



ULTIMATE GUIDE TO PRIVACY

***“ YOU HAVE ZERO PRIVACY ANYWAY... GET
OVER IT “***

SCOTT MCNEALY – SUN MICROSYSTEMS 1999

A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against a blue gradient background.

HOW AND WHEN DO YOU GIVE UP YOUR PRIVACY

- ▶ Use a Credit Card
- ▶ Have a Bank Account
- ▶ Take out a Loan
- ▶ Buy a Home
- ▶ Register to Vote
- ▶ Sign up and use Loyalty Programs
- ▶ Buying anything shipped to you
- ▶ Credit Reporting Bureaus
- ▶ Public Records
- ▶ Use Internet – Social Media, Search
- ▶ Have a Telephone or Cell Phone
- ▶ Sign up for e-mail notifications
- ▶ Make Charitable Contributions
- ▶ Have Alexa, Google or Siri in your home
- ▶ Own a smart TV



- ▶ Opt out in Privacy Policies
- ▶ Government Do Not Call list
- ▶ Credit offer opt out
- ▶ Don't give out your information unnecessarily
- ▶ Change your Internet habits
- ▶ Change your phone settings
- ▶ Control your home devices

WAYS TO PROTECT YOUR PRIVACY

- ▶ Change your privacy policy settings for:
 - Websites
 - Credit Cards
 - Companies you do business with

PRIVACY POLICY OPT OUT

A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the blue background.

- ▶ Sign up for the Government “Do Not Call List”

DO NOT CALL LIST

- ▶ New laws should make Robo Calls less frequent
- ▶ Number blocking after a call
- ▶ ISP call blocking services

ROBO CALLS

- ▶ Be cautious of who you give information to
- ▶ Be careful what information you provide
 - Social Security Number
 - Drivers License
 - Address
 - Birthday
 - Credit Card and Bank numbers
- ▶ Other personal information

**DON'T GIVE OUT YOUR INFORMATION
UNNECESSARILY**



- ▶ Opt Out of credit card offers
- ▶ Use Credit Freeze

CREDIT OPT OUT



- ▶ Private Browser and Search Options
- ▶ Change online privacy settings
- ▶ Delete browsing history
- ▶ Control Cookies and delete
- ▶ Use incognito mode
- ▶ Change social media settings
- ▶ Protect your Email
- ▶ Change your DNS server The DNS server you use will determine speed, privacy and security. Cloudflare, OpenDNS, DNS Watch
- ▶ Be cautious who you do business with

CHANGE YOUR INTERNET HABITS



- ▶ If you haven't already, consider moving to Brave, Tor or Firefox browsers for more privacy
- ▶ Change your search engine to Duck Duck Go, Quant or Start Page

PRIVATE BROWSER & SEARCH OPTIONS



- ▶ Change the settings for privacy in your browser
- ▶ Change the settings for sites you use, control cookies
- ▶ Turn off tracking

CHANGE ONLINE PRIVACY SETTINGS



- ▶ You can remove your browser history (did you know you have one?)
- ▶ Consider your ISP's retention and privacy policies

DELETE BROWSING HISTORY

- ▶ Decide what types of cookies to allow
- ▶ Delete the cookies you have
- ▶ Why you might want to keep them

COOKIES AND HOW TO DELETE

- ▶ In your browser you can use incognito mode also known as private mode, to partially protect your privacy
- ▶ Use Tor for even more privacy

USE INCOGNITO MODE

A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

- ▶ Your email is partially encrypted
- ▶ If you are sending sensitive email consider an encryption app
- ▶ Did you know your mail carrier may be reading your e-mail either when you send or receive?

ENCRYPTED E-MAIL

- ▶ The DNS server is the “operator” when you request a site
- ▶ By default your DNS server is set by your ISP
- ▶ To improve your privacy consider changing to another DNS server such as Cloudflare or Open DNS

CHANGE YOUR DNS SERVER

- ▶ Use disposable addresses to see who is selling your e-mail address or to block future communication from that source
- ▶ Encrypted E-mail

PROTECT YOUR EMAIL

A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

- ▶ Be careful what you post
- ▶ Change your security settings
- ▶ See what data is stored about you
- ▶ Delete your data

CHANGE SOCIAL MEDIA SETTINGS

- ▶ Control your app permissions
- ▶ Control tracking

CHAGE YOUR PHONE SETTINGS

A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the blue background.

- ▶ Alexa, Google Nest and Apple Home
- ▶ IOT devices
- ▶ Smart TV's

HOUSEHOLD ELECTRONICS

- ▶ The California Consumer Privacy Act became effective 1-1-2020
- ▶ Know what personal information is being collected
- ▶ Access this information
- ▶ Know whether it is sold and to whom
- ▶ Ask that personal data be deleted
- ▶ Refuse to allow that it keeps being sold
- ▶ Protection against higher prices if you opt out

CALIFORNIA CONSUMER PRIVACY ACT

AFTER ALL THIS WILL YOU BE PRIVATE?
NO, BUT EVERY LITTLE BIT HELPS.

A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against the blue gradient background.