 1. Universal Declaration of Human Rights**
  - 2. International Covenant on Civil and Political Rights (ICCPR)**
  - 3. Convention for the Protection of Human Rights and Fundamental Freedoms (European Convention on Human Rights)**
  - 4. Charter of Fundamental Rights**
  - 5. Convention 108 of Council of Europe**
  - 6. General Data Protection Regulation**
  - 7. ePrivacy Directive**
- ...and other presented during classes.**

# Literature

## **SUGGESTED LITERATURE**

**In the “Detailed Schedule” part of the syllabus you may find lists of articles which I recommend to read before the classes to help you understand concepts we discuss. However, this would be enough if you read 1 or 2 positions. Please do not try to learn them by hard – more important is you general understanding of the concepts and issues.**

# Assessment

1) Students are required to comply with Ordinance No. 18/2017 of the Dean of the Faculty of Law, Administration and Economics of the University of Wrocław of 27 July 2017 regarding the monitoring of classes at the Faculty of Law, Administration and Economics of the University of Wrocław and the Regulations of Studies at the University of Wrocław.

2) Assessment of student's work during classes – 40% of the final grade- due to extraordinary circumstances each topic includes certain exercises which need to be done by the students within the following dates:

1st presentation – April 1st

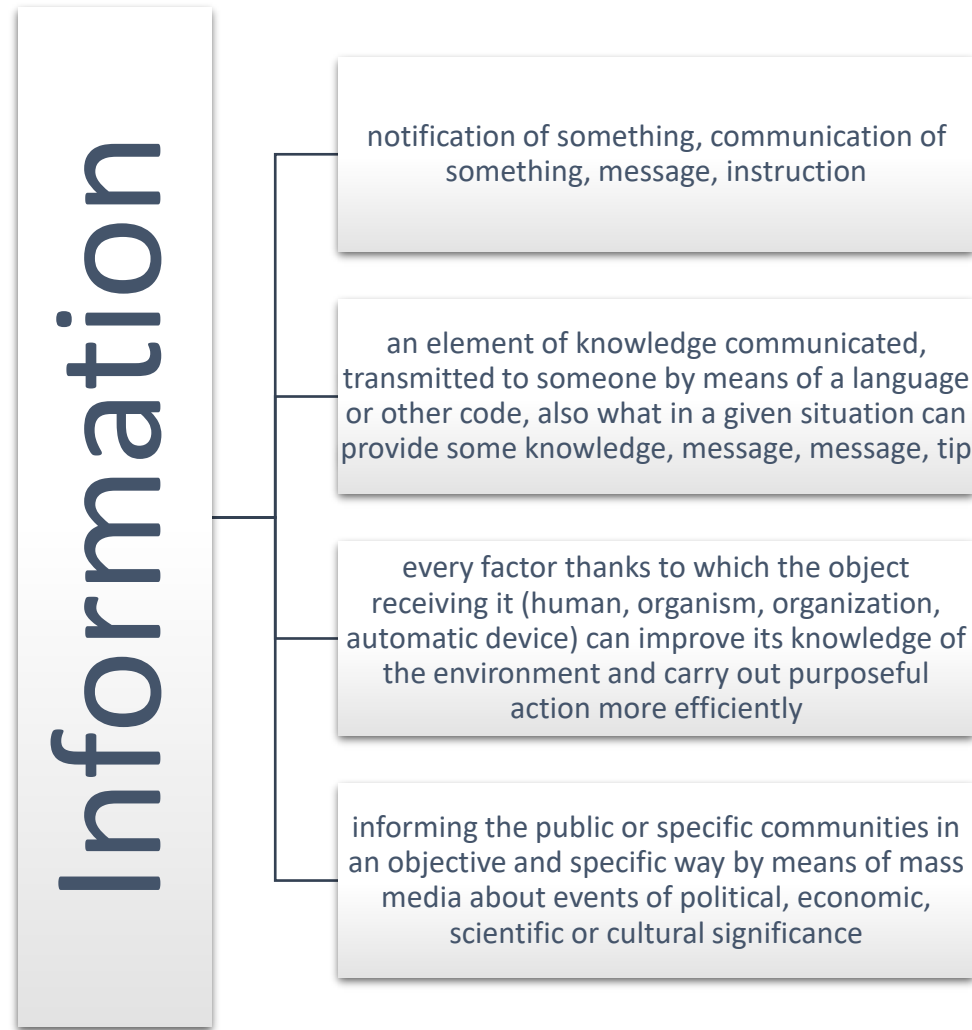
2nd presentation – April 10th

3rd presentation – April 20th

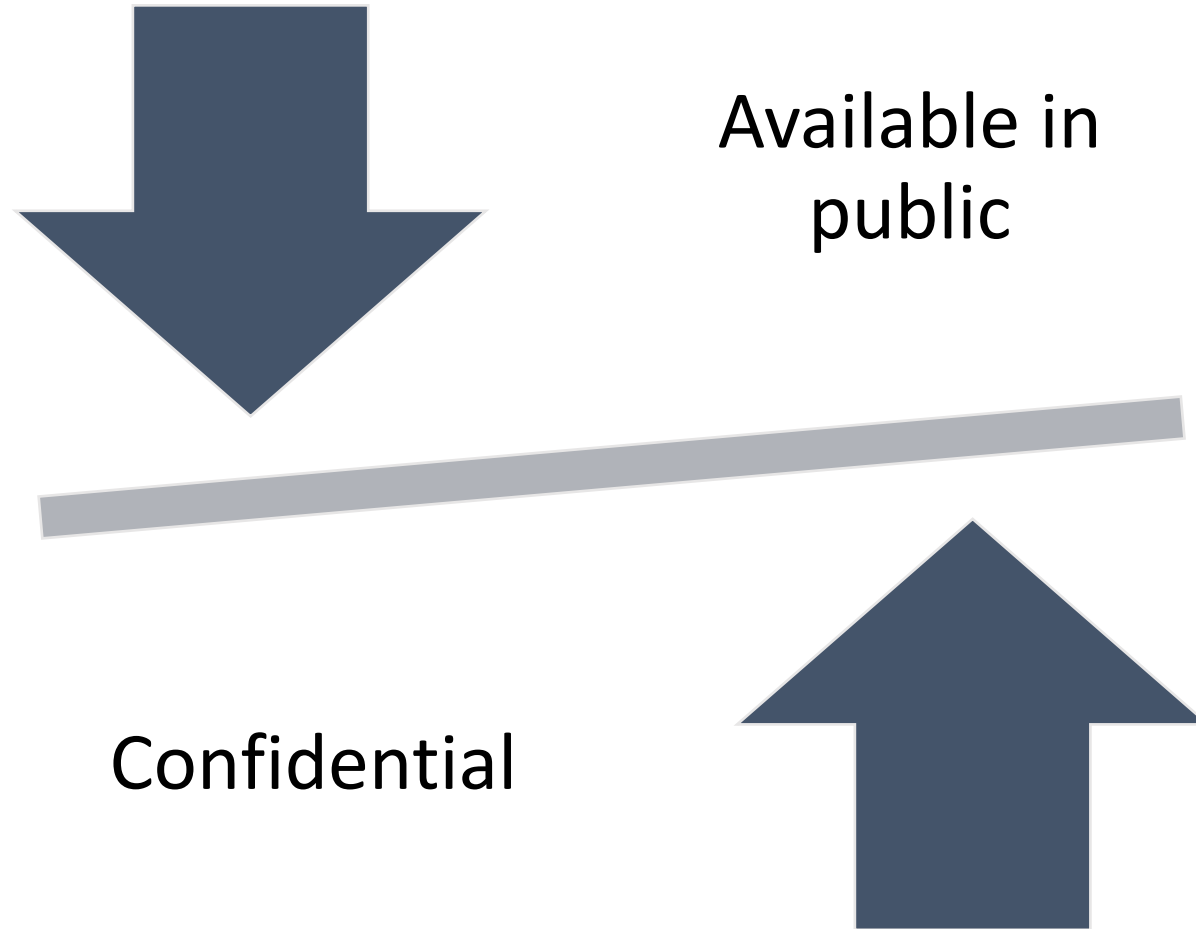
3) Exam - preparing a draft or a mark up of a commercial contract which purpose will be to either to protect business information or personal data. The exam will take place April 22nd during the time of the classes.

The final decision as to the grade issued and the settlement of doubts is vested in the teacher based on the assessment of the student's work and attitude towards the subject throughout the whole semester.

