



Keeping Safe and Secure in the Digital Age

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Keeping Safe and Secure in the Digital Age

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WITH TECHNOLOGY BECOMING MORE AND MORE A PART OF OUR DAILY LIVES (WHETHER WE WANT IT TO OR NOT!) IT'S IMPORTANT FOR US TO TAKE A FEW MOMENTS AND THINK ABOUT HOW WE CAN STAY SAFE AND SECURE IN THIS DIGITAL AGE ...



What is it?

In the “industry” we’ve been talking about “Big Data” for years ... we’ve been using it more and more to provide better and better products for the consumers since, heck, forever But, in the past, it was never called “Big Data” because most of the research was driven to a specific question and data gathering was done in “pockets” ... We would want to learn something so we’d make a test or study ... gather the data, reflect on it, then, voila, we’ve learned something! Big Data takes that to a new and, in my opinion, WONDERFUL level!

Big Data takes information from different tests, as well as information gleaned from things that may not necessarily be connected and is able to then take that information and come up with better and better ideas quickly ... Much of this is done so quickly that us slow old fashioned humans just can’t keep up!



How it's used for Good

An example of big data would be a shopping mall that offers free wifi When your device connects up to the free wifi, it has to give some basic general information (don't worry, your identity can't get stolen from it!) to be able to get the free wifi signal ... Over time, the shopping mall can see that X% of the shoppers use Android devices and spend X% of their time in the left half of the mall, while the Y% of shoppers using iPhones tend to stick to the stores on the right half of the mall The mall can then make sure and have both advertising and shopping kiosks strategically placed where the iPhone folks see iPhone stuff and the Android folks see Android stuff!



How it can be misused

With all of that data floating out there, it doesn't take long for someone out to do "bad" to find ways to take advantage of it. The most common misuse of big data is trying to trick folks into thinking that they've asked for or ordered something that they haven't. If you've ever received a "winning" notification that then turns out to be a sales pitch, you've seen misuse of big data first hand ☹ ... to keep yourself safe, just follow these 3 rules: (1) don't sign up for reward cards and programs unless you shop there on a regular basis, (2) if you don't remember ordering or signing up for a contest, chances are there's a catch!, (3) don't be afraid to research before moving forward with something ... www.snopes.com is a great resource!





**HOME
SAFE AND SECURE**



Phone Do's and Don'ts

- **DON'T** rely on caller ID to tell you who the call is really from
- **DO** google the number to see if others have reported the number as a scam or if it's legitimate
- **DON'T** give out information to folks calling you
- **DO** feel comfortable asking them to mail you anything they're discussing over the phone, if they don't have your address, then, see the **DON'T** listed above 😊



Door to Door Do's and Don'ts

- **DON'T give out information to folks coming door to door**
- **DON'T be afraid to ask for identification for any vendor that is doing work in or around your home**
- **DO have neighbors look out for your house when you're away, including turning lights on and off, and, if possible, parking a car in the driveway occasionally**



Mail Do's and Don'ts

- **DON'T** respond to “junk mail” unless it's something you're really interested in
- **DON'T** put checks into an unlocked mailbox unless you don't have a choice
- **DON'T** deposit checks that you're not sure where they came from, check with www.snopes.com or your bank **BEFORE** depositing
- **DO** either have your neighbors get your mail and newspaper while you're away or have delivery suspended





**COMPUTER
SAFE AND SECURE**



Password Management

When it comes to computers (we're lumping tablets and phones in here too!) the easiest way to keep your information secure happens to be the one thing that most folks take little time in keeping up to date ... passwords. It seems that you can't turn around nowadays without having to create an account with a password, and, unfortunately, there's folks out there that will use that to take advantage of you! ... I'm recommending THREE passwords that should use for EVERYTHING ... you should have a password ONLY for your computer and e-mail logins, you should have a password ONLY for banking, shopping and bill paying, and finally, you should have a password for ALL OTHER stuff Now, instead of having to keep a notebook with 100's of user id's and passwords or, worse, using the same password for everything, you've found a happy medium that will keep you relatively secure 😊



Internet Do's and Don'ts

- **DO look at your address bar and not just the web page before entering information**
- **DON'T enter your "money" password into any site that doesn't start with https://**
- **DO use a "freebee" internet e-mail address to sign up for most contests and giveaways (instead of your primary e-mail!)**
- **DO create a "guest account" on your computer if other's will need to use your computer**
- **DON'T surf the internet (or even connect to a network!) unless you have antivirus protection!**



Email Do's and Don'ts

- **DON'T click on any link in e-mail, if you do want to visit the page, copy and paste it into your browser instead**
- **DON'T open attachments directly from e-mail, save them first, and then open them**
- **DO research anything that looks suspicious (www.snopes.com)**

**PUBLIC WIFI
SECURITY**



**ON THE GO
SAFE AND SECURE**



Smart Phone and Tablet Security

As mentioned before, anything that applies to e-mail, internet, or computers also applies to your smart phones and tablets In addition, you should also make sure that your phone has a lock (newer phones and tablets even use fingerprint lock!) and also that there's information on the lock screen that can be useful (ICE).

There are, literally, millions of apps out there (many free!) that can be really fun, but, DO take the time to research an app BEFORE installing it. Sometimes, "free" can really cost you in the long run!



Wi-Fi Security

You can't turn around today without seeing a free wifi hotspot (even at our church!) These are set up by businesses and organizations to allow you to use your internet enabled devices without having to use your data allotment. Unfortunately, there are folks out there that can (and do!) use this for less than honorable purposes ☹ To keep yourself safe, follow these simple rules:

- ✓ **Don't have your device automatically join most wifi sites, you should CHOOSE to join it**
- ✓ **Don't sign into a WIFI just because it's there, only if you need it**
- ✓ **Don't visit any site that requires your "MONEY" password or your EMAIL password while connected to a public wifi, if you need to visit one of these sites, disconnect from wifi and use your cellular data or wait until you're back home.**



Cloud and Backups

There's been a BUNCH of news written about the cloud over the past few years and, unfortunately, it really gives the cloud a "bad rap." Using one of the major cloud offerings (AT&T, Google, Apple, Microsoft, Drop Box) to save data that is important to you is a GREAT way to ensure that it doesn't get lost when your computer, phone, or tablet gets lost or broken. In addition, using a free photo site (like Flickr) to automatically archive your pictures will, again, keep them safe and secure ... Just remember to set the privacy settings up so ONLY the folks you want to see your pictures (even if that's ONLY you!) can see them!



IN CLOSING, BIG DATA AND TECHNOLOGY HAVE MADE MANY, MANY THINGS BETTER IN OUR DAILY LIVES EVEN IF WE'RE NOT AWARE OF THEM, AND, UNFORTUNATELY, THERE ARE FOLKS OUT THERE THAT TRY AND TAKE ADVANTAGE OF FOLKS USING BIG DATA AND TECHNOLOGY, BUT, THAT SHOULDN'T STOP US FROM ALLOWING BIG DATA AND TECHNOLOGY TO MAKE OUR LIVES BETTER, WE JUST HAVE TO KEEP AN EYE OUT AND NOT MAKE OURSELVES AN EASY TARGET FOR THOSE LOOKING TO DO BAD 😊.





QUESTIONS?

For questions on how to do any of the tips that I've discussed today, feel free to e-mail me at webmaster@wbts.org and I'll be happy to assist.

