

## **INFORMATION SECURITY POLICY IN ENHANCING COMPETITIVENESS OF THE ENTERPRISE**

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Given the current political and economic situation in Russia formed an interest in the problems of the protection of the subjects of innovative business from attacks by organized crime, industrial espionage and other offenses, the preservation of trade secrets.

A new type of enterprise - an extensive network of distributed units, branches and groups interact with each other. Distributed enterprise information systems are today the most important means of production of a modern company, they can transform traditional business forms in e-business. E-business uses a global network of the Internet and modern information technology to improve the efficiency of all parties business relationships, including sales, marketing, payments, customer support and partnerships.

Without the proper degree of information security implementation of information technologies may be uneconomical as a result of significant damage due to the loss of sensitive data stored and processed in computer networks.

The problem of information security business entity is traditionally solved by the construction of an information security system. One of the main methods is the information security policy. Since the policy reflects the philosophy and management strategy, it is clear and indisputable proof of intent innovative organization with respect to information security. This has a positive effect on working with customers and partners, and especially to attract additional investment in entrepreneurial business.

**Keywords:** information security policy, the subject of innovation, information security threats.