# Protecting Your Privacy Online

**In this class we'll learn about:**

- Data collection and targeted advertising online
- How to delete cookies and browsing history
- How to browse and search privately
- Our digital footprint
- How to be cautious about posting on social media
- Adjusting privacy settings on social media

## Privacy Action Steps

**Once a Week:**

- ☐ Delete browsing history & cookies in every browser on all of your computers & devices.

**Once a Quarter:**

- ☐ Review the privacy settings on your social media accounts
- ☐ Review your list of friends

## Staying Safe Online

- ☐ Only open links and attachments in emails if it's from someone you trust and you're expecting it.
- ☐ Only enter a credit card or bank account number on a secure website of a trusted business. Never through email or a link from an email.
- ☐ Take Safety & Security Online class at Estes Valley Library.

"Privacy protects us from abuses by those in power, even if we're doing nothing wrong at the time of surveillance."

-Bruce Schneier in *The Value of Privacy*

# How is data being collected about me online?

Search Engines…
    such as Google, Yahoo!, Bing, and AOL

Internet Browsers…
    such as Safari, Firefox, Internet Explorer, Opera, and Mozilla

Shopping Sites…
    such as Amazon, eBay, Netflix, Walmart, and HomeDepot

All of these collect information about our interests, location, what kinds of products we buy, our jobs, and where we travel.

This information is stored and sold for targeted advertising.

On sites of trusted businesses, this isn't a scam, and it won't hurt you.
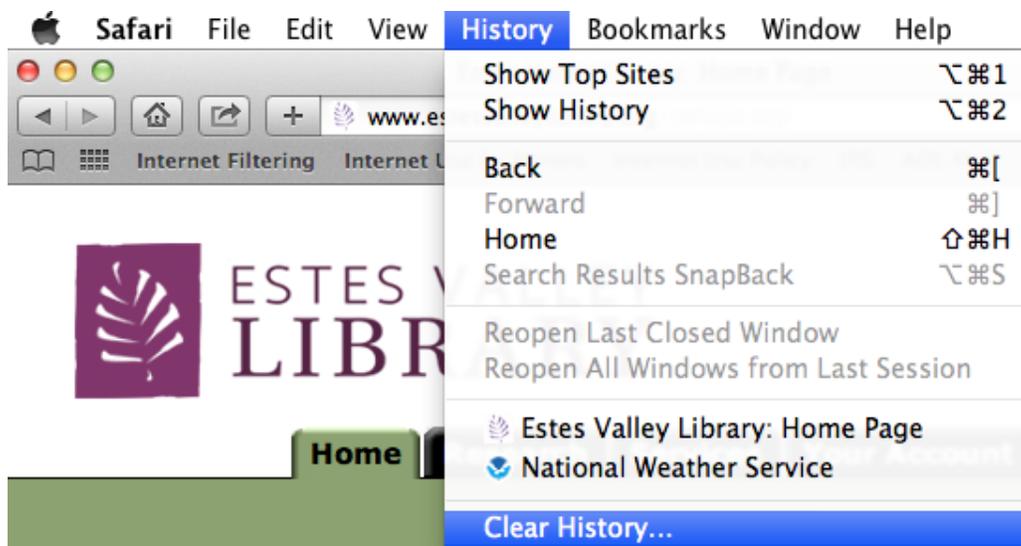

# What are cookies?

A cookie is data saved on your computer.

Cookies are advertisers' main way of targeting potential customers.

Deleting cookies will erase web addresses and passwords saved in your web browser, so please write these down first.
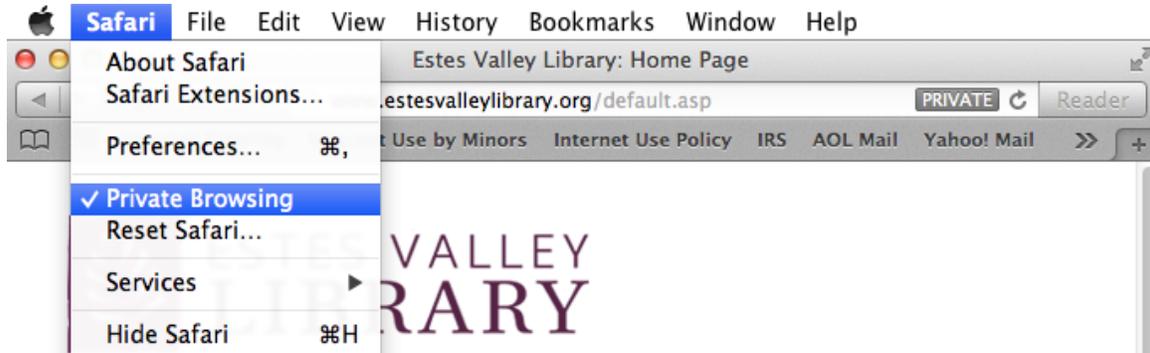
How to delete cookies and history depends on the version of your browser.

Delete cookies and browsing history once per week in every browser you use on every computer and device you use.

# How can I browse and search privately?

How to open a private browsing window depends on the version of your browser.



**DuckDuckGo.com**

A free search engine that doesn't track you
Works in all browsers…
        such as Safari, Firefox, and Internet Explorer
No account is needed



# What is a digital footprint?
# What should I be cautious about posting on social media?

Our digital footprint is larger and lasts longer than we might think.

Only post on social media what you want to be seen by…
        Potential employers, clients, dates, neighbors, friends, and family

Be cautious about posting your location.

## Social Media Privacy Settings Basics

Privacy Settings change often, so check them once per quarter.

Only accept social media friend requests from people you know and trust.

Use Messages to communicate with just one person, rather than posting.