

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



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!



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FOR FREE RESOURCES AND TO LEARN MORE, VISIT [STAYSAFEONLINE.ORG/DATA-PRIVACY-DAY/](https://staysafeonline.org/data-privacy-day/).