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Data Privacy Day - January 28

1 message

Information Security at the University of Maine System <infosecurity@maine.edu>

Thu, Jan 28, 2021 at 9:02 AM

Reply-To: infosecurity@maine.edu

To: matthew.revitt@maine.edu

January 28, 2021



International Data Privacy Day January 28 2021

Be aware of how your personal information is being used, collected or shared in a digital society. Data Privacy Day is an international effort to empower individuals and businesses to respect privacy, safeguard data and enable trust.



Read on:

- [Privacy-Savvy Tips - for Yourself, Your Friends, Your Family](#)
- [What Does Your Digital Footprint Reveal?](#)
- [Browser Incognito Mode - The Good, and the Misunderstood](#)
- [Privacy - the Six Words Project](#)

Did you know? * Over 80% of users feel they have lost control over how their personal data are collected and used. (*Deloitte US*) * Teenagers have an average of 300 Facebook friends; and approximately 90% of teens have shared on social media one or more personally identifying attributes. (*Pew Research Center*)



Privacy-Savvy Tips - for Yourself, Your Friends, Your Family

In a digitally-connected world, treat privacy safety with the importance you do the physical world - as important as locking up valuables, wearing a seat belt, or operating electronics safely.

- Own your online presence: understand the public nature of the internet.
- Share with Care: What you post can last a lifetime. Consider who might see a post, and how it might be considered in the future.
- Personal information is like money - value it, protect it: Activity such as what you search for online, what games you play, what smart devices are in your home, has value - just like money.
- Be selective with information you provide to apps and websites.
- Post only about others as you would have them post about you.
- Stay current: keep pace with new ways to stay safe online.

What Does Your Digital Footprint Reveal?



Research has demonstrated that digital traces made as individuals browse and interact online may reveal unintended and valuable attributes. As little as one demographic may predict, infer or reveal private information. Often, methods such as artificial intelligence and data mining are used for highly sophisticated information gathering.

Demographic attributes may be revealed publicly, i.e., a post, or non-publicly, i.e., a clickstream. Attributes may be used in password-guessing, or inferring common financial or purchasing memberships, such as banks or services like Amazon or Facebook. Marketers use attributes to target product and service offerings. Nefarious actors use attributes for financial or other gain, or as reconnaissance for sale. Attributes may be used for computer forensic investigation to detect or prevent crimes such as bullying, harassment, or the unauthorized conveyance of information.

Did you know? Some of the most studied inferred attributes include gender, age, location, and political orientation.



Browser Incognito Mode - The Good, and the Misunderstood

activity.

As we increase awareness about the data organizations and apps have collected, using your browser's Incognito Mode may conceal some, but not all, of your online

When you use a browser, the browser stores information such as the URL (web address) of pages you visit, and keeps that information even after you close the window. This makes it easier for you to find the same or similar web pages later. The browser also stores cookies, which are little files that websites use to track certain online activity. Cookies have many functions, such as storing login information so that you may visit password-protected sites without logging in each time, or keeping track of what you place in a shopping cart. They also let marketing companies track your activity from site to site across the web.

The Good: If you use Incognito Mode, at the end of each session your cookies are removed. Web sites you visit don't show up under the History tab in your browser. Other information such as items in a shopping cart will be forgotten when the window is closed. You may also notice a reduction in targeted advertising or popup windows.

The Misunderstood: It's important to know what Incognito Mode does NOT provide. Once you close an Incognito window, most of the data about your web session will be deleted, but not the data stored on company servers, or from any networks traveled during your online activity. For example, if you use your employer's WiFi network, your employer will be able to see which sites you visited or files you downloaded. Any bookmarks you make or files you download will remain after you close the Incognito window. And, importantly, Incognito Mode may bypass site anti-malware protections; so ensure that your software is updated and that you use trusted antivirus software.

Removing browsing history, cookies and auto-fill data by using your browser menus is another way to prevent others such as individuals sharing the same computer, from seeing information you want to keep private.

Privacy - the Six Words Project

We live in an era of product and service personalization and social media sharing, but also of pervasive data collection, surveillance, and data mining. Knowledge is currency, and data and smart devices are everywhere.

University of Michigan students and staff share their thoughts on what privacy means in six words - the Six Words Privacy Project: Here are a few excerpts from dozens of responses:

- My data, my control, my rights
- My options are not commodity futures
- Hard to define, easy to lose
- How many trackers on this [web] site?

Want to contribute your "six words" on privacy? Email infosecurity@maine.edu

infosecurity@maine.edu

Information security has many intersections with privacy. The Information Security Office promotes awareness and safeguarding of information and information systems.

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