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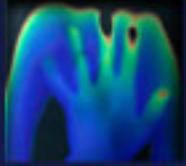
KEEP AMERICA'S
HEALTH AND HUMAN
SERVICES SECURE

Privacy at Home: Protecting Your Family's Identity

May 2, 2007



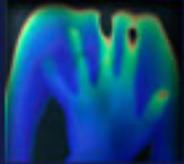
Agenda



- ▶ Overview of Privacy Threats
- ▶ Internet Privacy Tips
- ▶ Snail Mail Privacy Tips
- ▶ Telecommunications Privacy Tips



Internet Privacy Threats



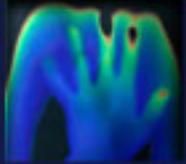
Internet Privacy Threats include:

- Phishing/spoofing - an attempt to steal passwords, financial or personal information, or introduce a virus attack by luring internet users to fake websites using authentic-looking email
- Spyware - software that is usually covertly downloaded to an end user's computer and used to fraudulently collect and use sensitive, personally identifiable information (PII), such as bank account credentials and credit card numbers

Source: International Association of Privacy Professionals: https://www.privacyassociation.org/images/stories/pdfs/IAPP_Certification_Glossary.pdf



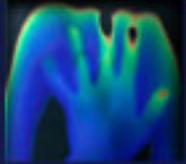
Snail Mail Privacy Threats



- ▶ Mail privacy threats include:
 - Mailbox theft - the theft of mail that contains personal information from a home
 - “Junk-mail” - unsolicited commercial mail
 - Document theft - the theft of documents, such as bank or credit card statements disposed of without having been shredded, in order to obtain personal information



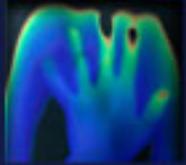
Telecommunication Privacy Threats



- ▶ Telecommunications privacy threats include:
 - Phone phishing - a phone-based attempt to collect information in return for 'unclaimed' prizes or exclusive offers
 - Telemarketing – an attempt to sell a product or service to a customer over the phone. Automated telemarketing poses the most significant threat to stealing personal information



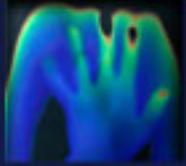
Internet Privacy Tips



- ▶ Basic ways of protecting yourself online include:
 - Learn how filtering and monitoring software can assist in protecting your family online. Check with your internet service provider to find out if filtering or monitoring is available
 - Never offer your personal information, such as a credit card or social security number, via email or instant message
 - Never provide personal information via a website, without first consulting the website's privacy policy



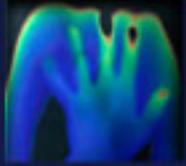
Internet Privacy Tips- Children



- ▶ The Children's Online Privacy Protection Act (COPPA) is a U.S. Federal law that:
 - Requires website operators that target children under the age of 13 to post a privacy policy detailing any PII that is collected
 - Restricts website operators from using children's information, unless parental consent is received



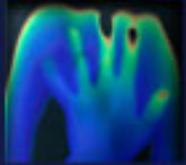
Internet Privacy Tips- Children



- ▶ Explain to your children that they should:
 - NEVER give out personal information (name, address, phone, school name)
 - NEVER share their photo with strangers over the internet
 - NEVER meet anyone from online without your permission



Snail Mail Privacy Tips

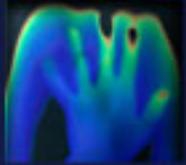


- ▶ Basic ways of protecting yourself against mail fraud include:
 - Drop your mail in a United States Post Office collection box, instead of your home mail box
 - Shred old documents, such as mailed credit card and bank statements, before disposing of them
 - Ensure that businesses and companies, such as credit card companies, have your correct mailing address





Telecommunications Privacy Tips

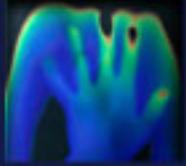


- ▶ To protect your privacy via phone:
 - Never provide sensitive information over the telephone to someone you do not know
 - Register your telephone number with the “do-not-call” registry, found on the Federal Trade Commission website at <http://www.ftc.gov/>
 - Do not answer calls that appear restricted or do not provide information regarding the source of the phone call





Privacy Resources and Helpful Links



▶ General Privacy Links

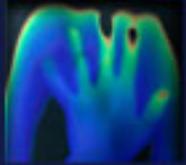
- <http://www.privacyrights.org/netprivacy.htm>
- <http://www.perfectlyprivate.com/>

▶ Children's Privacy Protection

- <http://www.ftc.gov/bcp/online/edcams/kidzprivacy/index.html>
- <http://www.cybersavvy.org/>



Privacy Resources and Helpful Links



▶ Opt-Out Services

- http://www.networkadvertising.org/consumer/opt_out.asp
- <http://www.the-dma.org/privacy/>

▶ Financial Privacy

- <http://www.consumersunion.org/finance/i-privacy.htm>
- <http://www.naag.org/features/safeguard.cfm>