

# Email, Social Media, and Privacy



## Day 3

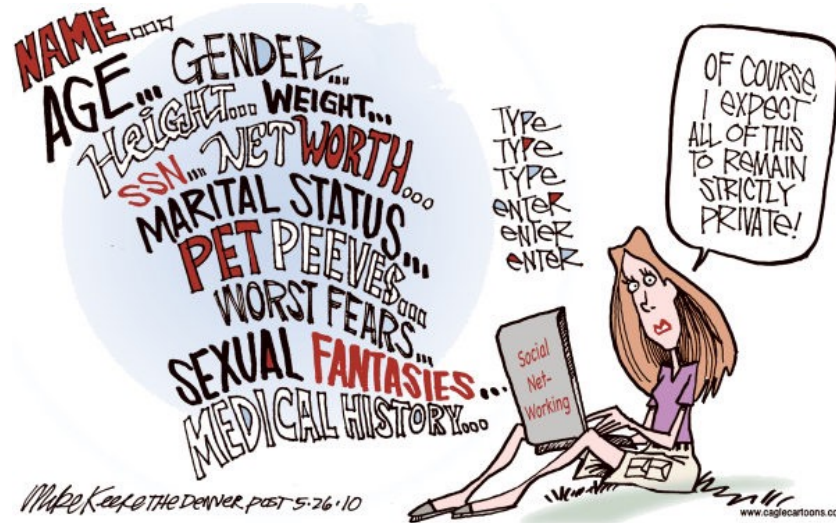
*We acknowledge that we are located on Treaty One Territory and in the heartland of the Métis Nation. We recognize the mistakes of the past and believe in reconciliation, cooperation and moving forward in partnership with Indigenous communities.*

Credit to Lesley Kretai for providing some content in this presentation

## Learning Outcomes – Day 3

- Understand how being online can compromise personal information.
- Limit and mitigate your risks and understand why keeping information private is so important.
- Understand the need to curate your online identity and protect it.
- Maintain an online presence while staying safe.
- Understand your digital rights and responsibilities.
- Understand the principals of Canada's Digital Charter.
- Realise that social media and the Internet is big business.
- Understand and protect your digital footprint.

Think  
about  
it!



How much personal information do you share online?

## Social media experiment: Video





*Does it worry you that a stranger can  
(potentially) get personal information about  
you just by accessing your social media posts?*

## Can you keep your personal information 100% private?

Personal information is everything about you. It can include your full name, address, social insurance number, etc.

Here's the truth of it: You probably can't keep your personal information 100% private. The reason being, that it only takes your information being compromised once for it to be compromised forever.

<https://aithority.com/technology/can-you-keep-your-personal-information-100-percent-private/>

Personal information is everything about yourself. It can include:

- Your full name.
- Your address.
- Your social insurance number.
- Your phone number.
- Your age or date of birth.
- Your children or other family members.

# Why protect your personal information?

*It's a commodity!*

Personal information is often traded online because there are a lot of things that can be done with it.

- Your identity can be **stolen**.

- You can be **impersonated**.

- You can be **found**.

There is a level of *risk* in keeping any personal information online.

*People post it*

- People share their information on social media all the time

*Through a data breach*

- Online hacking of email, banks, institutional and social media accounts (to name a few)




## Tools & habits to help maintain privacy

- Consider using an alias online.
- Only connect to accounts you trust.
- Use a VPN (Virtual Private Network).
- Be careful using social media.
- Avoid sharing things you want to keep private.

## What is a VPN? How does it work?: Video

**V**IRTUAL **P**RIVATE **N**ETWORK



VPNs are popular because they ensure:

- Your location stays private,
- Your data is encrypted, and
- You can surf the web anonymously.

Looking for a VPN?

Learn more here and pick the best:

