



Your Personal Information is Like Money

Value it. Protect it.

#PrivacyAware

HUDSON
COUNTY
COMMUNITY COLLEGE



What is privacy?

privacy

noun

pri·va·cy | \ 'prī-və-sē, especially British 'pri-\

Definition of *privacy*

- **1a:** the quality or state of being apart from company or observation : [SECLUSION](#)
- **b:** **freedom from unauthorized intrusion**
// one's right to *privacy*



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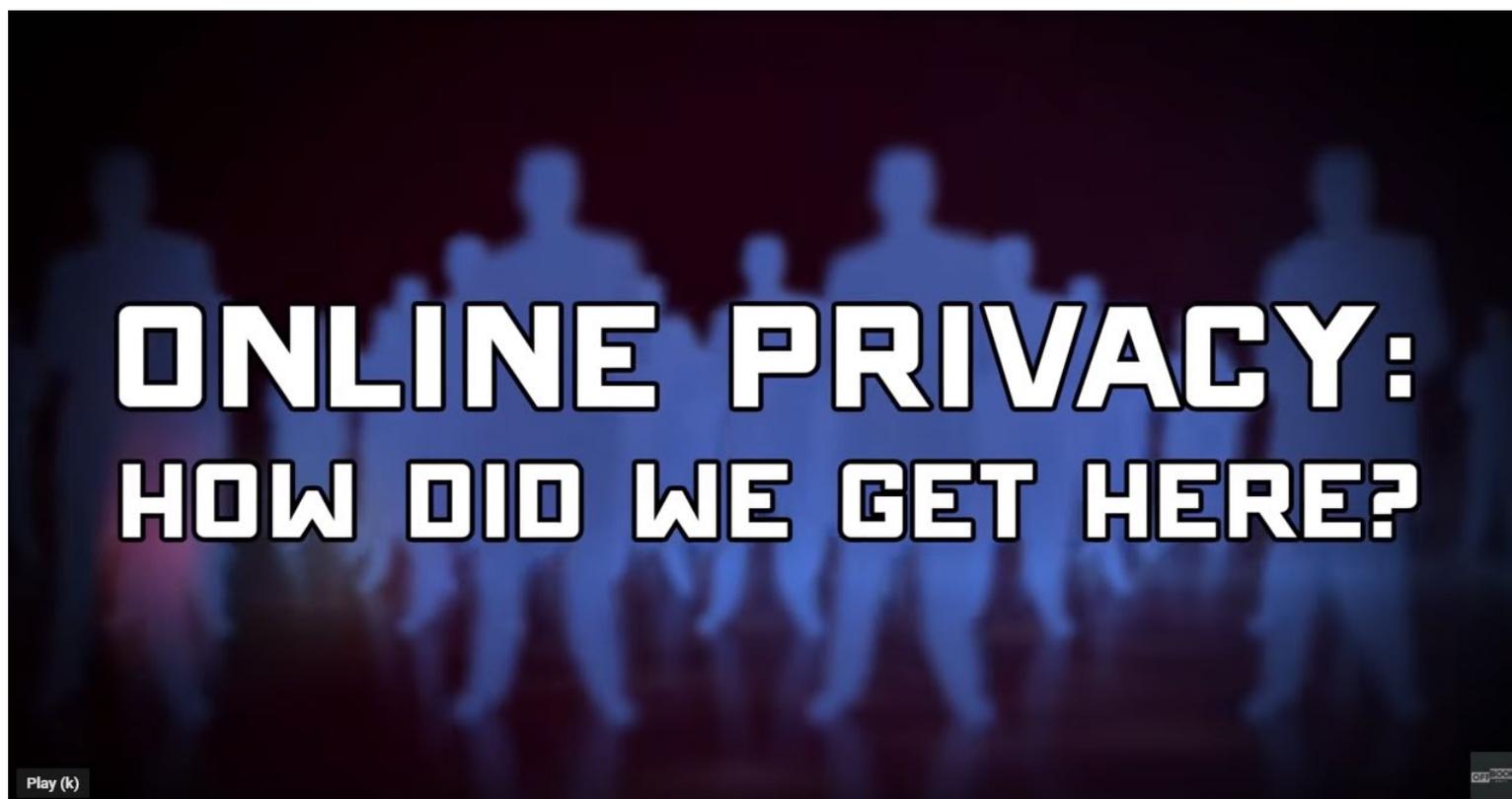
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Privacy in our connected world



Online Privacy – How did we get here?



Your Smartphone



What can *you* do?



Own your online presence: Set the privacy and security settings on at least one service and/or device to your comfort level for information sharing.



Lock down your login: Choose one account and turn on the strongest authentication tools available, such as biometrics, security keys or a unique one-time code through an app on your mobile device. Your usernames and passwords are not enough to protect key accounts like email, banking and social media.



Keep a clean machine: Update your security software, web browser and operating system to have the best defense against viruses, malware and other online threats.

On Your Phone

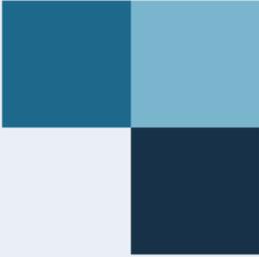
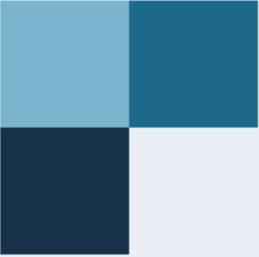
- Think before you “Allow”
- Review app permissions
 - iPhone – Settings - Privacy
 - Android – Settings app, choose app, tap Gear icon
- Delete apps you don't use
- Review settings in Facebook, Instagram, Twitter

Protecting Personally Identifiable Information (PII)

- Social Security Numbers, Driver's License Numbers, Passport Numbers, need to be protected!
 - Don'ts
 - Email
 - Text
 - Save in a place that is shareable by email (Google Drive, OneDrive, Paper!)

Protecting PII

- Do's
 - Save encrypted (needs a password) –
Dropbox, Box, Shared Drive
 - Paper that is secured (via mail, secure file cabinet)
 - Secure upload (https, needs a password, sends a text)
 - Use multi-factor authentication



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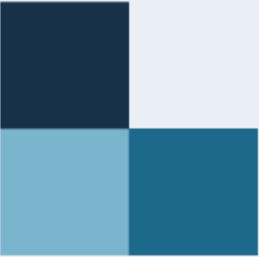
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DID YOU KNOW...

More privacy resources:

- <https://staysafeonline.org/data-privacy-day>
- <https://www.educause.edu/focus-areas-and-initiatives/policy-and-security/cybersecurity-program/awareness-campaigns#privacyday>
- <https://www.silentcircle.com/blog/watch-the-power-of-privacy-documentary/>
- https://www.ted.com/talks/glenn_greenwald_why_privacy_matters
- <https://youtu.be/xYZtHIPktQg>