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PRIVACY AND CYBER CO-CHAIR SHARES TIPS FOR AUTO DEALERSHIPS TO SECURE SENSITIVE INFORMATION

News
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In an interview with *Digital Dealer*, **Risa Boerner** provides best practices for automotive dealership employers to safeguard sensitive customer information in light of the FTC's guidance on protecting and storing data.

Risa breaks down the federal Safeguards Rules requirements, including the "qualified individual" amendment, and explains why employee training, vendor vetting, and multifactor authentication is so important for compliance. While compliance can be expensive, she implores automotive dealerships to take cybersecurity seriously.

To read the article visit [Digital Dealer](#).

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