

Functional Area: Customer Relationship Management (Customer Satisfaction Management)

1. Title	Safeguard customer information to enhance security	
2. Code	ITCSCR413A	
3. Range	This UoC applies to all procedures and actions for handling all kinds of personal data of customers possessed by the company. At all time the company policies relating to customer information protection will be strictly adhered to.	
4. Level	4	
5. Credit	5	
6. Competency	<p>6.1 Possess the knowledge in the subject area</p> <p>6.2 Safeguard customer information to enhance security</p> <p>6.3 Exhibit professionalism</p>	<p><u>Performance Requirement</u></p> <ul style="list-style-type: none"> ● Fully understand the ultimate importance for personal data protection of today, and those related to ICT company customers are of no exception ● Understand the regulations or ordinances governing privacy of personal data to identify the impact of privacy regulation on daily work ● Fully understand and alert of the policies and practices of the company in handling customer's personal data to prevent standards violation ● Grasp the key factor that today's customers also have high expectation about the protection of their personal data, and CRM activities should include security protection as an important element ● Be aware of the constantly changing attitude and development towards personal data and privacy protection, thus the company's related practices should be reviewed periodically <p>Be able to:</p> <ul style="list-style-type: none"> ● Persistently review the most current regulations and outline the future trend in privacy regulations ● Comply to the stated interaction processes with account holders in order to better safeguard customer information ● Comply with the requirements of laws and regulations when collect and retain information, protect and administer customer records and accounts ● Adhere strictly to the company's privacy policies and practices, such as not disclosing any customer account information to any third parties, except as permitted by law ● Respect customers' privacy and take all necessary actions to safeguard their personal and account information ● Provide customers with helpful information about privacy and information security so as to help protect themselves from theft, and limit direct marketing from other parties ● Take initiative steps to constantly observe and review the most recent development in privacy and security protection, and explore grounds for improving own company standards ● Maintain database systems to store customer personal and account information, and ensure all protection features are implemented ● Always ensure that all related staff members contribute their greatest effort in protecting and safeguarding customer information ● Always treat the interests of customers, including their stored information with the company, with the highest priority ● Always maintain an optimal balance between all related technological, political, social and legal issues
7. Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: <ul style="list-style-type: none"> i. successfully safeguard all customer information in implementing the company's customer protection policies and procedures ii. gain the appreciation of customers through data protection as an element of CRM 	
Remark		