Cybersecurity Awareness

Your Data and Privacy
YOUR PII CHART™

Take time to inventory the identity relationships you have with the companies, organizations, and individuals you entrust with your personally identifiable information or PII. See how your identity is a PII Chart™, a picture of relationships you’ve created. Once you visualize the slices of your PII, managing your identity assets becomes easier.

LEGEND
- **SSN** = Social Security Number
- **CONTACT INFORMATION** (email address, physical address, telephone and mobile numbers)
- **GOVERNMENT-ISSUED IDENTIFICATION** (driver’s license, passport, birth certificate, library card)
- **BIRTH DATE, BIRTH PLACE**
- **WWW** = Online Information (Facebook, social media, passwords, PINs)
- **LOCATION** (smartphone, GPS, camera)
- **VERIFICATION DATA** (mother’s maiden name, pets’ and kids’ names, high school, passwords)
- **MEDICAL RECORDS INFORMATION** (prescriptions, medical records, x-rays, images)
- **ACCOUNT NUMBERS** (bank, insurance, investments, credit cards)

Image Source: https://www.attogtech.com/product/protecting-your-personally-identifiable-information/
Consumer Online Privacy

Types of data collected

- Personal Data
- Engagement Data
- Behavioral Data
- Attitudinal Data
How Do Business Use Your Data?

- Improve Customer Experience
- Marketing Strategy
- Create a Cash Flow
- To Secure More Data
How Do Businesses Collect Data?

• Directly asking for data
  • Filling out forms
  • Registering for an account
  • Surveys

• Indirectly tracking customers
  • IP Tracking
  • Web Cookies
  • Location Services

• Comparing other data to your own
  • Using company records and transaction history
How To Protect Your Consumer Data?

• Review privacy polices when possible
  • Children’s Online Privacy Protection Act (COPPA)
  • Gramm-Leach-Bliley Act
  • Health Insurance Portability and Accountability Act (HIPPA)
• Check privacy settings on services, apps, and devices
• Use private browsing settings
• Use a VPN service
Web Cookies and IP Tracking

- **Web Cookies**
  - Small text files that are saved in your browser
  - Allows a website to remember you and what you have done
  - Not always bad – Shopping carts
  - Private Browsing/Incognito mode automatically removes cookies

- **IP Tracking**
  - IP address is a unique number that identifies you on the internet
  - Websites can log what IP addresses visited, what they did, how long they were connected
Serious Privacy Tools

VPN SERVICE
TOR WEB BROWSER
DUCK-DUCK-GO SEARCH
Social Network Privacy

- What information are you sharing?
- How can that information be used?
- Privacy Polices and Settings
What Information Are You Sharing?

Your Profile
- Personal information
- Friends and followers

Your Status
- What are you doing right now?

Your Location
- Your location may be geotagged in posts and pictures

Shared Content
- Sharing reveal information about you
## How Is Your Social Media Information Being Used?

<table>
<thead>
<tr>
<th>Publicly Available Information</th>
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<tbody>
<tr>
<td>• Some, if not all your information is available to everyone</td>
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<tr>
<td>• Privacy polices can change at any time</td>
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<table>
<thead>
<tr>
<th>Advertising</th>
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<tbody>
<tr>
<td>• Targeted ads based on browsing history</td>
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<tr>
<td>• Collecting data for marketing purposes</td>
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<table>
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<tr>
<th>Third-party applications/services</th>
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<tbody>
<tr>
<td>• Social media accounts to log into other service</td>
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<tr>
<td>• Games and other apps tied to social media</td>
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| Government and law enforcement |
Privacy Policies and Settings

• There are no general laws enforcing Privacy Policies
  • Privacy policies can be changed and updated at anytime
  • Many social media sites require at least some information to be public

• Privacy Settings
  • Some sites give you control over what is public and what is not
  • By default, everything is public
Smart Phone Privacy

- Sensors
  - Camera
  - Microphone
  - GPS
  - Accelerometer/Gyroscope
- Apps
  - Access other apps/data
  - Access sensor
- Always Connected
  - 4G/5G
  - WiFi
  - Bluetooth
Phone Privacy Tips

• Turn off location services
• Turn off Bluetooth/WiFi if not using it
• Review apps polices and permissions
• Remove any unused apps
• Use encrypted messaging services instead of SMS
Smart Home Privacy

• Smart TVs
• Smart Speakers
• Smart Doorbells/Surveillance cameras