

1984

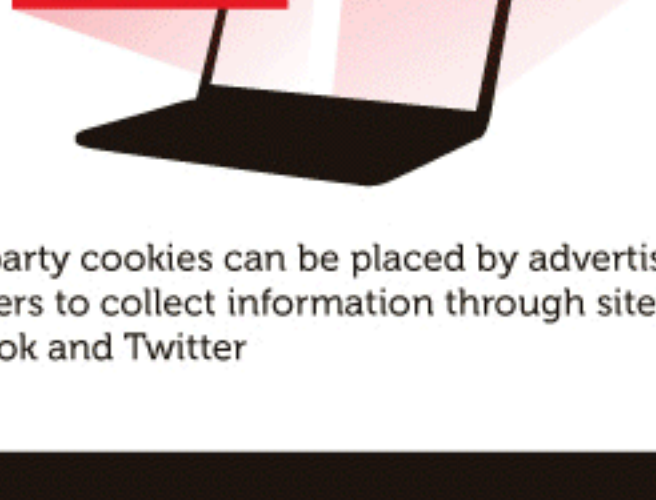
in 2013

PRIVACY AND THE INTERNET

COOKIES

50%

of the most popular sites use cookies to collect information

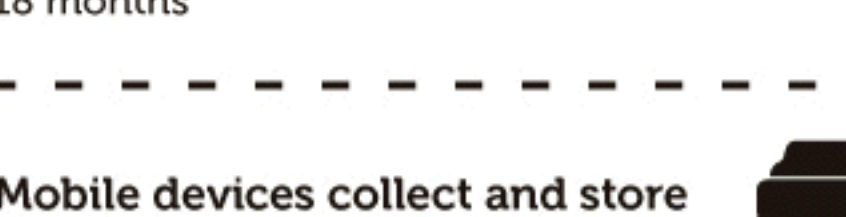


Third-party cookies can be placed by advertisers and marketers to collect information through sites like Facebook and Twitter

18.5%

of sites use persistent cookies to store personal information for long after the browsing session

LOCATION DATA

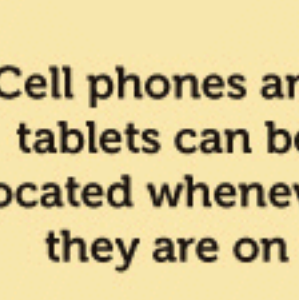


Google automatically links your search terms to your IP address, retaining your personal identifiable information for 18 months

Mobile devices collect and store location information



The introduction of IPv6 in 2012 has made it easier for advertisers and law enforcement to track internet users



Cell phones and tablets can be located whenever they are on

GOOGLE



Google collects personal information (email addresses and passwords) by intercepting private Wi-Fi



Multiple pictures have been removed from Google Street View for being private or sensitive

Google Play sends customers' personal information to app developers with every purchase



Gmail scans emails for keywords to deliver relevant advertising

SOCIAL MEDIA

foursquare

Check-ins on sites like foursquare broadcast your location online, making it clear whether or not you are home.

Foursquare has 25 million users.

twitter

Information is public on Twitter by default. Linking a location-sharing service to your Twitter account makes your location public.

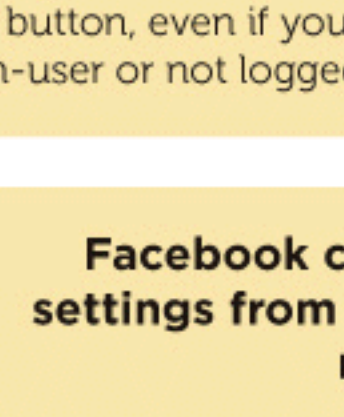
Instagram

On 2012, Instagram planned to use the names and pictures of users for advertising purposes – they backed down in response to opposition.

