Privacy: It's everybody's business.

According to a recent IBM survey of consumer perceptions toward online privacy, 63% of the respondents have refused to give personal information to Web sites when they felt their private information would be compromised or when privacy policies were unclear. The *IBM Multi-National Consumer Privacy Survey* also revealed that 40% of the respondents who use the Internet have, at some point, decided not to make a purchase because of privacy concerns.* Clearly, implementing sound privacy policies is critical to successful e-business.

Electronic commerce, networked supply chains and other online exchanges are revolutionizing business. Both employees and customers are increasingly concerned that they are losing control over their personal information. And this concern can have a profound impact on the success or failure of your e-business.

Trust requires a strong privacy policy

Most consumers are willing to exchange some personal information for improved customer service, but gaining their confidence requires a privacy policy that ensures the fair handling of information contained in databases, online transactions, e-mail and marketing lists.

You can rely on IBM privacy solutions and services to help your company build privacy into your e-business. IBM Global Services has trained consultants who can work with you to identify your business needs and to develop a privacy policy that meets industry and government guidelines. Our security and privacy services have two services offerings: IBM Privacy Workshop and IBM Privacy Strategy and Implementation Service.

IBM Privacy Workshop

IBM Privacy Workshop can help you understand consumer and employee privacy issues affecting your business and help you to develop a management plan to meet those challenges. The workshop focuses on practical topics, such as:

- Recognizing current industry-specific privacy issues
- Identifying where and how you collect, store, access and use personal information
- Evaluating special privacy issues for multinational companies
- Prioritizing the actions needed to implement sound privacy practices

e-business

IBM Privacy Strategy and Implementation Service

IBM Privacy Strategy and Implementation Service can help your company develop and deploy an effective privacy strategy to meet your business needs, increase customer satisfaction and create a competitive advantage. Our services cover a wide variety of privacy require- ments, including developing and implementing corporate privacy policies that address a broad range of specific issues related to key solutions for e-business, business intelligence and customer relationship management.

Reliable security solutions for e-business

An effective privacy policy depends on reliable security measures. You can depend on IBM for the technology, experience, software and services you need to develop a strong security foundation for your enterprise — and an effective privacy policy for your business.

For more information

To learn more about IBM security and privacy solutions, contact IBM Global Services, your IBM client representative or IBM Business Partner. Or visit our Web site at *www.ibm.com/security/services*.