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URL www.DataProtection2016.org

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EPIC Launches Data Protection 2016 Campaign
Urges Presidential Candidates to Address Public Concerns
About Loss of Privacy

WASHINGTON DC – On the eve of the New Hampshire primary, the Electronic Privacy Information Center (EPIC) has launched a new non-partisan campaign to focus political attention on threats to privacy.

“Data breaches, identity theft, and government surveillance are critical issues facing American voters, yet the candidates have said hardly a word.” said Marc Rotenberg, President of the Electronic Privacy Information Center (EPIC), a Washington, DC based research organization established in 1994 to focus public attention on emerging privacy and civil liberties issues.

According to EPIC, 2015 was a record year for data breaches in the United States. The Office of Personnel Management lost 21,500,000 records of federal employees, and more than 5,000,000 digitized fingerprints. According to Pew Research, 93% of Americans believe it is important to control personal information, and identity theft remains the number one concern of American consumers. The FTC received more than 332,000 complaints just in 2014. And federal agencies, including the NSA, continue to gather troves of personal data.

Bruce Schneier, a leading expert in data protection and the author of Data and Goliath: The Hidden Battles to Collect Your Data and Control Your World, said “Privacy is a critical issue that touches many aspects of Americans' lives. The Presidential candidates need to have a plan to protect our personal information.”

Schneier also pointed to the need to reform bulk surveillance by the National Security Agency. Currently, the NSA has broad legal authority to collect the personal information of people who visit websites, send email, and post information online, even after an NSA contractor was able to reveal the agency's data collection practices.

EPIC has launched new website – DataProtection2016.org – that provides information about American attitudes toward privacy and the growing problems associated with the lack of data protection. According to survey data, Americans strongly favor new safeguards to protect personal information.

Caitriona Fitzgerald, coordinator of the EPIC State Policy Project, explained, “In the coming months, EPIC will inform voters about the Presidential candidates' views on data protection. It is critical to have a national debate about the future of privacy in America.”

The New Hampshire primary takes place on Tuesday, February 9, 2016.

Note: DataProtection2016.org is a project of the [Electronic Privacy Information Center](#) (EPIC), a non-partisan, non-profit, educational organization, and is intended to educate voters about privacy issues. It is not an endorsement of any candidate, party, or platform.