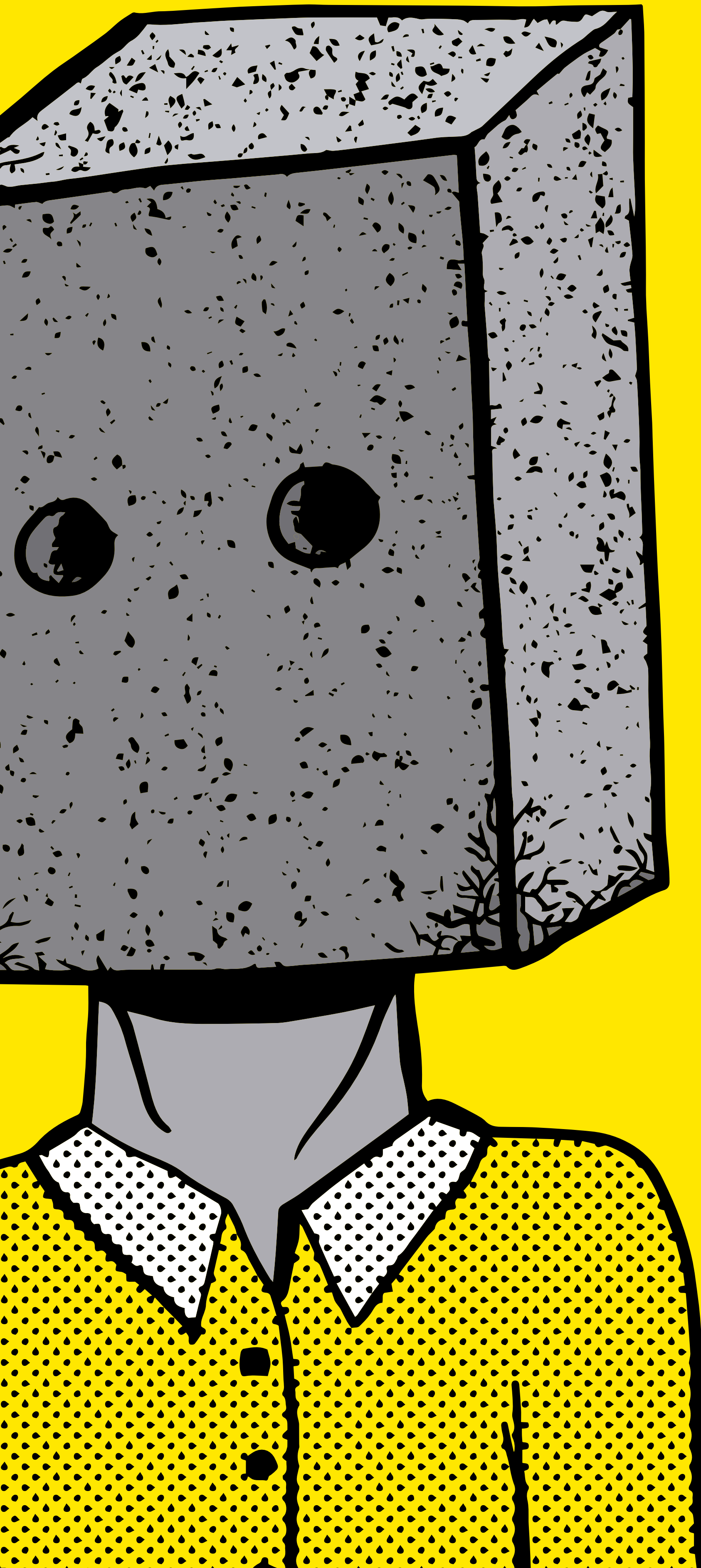


DATA PRIVACY SELF-DEFENSE



Check the privacy policy. Find the privacy policy link at the bottom of a company's website and check (1) Are they using data for things you're not ok with? and (2) Are they sharing data for advertising or marketing?

Opt out. You can often opt out of having your data used and shared for advertising and marketing. Find the links in the privacy policy or privacy settings.

Check privacy settings. Signed up for a new service? Downloaded an app or unboxed a new gadget? Go through the privacy settings and disable what you're not comfortable with. Also make sure privacy protections are on.

Use tracker blockers. Install browser extensions like Ghostery or Privacy Badger, which will count and block online tools that track your behavior on websites.

Freeze your credit. Major credit report companies are required to freeze your credit for free - which can keep you safer from identity theft. See <https://www.consumer.ftc.gov/articles/0497-credit-freeze-faqs>

Ask why/refuse. When someone asks for your phone number or the last four digits of your Social Security Number, ask why they need it. If they don't have a good answer, refuse.

Fake it/be smart. Consider setting up email accounts you only use for online shopping, providing fake info, and being proactive and savvy about keeping optional data private.

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