

# DATA PRIVACY DAY

is an international effort, **held annually on Jan. 28**, to empower individuals and businesses to **respect privacy, safeguard data and enable trust.**



Digital devices provide great convenience to our lives. Today, we are more connected than ever. By 2020, more than **30.7 billion** devices will be connected to the internet.



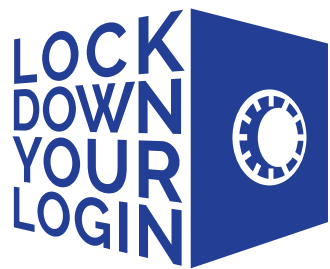
You are continuously generating data about yourself and others. Your personal information, such as your behaviors and preferences, is the fuel that makes these devices work.

## YOUR PERSONAL INFORMATION IS LIKE MONEY – VALUE IT. PROTECT IT.

Here's what you can do now to manage your privacy:



**Own your online presence:** Set the privacy and security settings on at least one service and/or device to your comfort level for information sharing.



**Lock down your login:** Choose one account and turn on the strongest authentication tools available, such as biometrics, security keys or a unique one-time code through an app on your mobile device. Your usernames and passwords are not enough to protect key accounts like email, banking and social media.



**Keep a clean machine:** Update your security software, web browser and operating system to have the best defense against viruses, malware and other online threats.

## JOIN THE GREATER EFFORT!



### GET INVOLVED AND SHARE ON SOCIAL MEDIA

Using #PrivacyAware, post on social media about why privacy is important to you and/or your organization.

### BECOME A 2017 DPD CHAMPION

Register yourself and/or your organization as a Champion and receive a toolkit and helpful resources to help everyone be a little more #PrivacyAware.

### JOIN OUR #CHATSTC TWITTER CHATS

On Jan. 18 and Jan. 25 at 3 p.m. EST/noon PST.

TO LEARN MORE, VISIT [STAYSAFEONLINE.ORG/DPD](http://STAYSAFEONLINE.ORG/DPD)