

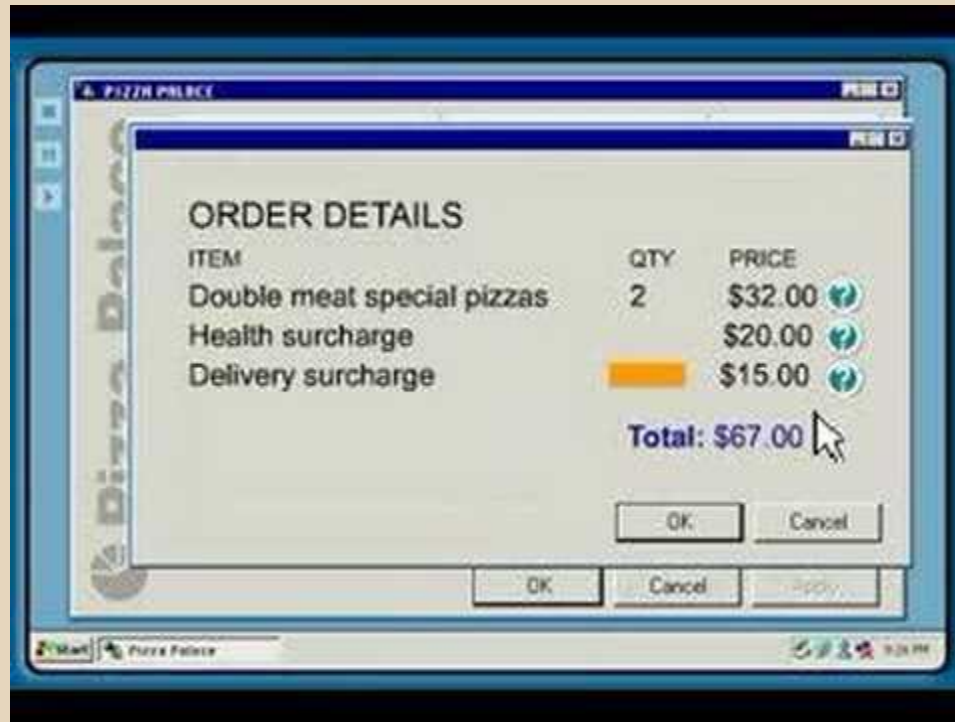
Why Privacy Matters

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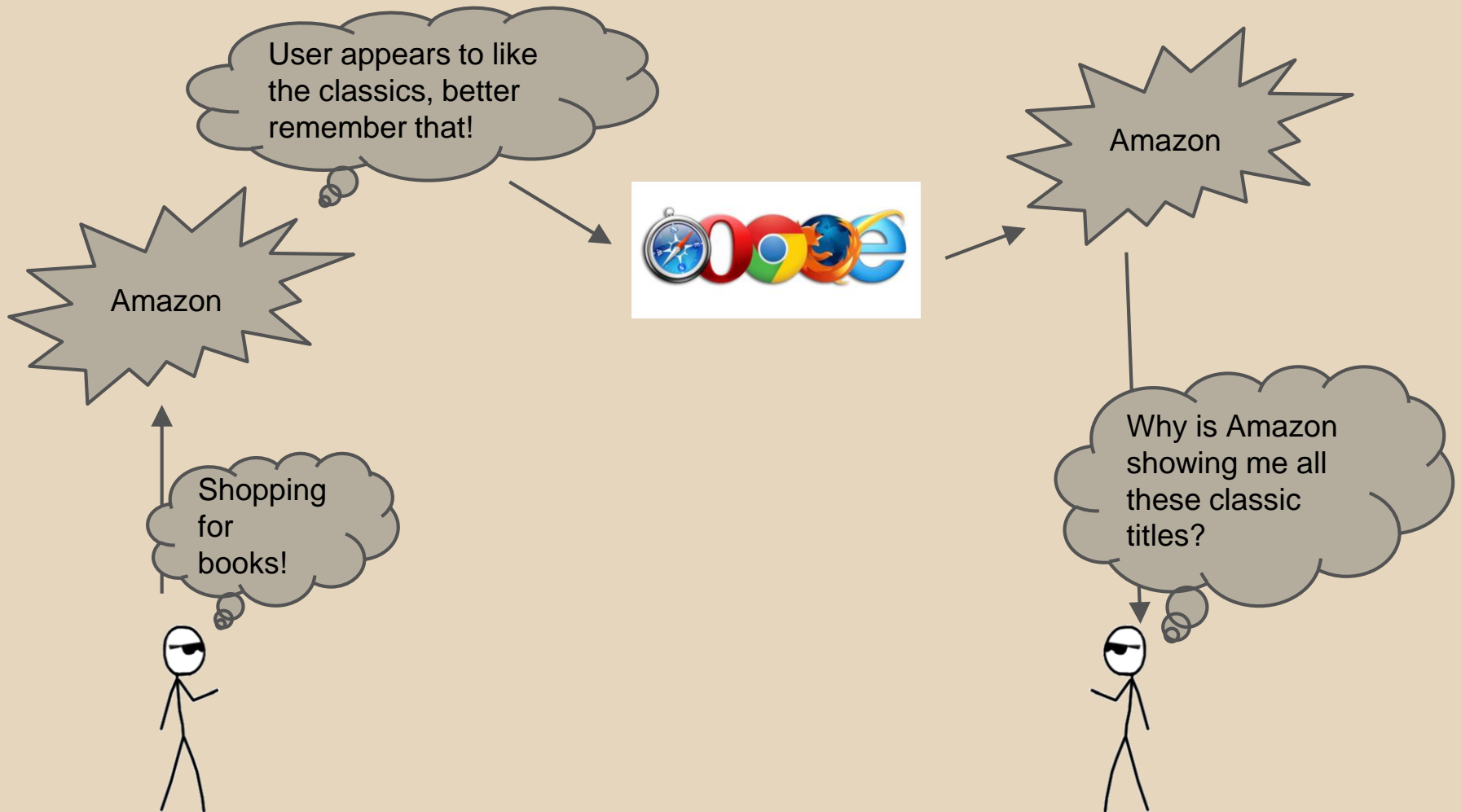
Revision 2.1



Our digital future?



The breadcrumbs



Behavioral Tracking



This stuff is stored forever

Storage is cheap.

Data that cannot be read now, might be read later.

Does your Facebook account contain information that could be embarrassing, damaging to relationships, or hurt employment potential?



Cell phones

What can happen if someone steals your cell phone?

Text messages are typically stored unencrypted!

Many services (such as Google) are set to automatically log you in.

Do you know how to properly lock your phone?

Do you really need location tracking and geo tagging?

Smile, you're on camera!

What are your school's policies regarding video recording?

How about student images on social media?

Does the school follow state and federal law regarding video surveillance?

Facebook

Mark Zuckerberg, Facebook CEO

Instant message exchange

Zuck: Yeah so if you ever need info about anyone at Harvard

Zuck: Just ask.

Zuck: I have over 4,000 emails, pictures, addresses, SNS

[Redacted Friend's Name]: What? How'd you manage that one?

Zuck: People just submitted it.

Zuck: I don't know why.

Zuck: They "trust me"

Zuck: Dumb [expletive].

Source: Business Insider (<http://is.gd/Vg7KL4>)

Don't give out the details on social media

Kids today are growing up in a society that encourages the lack of privacy. **Kids born into a Facebook world do not know any different.**

'Private' data isn't really private.

Friends can tag information when you won't.

Pictures..probably not a good idea.

Times/dates of actions can be correlated to anticipate your habits and where you will be at a given time.

Keep personal information to a minimum, or randomize the data.

Turn off geo-location if you don't need it.

Stockpiling information on Students

<http://blogs.villagevoice.com/runninscared/2013/03/data-sharing.php>

Parent's should be aware this is happening with their child's data. Administration with community backing should move to limit these types of data mining on student information to third parties.

Districts should consider stronger policies regarding student and staff data.

Manage your footprint

Clear cookies
browser caches
google account info[1]
operating system caches
phone contacts, etc.



[1] <http://www.google.com/accounts>

Links

Electronic Frontier Foundation

<https://www.eff.org>

Startpage

<https://www.startpage.com>

DuckDuckGo

<https://www.duckduckgo.com>

Redphone app

TextSecure app

Collusion, Adblock, Ghostery, HTTPS extensions

THE END

Be paranoid...it
just might help
you someday

