Protect your privacy

'Think before you click, like or share'

Do you ever get that creepy feeling, that someone is watching or following you? No? The fact is, whenever you enter cyberspace, cyber systems are tracing your steps, recording your actions, and analysing your behaviour. Big business is watching you.

Introduction

In June 2017, Cracked Labs, an institute investigating the socio-cultural impacts of information technology, published a report on corporate surveillance. It reveals how online platforms, advertising technology providers, data brokers, and businesses use the Web's information to learn what people are interested in and how much they might be worth as customers. All in the name of Marketing. Proof of this is the advertisements that you see when you surf the internet across your various devices.

Privacy on the internet is not to be taken for granted. Unless you take precautions, especially on social platforms, you have little control over who sees the information you post and how it is used. Furthermore, deleting data does not guarantee its complete removal, as it may have been shared multiple times and could already have been captured and sold by data brokers to interested parties, including cybercriminals.

How to protect yourself

Ensuring the privacy of your information on the Web is your own responsibility. Some steps that you can take follow below.

On social media:
- Use privacy settings on social media to control who may view your posts, contacts, photos, etc.
- Use strong passwords and two-factor authentication to prevent unauthorised access to your accounts.

Browsing on the Web:
- Clear cookies saved in your browser regularly.
- Use a search engine that does not track your personal data.
- Installation of browser extensions (add-ons) should be avoided,
- Look out for the padlock next the URL displayed in the address bar on on your browser to ensure information exchanged with the website is encrypted.
- Use a VPN when connected to public Wi-Fi.

Protecting your privacy on your cell phone:
- Password protect your phone.
- When installing apps, don't give permissions that are not required for the app.
- Turn off GPS and Bluetooth when not in use.
- Avoid using USB chargers in airports and other public places.

SEE MORE

▶ Watch the trailer of a game that simulates data collection on the Web

READ MORE

📖 Corporate Surveillance in Everyday Life
Tips to protect online privacy
How to fend off online trackers

DO MORE

Use privacy options provided
Be careful what you share publicly