<https://www.cnet.com/news/best-vpn/>

THE INTERNET

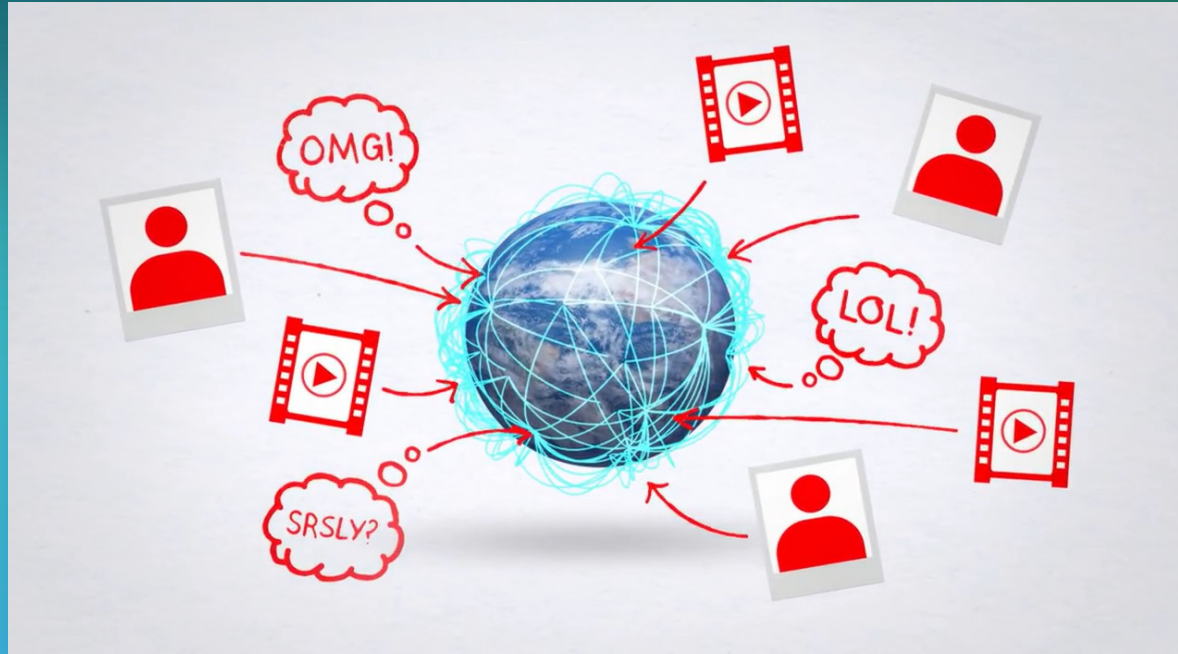
## What can you do about leaked information?

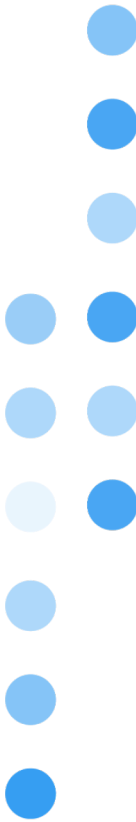
- Distance yourself.
- Lockdown your credit profiles.
- Close old / Open new bank accounts, and
- Notify people.

Limit and mitigate your risks by understanding *why* keeping personal information private is so important.

- Constantly curate your online identity.
- Protect it through services such as VPNs and/or using aliases.
- Avoid disclosing information to people online through unsecured networks, email, messages, and online groups.

