

Jami Announces Commitment to Raising Awareness About the Importance of Safeguarding Consumer Data by Becoming a 2021 Data Privacy Day Champion

This year's initiative emphasizes cultivating trust among consumers by adopting data privacy frameworks and promoting transparency around data collection practices

Montreal, Quebec January 28, 2021 — Jami today announced its commitment to Data Privacy Day by registering as a Champion for the campaign.

As a Champion, **Jami** recognizes and supports the principle that all organizations share the responsibility of being conscientious stewards of personal information.

Data Privacy Day is a global effort -- taking place annually on January 28th -- that generates awareness about 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 individuals to “Own Your Privacy” by learning more about how to protect the valuable data that is online, and encouraging businesses to “Respect Privacy”, which advocates for holding organizations responsible for keeping individuals’ personal information safe from unauthorized access and ensuring fair, relevant and legitimate data collection and processing.

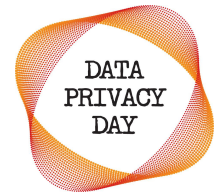
“ At Jami, we think that privacy is a primary right on the internet. Everybody should be free not to give their data to corporations to benefit from an essential service on the internet, ” says Christophe Villemer, Jami Advocacy vice-president. “ This is why the Data Privacy Day is important ”.

With all the recent privacy issues in communications apps, we've seen a growing consumer interest in using a privacy-centric app. Jami is the only Communication App (Audio, Video, Message) that doesn't require any personal data or information to register. Thanks to its fully end-to-end encryption and its peer-to-peer distributed architecture, Jami enables users to join without sharing personal information or dealing with an intermediary. It does not collect any personal data either.

According to a [Pew Research Center study](#), 79% of U.S. adults report being concerned about the way their data is being used by companies. As technology evolves and the pandemic continues to influence how consumers interact with businesses online, data collection practices are becoming increasingly unavoidable, making it imperative that companies act responsibly.

“In recent years, we've seen the impact of more global awareness surrounding the abuse of consumer data, thanks to sweeping privacy measures like GDPR and CPRA,” said Kelvin Coleman, Executive Director, NCSA. “And while legislative backing is key to reinforcing accountability for poor data privacy practices, one major goal of Data Privacy Day is to build awareness among businesses about the benefits of an ethical approach to data privacy measures separate from legal boundaries.”

For more information about Data Privacy Day 2021 and how to get involved, visit <https://staysafeonline.org/data-privacy-day/>.

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About Jami

Jami is a free/libre and universal communication platform which preserves the users' privacy and freedoms. Designed both for the general and the industry, Jami provides all a free/libre, secure and multiplatform communication device built on a distributed architecture requiring no authority nor central server. For more information, visit <https://jami.net/>.

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 each year. For more information, visit <https://staysafeonline.org/data-privacy-day/>.

About the National Cyber Security Alliance

NCSA is the Nation's leading nonprofit, public-private partnership promoting cybersecurity and privacy education and awareness. NCSA works with a broad array of stakeholders in government, industry and civil society. NCSA's primary partners are the Department of Homeland Security's Cybersecurity and Infrastructure Security Agency (CISA) and NCSA's Board of Directors, which includes representatives from ADP; AIG; American Express; Bank of America; Cofense; Comcast Corporation; Eli Lilly and Company; ESET North America; Facebook; Intel Corporation; Lenovo; LogMeIn; Marriott International; Mastercard; MediaPro; Microsoft Corporation; Mimecast; KnowBe4; NortonLifeLock; Proofpoint; Raytheon; Trend Micro, Inc.; Uber; U.S. Bank; Visa and Wells Fargo. NCSA's core efforts include Cybersecurity Awareness Month (October); Data Privacy Day (Jan. 28); STOP. THINK. CONNECT.™, the global online safety awareness and education campaign co-founded by NCSA and the Anti-Phishing Working Group with federal government leadership from the Department of Homeland Security; and CyberSecure My Business™, which offers webinars, web resources and workshops to help businesses be resistant to and resilient from cyberattacks. For more information on NCSA, please visit <https://staysafeonline.org>.