

YOUR PRIVACY IN A GROWING INTERNET OF ME

Data about you can be used in a variety of ways, sometimes in ways you wouldn't expect or even approve. That's why it is important to understand the value of your personal information and how to manage it when possible.



When you use your fun connected tech devices, like personal assistants, wearables, speakers, cameras, TVs, cars, toys and appliances, you are continuously generating information about yourself and others. This abundance of data can be stolen by bad actors or used in negative ways.

HOW TO MANAGE YOUR PRIVACY IN A GROWING INTERNET OF ME

DO YOUR HOMEWORK: Before purchasing any new internet-connected device, do your research. Check out user reviews on the product, look it up to see if there have been any security/privacy concerns, and understand what security features the device has, or doesn't have.

OWN YOUR ONLINE PRESENCE: The moment you turn on a new "smart" device or sign up for a new online account, configure your privacy and security settings. Most devices and accounts default to the least secure settings--so take a moment to configure those settings to your comfort level. Disable any features you don't need, such as location tracking. Make it a point to regularly check these settings to adjust them.

KEEP A CLEAN MACHINE: Keep all software on internet connected devices current to reduce risk of infection from ransomware and malware. Configure your devices to automatically update or to notify you when an update is available.

MAKE LONG, UNIQUE PASSPHRASES: Length trumps complexity. A strong passphrase is a sentence that is at least 12 characters long. Focus on positive sentences or phrases that you like to think about and are easy to remember.

PASSPHRASES AREN'T ENOUGH: Use 2-factor authentication or multi-factor authentication (like biometrics, security keys or a unique, one-time code through an app on your mobile device) whenever offered.

LESS IS MORE: When completing a profile for an account, you don't have to fill in everything (and if you do, who is to say you have to answer honestly?). Limit what information you put online. If it isn't required, don't add it. And if a company does require information you don't feel comfortable submitting, then reconsider creating a profile with that company.

JOIN THE GREATER DATA PRIVACY DAY EFFORT AND HELP YOUR FRIENDS AND FAMILY BE #PRIVACYAWARE!



CHAMPION

Register yourself and/or your organization as a 2021 Champion and receive a toolkit and helpful resources to help everyone be a little more **#PrivacyAware**.

Use #PrivacyAware on social media and follow us on Facebook (/StaySafeOnline), Twitter (@StaySafeOnline) and Instagram (@PrivacyAware).

BECOME A DATA PRIVACY DAY CHAMPION:

<https://staysafeonline.org/data-privacy-day/become-dpd-champion/>

LEARN MORE ABOUT DATA PRIVACY DAY:

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The National Cyber Security Alliance officially leads Data Privacy Day in North America. Data Privacy Day is an international effort held annually on Jan. 28 to empower individuals and educate businesses to respect privacy, safeguard data and enable trust.