

## IMPLICATION OF DATA PRIVACY ACT IN AN ORGANIZATION

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In today's modern world, we live in an era where technology is the most important thing. Technology now drives us everywhere we go. Nature is no longer the only retreat you can rely on when you're not in the mood. Books are getting obsolete since people can search what they want in the internet. However, as technology advances, there are pros and cons to consider.

The advancement of technology in an organization greatly aids production, communication, and information dissemination. Especially in this pandemic, where technology is booming. According to an article by John Frazier, CEO of Indinero, faster and meaningful technology adoption is not only crucial for speeding business growth, but it is also critical for survival in this day of cutthroat competition and demanding customers. But little did they know that one of the cons of technology has something to do with their personal information.

With the growth and expansion of information technology, data privacy has emerged as a rising concern. The Philippines passed the Data Privacy Act 2012 in 2012, enacting comprehensive and stringent privacy legislation "to protect the fundamental human right of privacy, communication, and free flow of information in order to promote innovation and growth" (Republic Act No. 10173, Ch. 1, Sec. 2). It only shows that ever since the start of pandemic, privacy was a big deal.

With a few exceptions, the Data Privacy Act applies extensively to persons and legal entities that process personal information. The law has extraterritorial effect, meaning it applies not just to businesses having headquarters in the Philippines, but also when processing equipment situated in the Philippines is employed. The Act also applies to the processing of personal information of Filipino nationals, regardless of where they live, since as a Filipino citizen, there's no exemption when it comes to data privacy. One good instance is that the law does not apply to the processing of personal information in the Philippines that was properly collected from citizens of other countries. – a useful provision for Philippines-based cloud service providers.

With this legislation, institutions will be protected by law and will focus on the idea that "the processing of personal data shall be allowed subject to adherence to the principles of transparency, legitimate purpose, and proportionality." It is imperative that every member of an organization is well aware of this act to assure that they are not being baited or scammed.

In a nutshell, an organization's success is not solely determined by the quality of its output or how well everyone communicates. Transparency and respect for one's privacy are important factors in ensuring an organization's success.

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