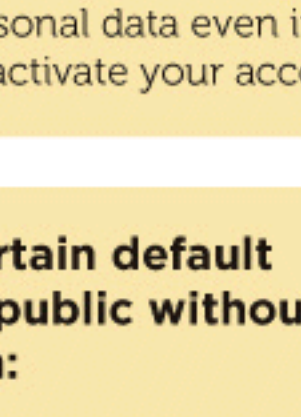
facebook



28% of American Facebook users haven't restricted their privacy settings



Facebook gets a report when you visit a site with a "Like" button, even if you are a non-user or not logged in



Facebook retains your personal data even if you deactivate your account

2011

The FTC ruled that Facebook's privacy policies were "unfair and deceptive".



Facebook changed certain default settings from private to public without notification:

Personal data was shared with advertisers



User data was shared with application developers

2012



Millions shared sensitive information on Facebook

4.8

MILLION

said where they would be on a certain date and time

20.4

MILLION

had their birth date public

39.3

MILLION

gave details of their family on their profile

900K

discussed their finances



1.6 MILLION

liked pages relating to racial/ethnic affiliation



7.7 MILLION

liked pages about a religious affiliation



2.6 MILLION

publicly discussed drinking heavily

DATA BREACHES AND IDENTITY THEFT



10%

US consumers have fallen victim to identity theft



In 2011, Sony suffered a data breach which exposed the details of 77 million customers – including payment card details, passwords, and other personal information



In 2008, more than 35 million records containing personal data were compromised in corporate or government data breaches.

THE BIGGEST DATA BREACHES OF 2012

LinkedIn

6.5 million

passwords stolen

Zappos

24 million

customer accounts compromised

YAHOO!

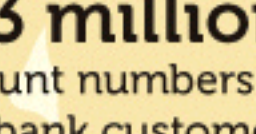
400,000

passwords stolen

globalpayments

1.5 million

customers' credit card numbers and PINs exposed



3 million

debit account numbers and PINs of Iranian bank customers stolen

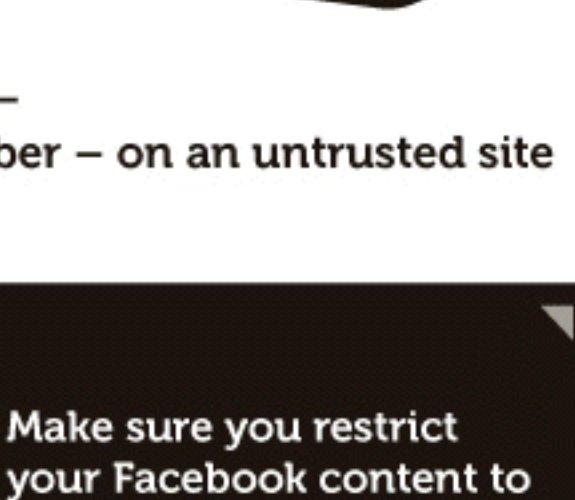
STAY SAFE



Set passwords for your devices

Avoid using the same password across websites

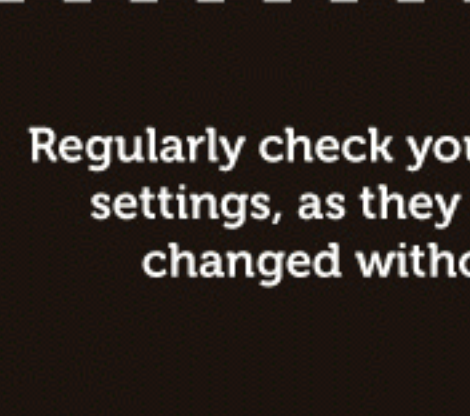
Do not access social media or banking sites from public computers or over unsecured connections



Never give out personal details – especially your credit card number – on an untrusted site



Be aware of over-sharing on social media

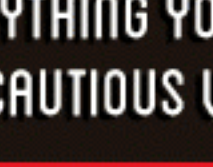


Regularly check your privacy settings, as they may have changed without notice



DO NOT DISPLAY

your full birth date online – this can be used by identity thieves



Turn on notifications for cookies so you know who or what wants to place cookies

Read privacy policies and be aware of changes



REMEMBER THAT EVERYTHING YOU PUT ONLINE HAS THE POTENTIAL TO BE MADE PUBLIC. BE CAUTIOUS WITH YOUR PERSONAL INFORMATION!

SOURCES

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HostGator.com
Website Hosting