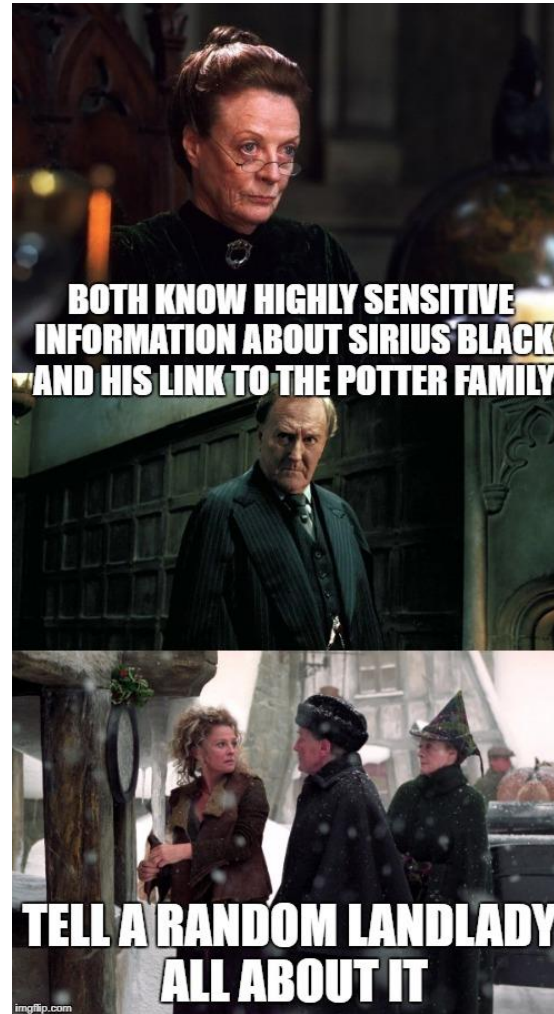
# Information



# Information in business



# Information in business





# Confidential information in business

In general confidential information in business is a information which due to various reasons **is being kept in secret** either by a company in its relations with other entities (customers, suppliers, subcontractors) or by relevant stakeholder in their relations with employees.

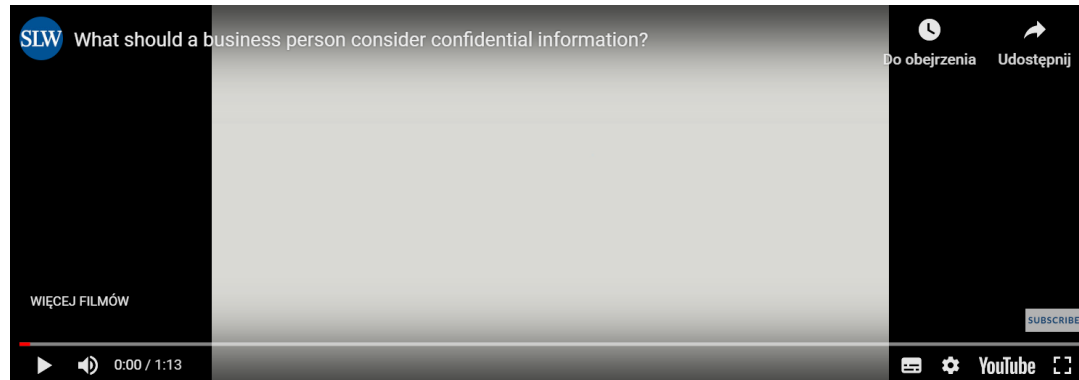
Confidential information may be defined differently by parties of specific agreements called **non-disclosure agreements** or **confidentiality agreements**.

In most of the examples, confidential information is the term which includes *inter alia*:

- documents, prototypes, samples, plant and equipment
- Trade secrets
- Any data
- Financial books
- Procedures, know how, structure, reporting chain, prices

# Information in business

PRESS TO PLAY



**THINK**  
**REAL ESTATE**

# Why information matters?

It is important to mention that information is something companies around the world are willing to pay a lot! Not only because it helps them to **gain advantage over competitors**, but **acquire new clients**. Having an **unique product no one else knows how to do pays off** and keeping things confidential help the company **being a step ahead its competitors**.

