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**Someone to watch over me:
The integration of privacy
and corporate social
responsibility**

Social Responsibility

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Social Responsibility is the idea that a company should embrace its social responsibilities. And not be solely focused on maximizing profits. It entails developing businesses with a positive relationship to the society in which they operate.



Other Terms for Social Responsibility

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- CSR- Corporate Social Responsibility
- Corporate Citizenship
- Green Companies
- Sustainable Businesses

All of this means
" Companies trying to be good"



Why companies Consider Social Responsibility ?

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Social responsibility is a big part of business models. Investors use a companies social responsibility or lack of as investment criteria. A company's dedication to social responsibility can turn into profits because it will inspire people to invest and customers to buy the goods and services of the company. Social responsibility gives the company a good reputation that attracts investors and consumers.

Ways companies Exercise corporate Responsibility

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- Making donations to charities
- Volunteering in local communities
- Looking after employees
- Helping the needy
- Create jobs for the poor
- Protecting the Environment
- Being good global citizens



Companies that Use CSR

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Microsoft

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Seven years ago they started a corporate social responsibility program called Corporate Citizenship. Microsoft asked citizenship leagues to localize a global strategy. For instance, branches from Switzerland addressed issues on Child Safety. . Microsoft has also been seeking to reduce environmental impact. The environmental team worked with the developers of windows 7 in increase energy saving. This gave them a good way to market their new product.



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Nissan

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. Nissan seeks to contribute social development through all of its global activities. Their mission is to provide unique and innovative automotive products and services. Their CSR vision is to be one of the leading sustainable companies in the industry. They call their approach to CSR "Blue Citizenship" Through this they aim to be a company that meets society expectations.

