Data Privacy Day – January 28, 2021
Sponsored by National Cyber Security Alliance
Information from [Data Privacy Day - Stay Safe Online](#)

Millions of people are unaware of and uninformed about how their personal information is being used, collected, or shared in our digital society.

Data Privacy Day began in the United States and Canada in January 2008 as an extension of the Data Protection Day celebration in Europe. Data Protection Day commemorates the January 28, 1981, signing of Convention 108, the first legally binding international treaty dealing with privacy and data protection. On January 27, 2014, the 113th U.S. Congress adopted S. Res. 337, a non-binding resolution expressing support for the designation of January 28 as "National Data Privacy Day." Data Privacy Day is observed to inspire dialogue and empower individuals and companies to take action.

Attend the Data Privacy Day 2021: *Data Privacy in an Era of Change* event – reservations required. [Data Privacy Day 2021: Data Privacy in an Era of Change - Stay Safe Online](#)

ADVICE FOR INDIVIDUALS: OWN YOUR PRIVACY

Individuals feel an increasing lack of control over their personal data. However, there are steps you can take to learn about the types of data you're generating online, and how it's collected, shared and used. Follow these basic privacy tips to help you better manage your personal information and make informed decisions about who receives your data.

Calls to Action:

Personal info is like money: Value it. Protect it. Personal information, such as your purchase history, IP address, or location, has tremendous value to businesses – just like money. Make informed decisions about whether or not to share your data with certain businesses by considering the amount of personal information they are asking for, and weighing it against the benefits you may receive in return.

Keep tabs on your apps. Many apps ask for access to personal information, such as your geographic location, contacts list and photo album, before you can use their services. Be thoughtful about who gets that information, and wary of apps that require access to information that is not required or relevant for the services they are offering. Delete unused apps on your internet-connect devices and keep others secure by performing updates.

Manage your privacy settings. Check the privacy and security settings on web services and apps and set them to your comfort level for information sharing. Each

device, application or browser you use will have different features to limit how and with whom you share information. Get started with NCSA's Manage Your Privacy Settings.

Week 1 – Manage Your Privacy Settings
Want to view or change your privacy/security settings, but don't know where to find them? Use these direct links to update your privacy settings on popular devices and online services.
https://staysafeonline.org/stay-safe-online/managing-your-privacy/manage-privacy-settings/

Week 2 – Online Safety Tips for Seniors
Being online lets you stay abreast of current events, connect with friends and family, shop, manage your finances, play games, and anything else you can think of. Just as you fasten your seat belt before driving, take precautions before using the Internet to be sure you are safe and secure.

Get the Online Safety Tips for Seniors tip sheet here: Tips for Seniors (staysafeonline.org)

Week 3 – To Click or Not to Click, that is the question
One thing is certain when it comes to cybercrime, email is the most effective way for criminals to deliver malware to an unsuspecting victim. Increasingly, text-based threats are rising as more people do more on mobile devices. If you are even a little bit suspicious of a text message or email–do not click. Immediately delete.

Click here for the tip sheet: To Click or Not to Click (staysafeonline.org)

Week 4 - Tax Security Tips for Consumers
Tax season is a busy time for both taxpayers and tax criminals. Don't fall victim to scams. Use NCSA's Tax Security Tips for Consumers resource to help you identify common scams and learn how to protect yourself this tax season.

Click here for the tip sheet: 2020 Consumer Tax Tips (staysafeonline.org)

OR

Week 4 - Ransomware 101

As technology evolves, the prevalence of ransomware attacks is growing among businesses and consumers alike. It's important for digital citizens to be vigilant about basic digital hygiene in an increasingly connected world.

Click here for the tip sheet: Ransomware 101 (staysafeonline.org)