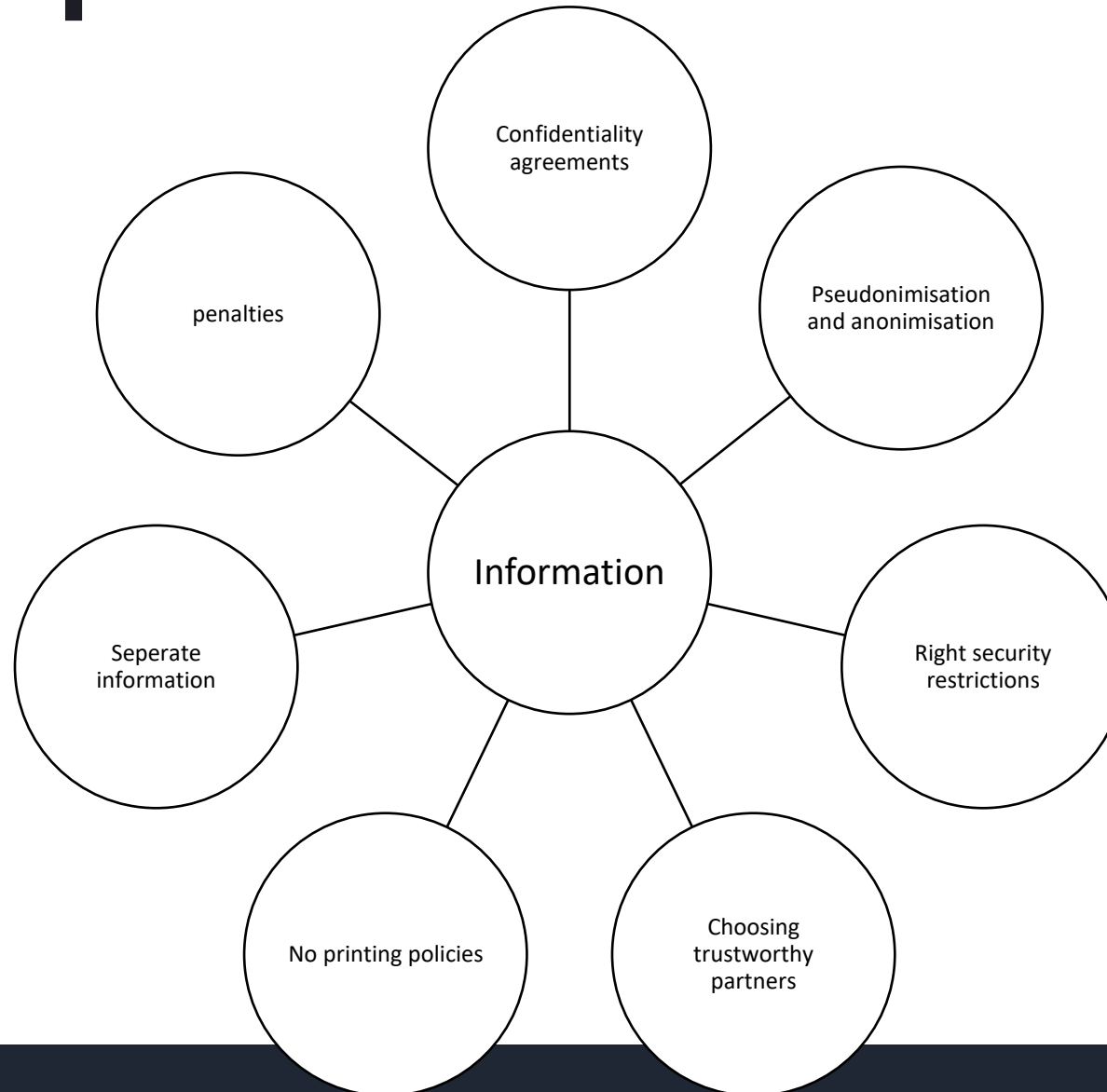
This is also important to keep things confidential if disclosing some of them may **put company's reputation on the risk**.

Keeping things in secret in the employment relations **allows shaping employees attitude** and **keeps good morales** in the team. It also helps **minimize attrition rate**.

PRESS TO PLAY

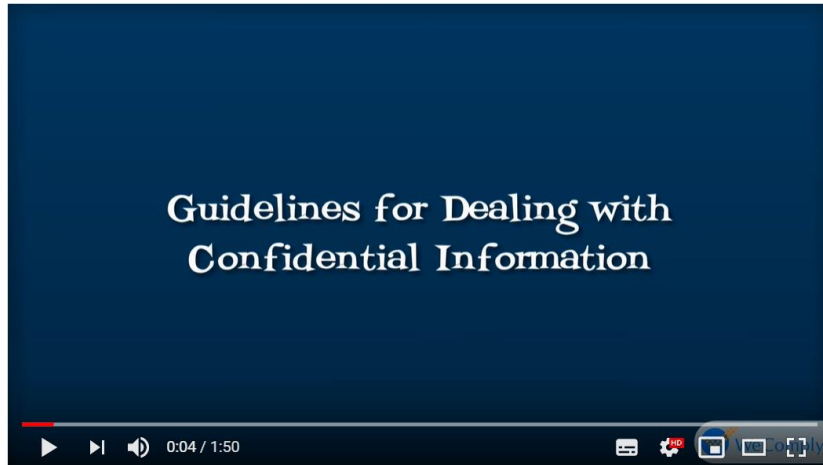


# How to protect information?



# How to protect information?

PRESS TO PLAY



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videos



# What is next?

Please complete all exercises assigned to this topic.  
Remember that they will be open only until April 1st!