Data Security and Privacy Policy – Analysing Disney

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Abstract

When the entertainment industry witnessed the massive creativity and thoughts put together to make Alice in Wonderland a reality, evolution of the global corporation named Walt Disney began. The mission statement of the company indicates the course of action of the company that could be possibly traced towards keeping people happy. The Walt Disney Company has have a stronger bond with the guests that visit their websites. The details that are obtained from the guests shall be handled with care and appropriate clause of exercise and disclosure. Individuals who are interested in the products and services offered by the company are named to be guests. For example IP address is collected by the data controller due to which the company is obliged to provide a clear explanation on what are the methodologies involved in protecting such information procured by them directly or indirectly from their "guests".

Keywords : entertainment, Walt Disney, guests, global corporation, information

DISNEY – INTRODUCTION TO THE ANIMATION EBULLIENCE

Having their wings spread out into various business units like consumer products, international operations, theme park resorts, streaming media, publishing and the like, the nourishing root of this name is the one for which the brand has reached the audience. The company is associated with the vision that is imbued with culture. The creative richness of Walt Disney was evident when his creation succeeded in securing their places in comics, character merchandising, books, movies and the theme park Disneyland. Formerly known as Walt Disney Productions, its headquarters are located in Burbank, California. Innovative technologies,

exceptional storylines and creative execution has significantly propelled it towards becoming the world's leading entertainment junction. The Disney Brothers (Walt and Roy) have their empire marking its presence in one of the influential and puissant section of the economy.

This empire has found its position as enormous force in the entertainment industry which has brought fantasies and imagination into the lives of families, may it be through television series or motion pictures. Disney did knock on the doors of family entertainment and when Steamboat Willie won hearts of the audience soon after Disney's idea was ridiculed by film distributors. Disney has fastened itself to the Top 5 for 19th year now as the most admired company below Apple, Amazon, Microsoft and Pfizer..

DATA STRATEGY AND PRIVACY POLICY – A WEIGHTY STRATAGEM!

At present times, data is the most prized asset in a company. Business insights are derived from such data which is extracted and refined in order to analyse the product or service that the business offers. If handled well, they shall provide the business with higher advantage against the competitors. Such processed data becomes information and has a major role to play during decision making on certain aspects. Data is maintained and strategies are adopted according to the needs of the business and customers. Data strategy contributes in assessing the performance of the products or services offered by a unit, monitor the progress, ensure that such data is made available with the best quality as part of data management set up.

Privacy is shall be the intersecting interests of both sides – company and customers. Privacy is breached when information crosses the hands of the concerned and made available, which otherwise is not allowed to. A document that bears the clauses on disclosure and usage of

the information of the customer or client is called as privacy policy which is governed by the privacy law. Information should not be subject to reckless sharing especially when they sensitive to the daily business events of a company. For example: healthcare and financial institutions. The policies should comply with the state of affairs of the business the necessary information should not be overlooked simultaneously.

Considering the case in our hand, Walt Disney Company obtains information from those who visit their sites, in the process of which information with respect to the device used by such person shall be possessed by the data controller. The privacy policy of Disney India just like any other company shall put forth the measures that shall be adopted when third party accepts personal information in their sites and applications. Details are collected not just online but also through stores, cruise ships and theme parks which are also accounted for in the privacy policy. Such policies are drafted in accordance with the law that prevails in their place of operation. It should be noted that there shall be a separate policy of their own if a user provides his/her information via any applications. Such choices or particulars whether in the same site or redirected to another through the site shall not apply or any solutions are not recoverable under the policies of the company.

THE DATA CATEGORISATION

Two types of information shall be collected – personal and anonymous.

A personal information shall be pronounced as sensitive when it is about:

- Biometrics (for example fingerprints)
- Sexual orientation

- Medical information
- Health conditions (physical /mental)
- Financial information
- Password

As a part of a lawful contract, any information that is retrieved by the customer in order to process it shall be called sensitive to one's privacy. A promise that is bound hence, enforceable by law is referred to as lawful contract. This retrieval is void ab initio if this is related to an unlawful contract as it is not governed by Indian Contract Act, 1872.

Personal information cannot be denoted as sensitive if it does not involve the following –

- Available/ accessible free of cost in public domain, or
- Procured in accordance to Right to Information Act 2005 or other law in force

Anonymous information include such information which

- Is not directly/indirectly associated with the guest, and
- Under reasonable criteria could not be used as an identification means

Now comes the aggregate information which is same as of anonymous but is about groups of guests or their categories. Summarising and listing the above in detail, the information that will be collected shall be according to the following:

- When you create an account, you may be asked to fill in your basic details or be provided with an option to be allowed to choose a third party platform that shall enable the particular site to extract information from.
- Transaction information (in order to allow purchase, return, refund, exchange of product or service).