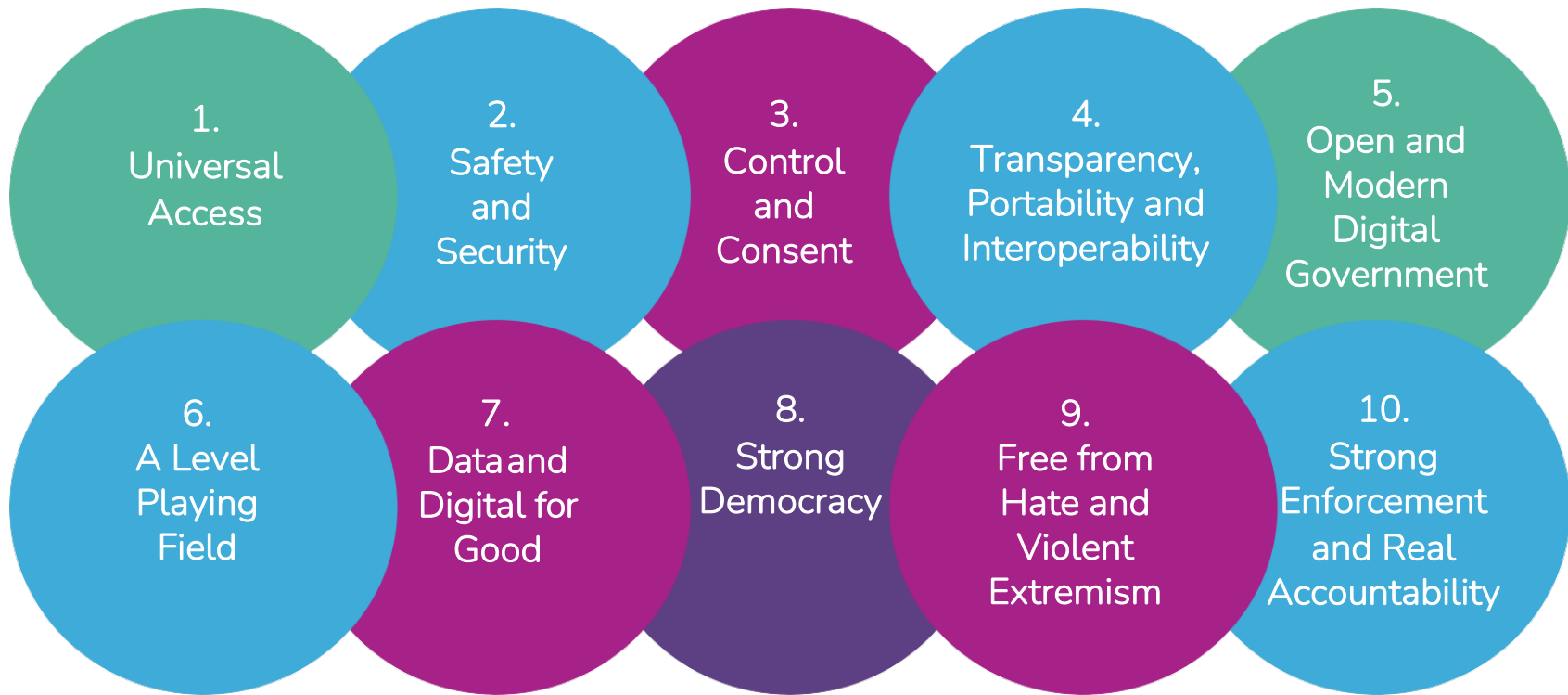
## Think before you share: Video



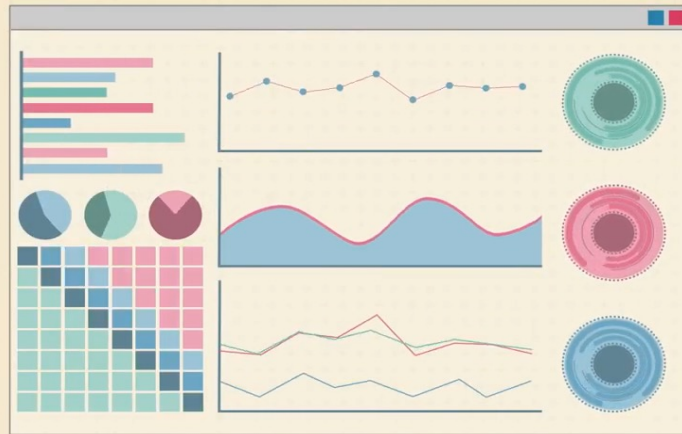




# 10 Principles of Canada's Digital Charter



## Understanding digital tracking: Video



# What is a digital footprint?

- Every post you make
- Photos and other media
- Your age and gender
- Biographical information (education, employment history, hometown, etc.)
- Status updates (also known as posts)
- Contacts
- Interests
- Geographical location
- Every website you visit
- Information others post about you



Every action online creates a digital trail.

## How big is your digital footprint: Video

**How big is your  
digital footprint?**



### *Active*

- Posting or commenting on social media.
- Filling out online forms.
- Agreeing to install cookies when prompted by your browser.



### *Passive*

- Websites that install cookies without disclosure.
- Apps and websites that use geolocation.
- Target advertising via social analytics.



## 6 steps to reduce your digital footprint

1. Google your name and see what comes up
2. Double-check your privacy settings on social media
3. Create strong, memorable passwords / passphrases.
4. Keep your operating system, browsers and software up-to-date.
5. Review your mobile use and app permissions. If you don't use an app, delete it.
6. Build your reputation through your behavior.

## Setting up Google Alerts: Video



- Be careful about what you share, like, or comment on.
- Avoid sharing too much personal information online.
- If there is something distasteful about you online, contact the website's administrator to request that the information be taken down.
- Keep track of all the accounts you have and keep an eye on the privacy settings from time to time.





*How big is your social media presence?*



## *Internet Safety Quiz*

Test your knowledge of Internet safety by taking the quiz!

<https://edu.gcfglobal.org/en/internetsafety/internet-safety-quiz/1/>

Thank you for participating!

You MUST complete the survey to receive your certificate.  
Please complete this survey as it allows us to get funding from the government and continue delivering these free courses.



**Take Survey**

Questions?

