

## **Virginia Health Information Joins the National Cyber Security Alliance in Global Effort to Support Data Privacy Day by Becoming a 2020 Champion**

*Each Jan. 28, Hundreds of Organizations and Individuals Collaborate to Generate Awareness about the Importance of Respecting Privacy, Safeguarding Data and Enabling Trust*

**Richmond, Va.** — Virginia Health Information (VHI) has announced its commitment to Data Privacy Day – an international effort held annually on Jan. 28 to create awareness about the importance of respecting privacy, safeguarding data and enabling trust – by signing up as a Data Privacy Day 2020 Champion. As a Champion, VHI recognizes and supports the principle that all organizations share the responsibility of being conscientious stewards of personal information.

Data Privacy Day is part of a greater campaign that promotes awareness of the importance of privacy, highlights easy ways to protect personal information and reminds organizations that privacy is good for business. This year, we are encouraging everyone to “Own Your Privacy” by learning more about how to help protect the valuable data that is online. One simple thing you can do is to [update your privacy settings by using a helpful tool](#) created by the National Cyber Security Alliance (NCSA).

VHI joins the growing global effort among nonprofits, academic institutions, corporations, government entities, municipalities and individuals to raise awareness at home, at work and school and in their communities. Through collaboration and unified, consistent messaging about privacy and protecting personal information, all Data Privacy Day Champions are working toward the common goal of improving individual and business consciousness toward respecting privacy, safeguarding data and enabling trust.

In North America, the Data Privacy Day initiative is officially led by the NCSA, a nonprofit, public-private partnership dedicated to promoting a safer, more secure and more trusted internet. For more information about getting involved in Data Privacy Day and becoming a Champion, visit [staysafeonline.org/data-privacy-day/become-dpd-champion](http://staysafeonline.org/data-privacy-day/become-dpd-champion).

### **About Virginia Health Information**

Virginia Health Information (VHI) is the nonprofit organization that businesses, consumers, the Commonwealth of Virginia and health insurance companies go to for health information. VHI publishes reports and consumer guides on health insurance, hospitals, HMOs, nursing facilities, physicians and other topics at [www.vhi.org](http://www.vhi.org). To find the latest updates on healthcare data and statistics, find and like VHI on Facebook at [www.facebook.com/vahealth](http://www.facebook.com/vahealth).

### **About Data Privacy Day**

Data Privacy Day 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. NCSA, the nation's leading nonprofit, public-private partnership promoting cybersecurity and privacy education and awareness, leads the effort in North America. The Data Privacy Day initiative is made possible by generous support from our sponsors and is advised by a distinguished advisory committee of privacy professionals. For more information, visit [staysafeonline.org/data-privacy-day/about](http://staysafeonline.org/data-privacy-day/about).