



YOUR PRIVACY IN A GROWING

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.

> "Joe makes \$42,500 per year..." "Joe has \$50,000 in credit card debt..." "Joe called in sick today..."

> > "Joe has exercised for 5.5 total hours this week..." "Joe has high cholesterol..." "Joe usually wakes up at 7:30 a.m..."

> > > "Joe has walked his dog 1.6 miles today..."



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



PERSONAL INFORMATION IS LIKE MONEY. VALUE IT. PROTECT IT. Be thoughtful about how your personal information is collected through apps and websites. This information can often be found in a company's privacy policy.



OWN YOUR ONLINE PRESENCE Set the privacy and security settings on at least one service and/or device to your comfort level for information sharing.



LOCK DOWN YOUR LOGIN Choose one account and turn on the strongest authentication tools available, such as biometrics, security keys or a unique one-time code through an app on your mobile device. Your usernames and passwords are not enough to protect key accounts like email, banking and social media.

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



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

FOR FREE RESOURCES AND TO LEARN MORE, VISIT STAYSAFEONLINE.ORG/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.
 STOP. THINK. CONNECT.[™] is the global online safety awareness and education campaign to help everyone stay safer and more secure online.