DATA PRIVACY DAY

PRIVACY TIPS FOR 2015
RESPECTING PRIVACY
SAFEGUARDING DATA
ENABLING TRUST

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9 OUT OF 10 ADULTS

feel consumers have lost control over how personal information is collected and used by companies.[1]

HACKERS HAVE EXPOSED
the personal information of...

110 MILLION AMERICANS

(roughly half of the nation's adults) in the last 12 months alone.[2]

6 OUT OF 10 AMERICANS

"would like to do more" to protect their personal information online.[3]

Though companies, email providers and retailers should take on responsibility to respect privacy and safeguard data, individuals can protect their personal information in the following ways:

PERSONAL INFORMATION IS LIKE MONEY. VALUE IT. PROTECT IT.

THINK BEFORE YOU ACT:
Be wary of communications that implore you to act immediately, offer something that sounds too good to be true or ask for personal information.

GET TWO STEPS AHEAD:
Switch on two-step verification or multi-factor authentication wherever offered to prevent unauthorized access.

SHARE WITH CARE

WHAT YOU POST CAN LAST A LIFETIME:
Before posting online, think about how it might be perceived now and in the future and who might see it.

OWN YOUR ONLINE PRESENCE:
Set the privacy and security settings on web services and devices to your comfort level for information sharing. It's ok to limit how and with whom you share information.

BE AWARE OF WHAT'S BEING SHARED:
Be aware that when you share a post, picture or video online, you may also be revealing information about others. Be thoughtful when and how you share information about others.

POST ONLY ABOUT OTHERS AS YOU HAVE THEM POST ABOUT YOU:
The golden rule applies online as well.

SHARE PHOTO NOW

DATA PRIVACY DAY

STOP | THINK | CONNECT®

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1 Pew Research 2 Ponemon Institute 3 Pew Research

www.staysafeonline.org/dpd