Data Privacy Day

01/26/2015

Created by the National Cyber Security Alliance

PRIVACY TIPS FOR 2015
RESPECTING PRIVACY
SAFEGUARDING DATA
ENABLING TRUST

9 OUT OF 10 ADULTS
find consumers have lost
control over how personal
information is collected
and used by companies.

HACKERS HAVE EXPOSED
the personal information of...
119 MILLION
AMERICANS
brutally half of the
wamericans were
the last 12 months alone.

6 OUT OF 10
AMERICANS
would like to do more
to protect their personal
information online.

Though companies, email providers and retailers should take on responsibility to request 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 prompt you to act immediately, offer something that sounds too good to be true or ask for personal information.

OUT TWO STEPS AHEAD:
Enable two-step verification or multi-factor authentication whenever 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 WOULD TELL ABOUT YOU:
The golden rule applies online as well.

END