- Any public forums like chat rooms that doesn't fix an audience, such information are likely to be posted publicly.
- When the aforementioned forums are used to send a message one-on-one or to a group, then such is allowed under law to be collected.
- The device interacting with the site may track/ask for location details or collect IP address of the same, as far as they allowed to do so under the applicable law.
- Frequency of the sites of applications is used (Activity information).
- Technical details of the device
- Call recordings from the reservation centres or guest phone numbers.

METHODS OF DATA COLLECTION THE FOUR-SPOT ASSEMBLAGE ROUTES

The data shall be collected through the following:

- Through various events of transaction mentioned above.
- Whether a guest is registered or not, his details shall be extracted through various means like cookies, pixels, software development kits. If cookies has to be disabled. Any data that stored in browser is called cookies.
- In order to supplement or update the information given, from the third parties provided that are authorised under the legal umbrella to do so.
- Analytical tools are put to use to extract necessary information.

THE FATE OF THE COLLECTED DATA -THE PRAGMATIC IMPLEMENTATION

The data received by the guests shall be utilised in the manner and to the purpose described by the policy expressly. Data Controller is the entity entitled to collect the personal information from the guests and utilise in such a manner that does not contradict the scope and purpose of the policy. However, the data collected shall be used to:

- Communicating with the guest on any transaction to be/has been undertaken or asking for feedback on change in policies that are incorporated.
- In order to provide content that caters to user needs
- Analytical tools and surveys filled out by guests are the best ways through which the company can decide on an improvisation or an advantageous change.
- Updates on safety aspects to the guests.
- Render the product or service that provides best experience to the users.
- Notify the guests on offers/promotions that the company has come up with.
- Advertisement that is received by the best is directly proportional to how often they are associated with the site/application. This is where data analytics proves its significance yet again.
- Identify and inquire any activities that is against the policy or has an ingredient of fraudulent or illegal nature.

HOW SAVVY IS THE DATA SECURITY? – HABITUE INFORMATION SAFETY

Security measures are formulated In order to protect and respect the confidentiality of users which are continuously reviewed.. Such information is protected

from any disclosure, unauthorised access and modification. Retention of the collected information Is advocated to be held on until it is not required by the applicable law.

The information shall not be shared with any third parties, except in following cases.

- When such sharing is allowed by the guest
- When a request has to be made good and the information, in such case is required to be shared with the third parties. Such circumstances can be –
    - When reservations are to be booked for the restaurants which are operated by third parties.
    - Travel pages is to be booked with the concerned company but the associated services are rendered by the third parties like travel insurance providers.
- When guests direct them to share their information in social networking sites. It has to be noted that once the company extracts such information subject to the express direction of the guest then the manner in which the privacy aspect shall be handled comes under the policy bracket of that business.
- Financial institutions play a major role when products like Rewards Visa Card is involved and the same policy is applied to such institutions too.
- National Geographic Society and Walt Disney is a joint venture. When the information is shared with National Geographic Society it automatically falls under the privacy bracket of National Geographic Society and not Walt Disney.
- As far as it is covered by the applicable law, advertising and package delivery services are not allowed to use personal information of the guests.

BACK DOOR WAY OUT?

There are options that are left to the discretion of the users as to how the collection and use of data are put in place. The choices could be exercised in any of the stages:

- Registration
- Privacy policy links by logging in
- Modify the choices already subscribed for, on updating the contact information

The opt out choices can be categorised based on concerned entities involved in collection of data:

- If any user is not interested in the promotional material he is receiving from the third parties, he is entitled to opt out. If not, the company(family of companies) shall share the information relevant to the user (personal or anonymous). These choices that are made are directed towards one website to which the opt out applies, whereas if he should block any third party from sending him any promotional material then he should follow the steps that shall be available to use during registration or login.
- If a user has his disagreement inclining towards members of the Disney family of companies Any previous opt outs shall stand null and void when it is replaced with the new and it can be done through third parties or company website.
- The choice of opt out is also available that is directed towards a specific member of the family of companies.

CONCLUSION

Amongst the stream of products and services, companies provide at competitive rates, Walt Disney did make life seem more uncomplicated and fun.. The company has carefully

carved its image which is uplifted by its policies as required. When cat escapes out of the bag, times have come when the quality and efficient use of the bag is questioned. When the data is not protected, trust cannot be built. When customers lose trust, that is when the business lose integrity, but it is not just business ut also the brand.

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