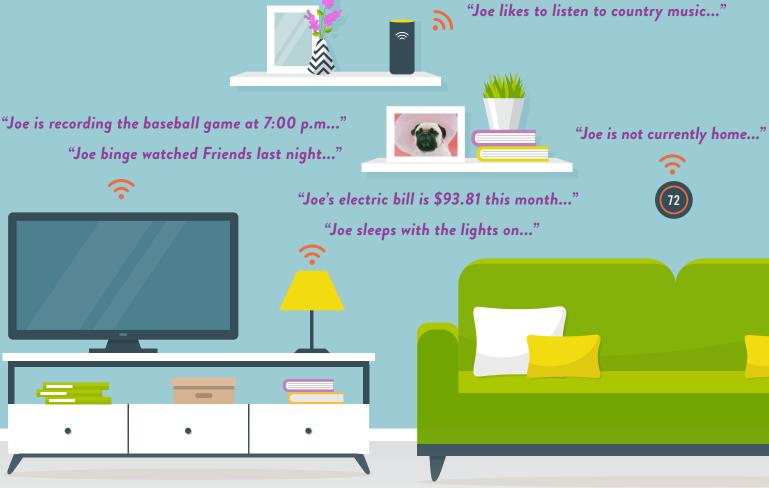




YOUR PRIVACY IN A GROWING INTERNET OF ME

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.





continuously generating information about yourself and others. This abundance of data can be stolen by bad actors or used in negative ways.

When you use your fun connected tech devices, like personal assistants,

wearables, speakers, cameras, TVs, cars, toys and appliances, you are

IN A GROWING INTERNET OF ME PERSONAL INFORMATION IS LIKE MONEY.

HOW TO MANAGE YOUR PRIVACY



a company's privacy policy. OWN YOUR ONLINE PRESENCE Set the privacy and security settings on at least one service and/or device

LOCK DOWN YOUR LOGIN Choose one account

and turn on the strongest authentication tools available,

to your comfort level for information sharing.

VALUE IT. PROTECT IT. Be thoughtful about how

your personal information is collected through apps

and websites. This information can often be found in



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.

Register yourself and/or your organization as PRIVACY a 2018 Champion and receive a toolkit and helpful resources to help everyone be a little

more #PrivacyAware.

JOIN THE GREATER DATA PRIVACY DAY

EFFORT AND HELP YOUR FRIENDS

AND FAMILY BE #PRIVACYAWARE!



CHAMPION

Join us on Wednesdays in January (Jan. 10, 17 and 24) at 3 p.m. EST/noon PST using the hashtag #ChatSTC.



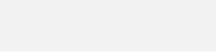
Use #PrivacyAware on social media and follow us on Facebook (/StaySafeOnline), Twitter (@StaySafeOnline) and Instagram

FOR FREE RESOURCES AND TO LEARN MORE, VISIT STAYSAFEONLINE.ORG/DATA-PRIVACY-DAY/.

(@PrivacyAware).



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STOP | THINK | CONNECT®

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.TM is the global online safety awareness and education campaign to help everyone stay safer and more secure online.