

**EXECUTIVE ORDERS, PROCLAMATIONS OF
GENERAL APPLICABILITY, AND STATEMENTS
ISSUED BY THE GOVERNOR
PURSUANT TO A.R.S. § 41-1013(B)(3)**

The Administrative Procedure Act (APA) requires the full-text publication of all Executive Orders and Proclamations of General Applicability issued by the Governor. In addition, the *Register* shall include each statement filed by the Governor in granting a commutation, pardon or reprieve, or stay or suspension of execution where a sentence of death is imposed. With the exception of egregious errors, content (including spelling, grammar, and punctuation) of these orders has been reproduced as submitted.

*** ARIZONA DATA PRIVACY DAY ***

[M11-01]

WHEREAS, advances in information technology and the Internet enhance our lives by increasing our abilities to effortlessly communicate, create, learn and do business through the innovative use of such technologies; and

WHEREAS, the proliferation of information in hardcopy and electronic formats, compounded by the ease of information access through an interconnected world create a global imperative and call to action for government, industry and society to identify data privacy risks and respond proactively to counteract threats to personal data privacy; and

WHEREAS, it is incumbent on private industry, non-profit organizations and government to: (1) continually examine through such methods as the Generally Accepted Privacy Principles, the appropriateness of collecting, securing and managing all forms of personal identifying information, whether in hardcopy and electronic format; (2) abide by appropriate and responsible information management policies and practices; (3) support information privacy education within the organization; and (4) ensure that organizational technologies such as social media, social networking sites and other Internet communications when collecting, disclosing or retaining personal identifying information; and

WHEREAS, in furtherance of the above, government officials from the United States, Canada, and Europe have joined with privacy professionals, academic communities, legal scholars, educators, business representatives, and others with an interest in raising awareness about data privacy issues to recognize Data Privacy Day; and

WHEREAS, in observance of Arizona Data Privacy Day, schools, businesses, citizens, and other interested groups are encouraged to participate with appropriate events, activities, and initiatives that promote awareness of data privacy; enlist organizations to employ fair information and privacy practices; and advance responsible information sharing by citizens.

NOW, THEREFORE, I, Janice K. Brewer, Governor of the State of Arizona, do hereby proclaim January 28, 2011 as

*** ARIZONA DATA PRIVACY DAY ***

IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the State of Arizona

Janice K. Brewer
G O V E R N O R

DONE at the Capitol in Phoenix on this thirtieth day of December in the year Two Thousand Ten, and of the Independence of the United States of America the Two Hundred and Thirty-fifth.

ATTEST:
Ken Bennett
Secretary of State