



# Don't Be a Cybersecurity Headline: Prioritizing Privacy and Protecting Your Customer Information

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**1:45 PM – Don't Be a Cybersecurity Headline:  
Prioritizing Privacy and Protecting Your Customer Information**

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Cybersecurity threats are on the rise, and RTO companies can be easy targets for cybercriminals seeking to get their hands on sensitive customer data and financial information. We understand you've got a lot on your plate, and cybersecurity might not be at the top of your priority list. But here's the thing: cybercriminals don't care if you're a small business—they're just as likely to target your RTO business as they are a big corporation. That's why it's essential to have a robust cybersecurity strategy in place, even if you're on a tight budget. In addition, if you do business in the United States, it is becoming increasingly likely you will be covered by a law with specific website privacy policy requirements. You may have to inform users about what data you collect, how it's used, stored, and protected. We will have an honest discussion about the importance of website privacy policies and how they fit into your overall compliance management system.

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