



The Necessity of Safety Orientations During New Employee Onboarding

It is essential for businesses in all industries to take steps to make the workplace a safe environment. Conducting safety orientations during onboarding for new employees can help accomplish this and prevent injuries by providing valuable information and resources. According to research, more than one-third of occupational injuries happened to workers who had been on the job for less than one year. There are several reasons why this may be the case, including:

- **Lack of experience and knowledge**—New employees may not have adequate experience or knowledge to complete the tasks in their new role safely. Additionally, new workers may come from companies that did not prioritize safety or provide resources to them to learn how to identify and mitigate potential workplace hazards.
- **Inadequate prior training**—Employers may falsely assume that new workers have had sufficient previous safety training to address industry hazards or that certain safety aspects of the job are “common sense” and fail to address these knowledge gaps.
- **Unfamiliar environment**—A new job comes with a new environment and related hazards. For example, new employees may not know how to handle dangerous materials or how to properly use personal protective equipment. They also may not know where to report safety concerns or how to respond to workplace accidents or emergencies.
- **Desire to make a good first impression**—New workers may be eager to make their new employer happy, so they may take on more tasks or tasks that are beyond their expertise. They may also be hesitant to ask questions or seek guidance for fear of appearing that they lack knowledge.
- **Lack of supervision**—New workers may not receive the same amount of oversight since they have lower levels of responsibility.

Proper safety orientations during new employee onboarding can help address these issues and provide several key benefits, including the following:

- **Improved safety**—Comprehensive safety orientation can help prevent injuries to new employees. It can also bolster their safety awareness and provide them with vital safety knowledge and resources.
- **Reduced expenses and increased compliance**—Fewer injuries mean fewer workers’ compensation claims and related expenses and fewer work days missed. Additionally, holding safety trainings can help businesses comply with various state, local and federal regulations and avoid fines and penalties.
- **Improved morale and retention**—Safety education during onboarding can demonstrate employers care about workers’ well-being. This can lead to improved morale, which can increase productivity and retention.

Although the specifics of orientations may vary, there are certain aspects that can make them effective across industries and positions. This includes ensuring the information is relevant, including helpful resources (e.g., safety manuals, injury reporting protocols, return-to-work processes, incident response measures and OSHA content) and keeping the presentation engaging (e.g., using visuals and hands-on training). Following up and gauging comprehension of the information is also essential.

By holding effective safety orientations during onboarding, businesses can demonstrate their commitment to safety and prevent injuries. Contact us for more information.



Tracking Pixel Technology and Its Risks

Businesses and their marketing departments are increasingly using technology to analyze users' online behaviors to launch targeted advertising campaigns. One mechanism some companies use is a tracking pixel, a small, transparent snippet of embedded code that automatically loads when a user engages in an online activity, such as visiting a website or opening an email.

Although tracking pixels may provide information for businesses, they come with a wide range of data collection and consumer privacy risks. It is essential for businesses to understand these exposures and the legal implications associated with tracking pixels. Since they are designed to be tiny and undetectable, pixels often track users' activities and harvest their data without their knowledge or consent. Some businesses then share this information with third parties to assist them in generating targeted advertisements.

The use of tracking pixels comes with several legal and regulatory risks. Legislation that may be applicable to businesses using them include:

- **The Health Insurance Portability and Accountability Act (HIPAA)**—The Department of Health and Human Services' Office for Civil Rights and the Federal Trade Commission both issued guidance that utilizing pixels in a way that exposes users' protected health information to third parties is a HIPAA violation.
- **The General Data Protection Regulation (GDPR)**—For entities engaging users in Europe, the GDPR prohibits using pixels on websites and other online platforms unless users consent to their data being collected by such technology.
- **The California Privacy Rights Act (CPRA)**—For businesses that engage California residents, the CPRA requires users to be notified of the implementation of pixels and how the data this technology collects will be processed, including whether it will be shared with third parties. Users must also have the right to opt out of having their data disclosed.

In addition to privacy concerns and regulatory exposures, entities that utilize tracking pixels could face increased cybersecurity threats. For example, cybercriminals may be more likely to target companies that use tracking pixels. They may exploit vulnerabilities in a company's website to insert malicious tracking pixels designed to gather sensitive data or install malware. Furthermore, malfunctioning tracking pixels can disclose data to unauthorized servers, resulting in a data breach. These cybersecurity incidents can have significant reputational and financial impacts.

As businesses consider their digital strategies, they need to ensure they maintain compliance with applicable laws and regulations. They also need to carefully examine the pros and cons of utilized technology as the risks and issues of certain mechanisms, such as tracking pixels, may outweigh their benefits. Additionally, it is advisable for businesses to review their cyber insurance coverage as it relates to technology use in their operations.

Contact us for more information and risk management guidance.



The **3rd U.S. Circuit Court of Appeals** ruled that the use of pixels to disclose users' online search history to third parties for targeted advertising purposes violates Pennsylvania's wiretapping statute. Following this decision, more than 50 class action lawsuits involving similar concerns have been filed across multiple states, with some resulting in **multimillion-dollar settlements**.