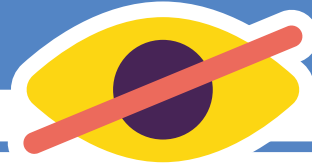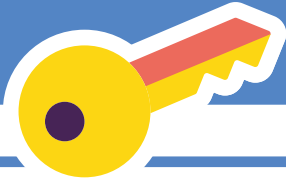# SO WHAT'S THE DIFFERENCE?

While they are often used interchangeably, these two terms are actually very different. They have a common goal of protecting sensitive information, but vary greatly in their methods.

Data Security VS User Privacy

Data Security	User Privacy
The availability, integrity, and confidentiality of information (also known as the AIC triad)	The right for consumers to be free from unwanted attention and/or surveillance
Refers to the policies used to prevent unauthorized access to consumers' personal information	Refers to the responsibility of proper handling, destribution, and storage of user data
Protects valuable data from breaches, theft, and exploitation	Governs how consumer information is being collected, shared, and used
Ensures that only authorized individuals have access	Sets the standards for who is authorized to access information