

## You Never Know Who's Listening – Part 1

Wise people do not discuss sensitive information in public. A proper place to talk about information such as company trade secrets, patents, and any other intellectual properties must be carefully considered. A trade secret is any information that is not generally known and gives business a competitive advantage in the marketplace such as secret invention design, an idea for a new website or confidential material contained in a copyrighted software program.

### Protecting Company's Business Secrets

A nondisclosure agreement can be used to protect company's business secret information. A nondisclosure agreement — also called an NDA or a confidentiality agreement—is a contract in which the parties promise to protect the confidentiality of secret information that is disclosed during employment or another type of business transaction.



It is well-known that leakages of confidential information from companies can result as financial crisis, depletion of goodwill and in some cases even bankruptcy. Marketing materials such as product descriptions, market researches and partner agreements, presentations and other information can be an object of leakages.

Security of confidential information can be a base of the whole business of the company. This information is usually kept as a digital document. It can be technical requirements to products development, descriptions of special features of products, drafts, manuscripts of new books or articles, etc. To avoid such situation, it is better to use digital documents protection. Some companies prefer just to close access to USB-ports, DVD-devices and lock an opportunity to enclose files to e-mails so that an employee is not able to download information to a flash-card or to burn CD.

