<u>INTERNET IDENTITY, & PROTECTING YOURSELF ONLINE</u>

Computer Show & Tell   Wednesday, January 22, 2014

Presented by Brom Churchill

Much of the information presented comes from a book entitled
Protecting Your Internet Identity by Ted Claypoole and Theresa Payton

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Below is a video that gives a 20 minute presentation by Theresa Payton, one of the authors of the book.

http://www.youtube.com/watch?v=kuQhC5PVh7k

The basics (less than a 2 minute presentation)

http://www.youtube.com/watch?v=iXo9-QB4rTo

A more up to date briefing on security

http://www.youtube.com/watch?v=n25L89E-lfY

Here are some useful websites from the above book that can help to protect and manage our identities online.

<u>WHAT GOOGLE KNOWS ABOUT YOU</u>

To find out what the search giant thinks about you, log in to your Google account and view your ad preferences

http://www.google.com/ads/preferences

Google Ads Preferences lets us check all the stored knowledge Google has about us. Google does not track individuals but they do track searches made on your computer. You can add, remove, and edit your interests in Google on this website. You can ask Google to stop tracking you.

To enable or disable cookies, go to **Chrome menu icon, settings, show advanced settings, content settings.** Selecting **All Cookies and Site Data** will show which cookies are tracking you through Google.

DuckDuckGo and **Scrooge** are two search engines unlike Google that do not track your information online.

BEHAVIORAL TARGETING

http://www.aboutads.info/choices/#completed

This site names companies that are tracking us via traffic on our laptop. You will see a list of companies tracking your computer.
Open by going to **Open Data Partnership** and go to **Opt Out** from **Behavioural Advertising**. Click consumer choice page to see customized ads for your computer. You can choose which ones to opt out of or select all.

Other sites than can detect your behaviour online.

http://www.reclaimprivacy.org/	scans your Facebook settings and gives you tips.
http://www.networkadvertising.org/	Checks your shopping habits online. You will need to set up an account and pay for this service.

SELF EXAMINATION

http://www.spokeo.com/

Spokeo does what is called a reverse hookup - collects information both online and in the physical world to anyone who wants it. Much more in depth than a regular search engine. Spokeo finds pictures, video, music, and social sites related to an email address and who is behind an account. Must pay to get full benefit. Quite insidious if used nefariously.

http://www.emailfinder.com/ and   http://www.elookup.com/

Can be used to look up email sites or sites that use pseudonyms to hide their true identity. Unfortunately they can only search out US citizens.

http://www.engadget.com/2011/01/16/x-pire-software-will-add-digital-expiration-dates-to-your-photo/

X-pire will place an internet expiry date on your photos and removes them after a certain date. Only on Firefox at this time, but expanding.

http://wordpress.org/plugins/comments-cleaner/

Comments Cleaner plugin to remove HTML references. Sometimes you want to have your comments clear of html and links.

<u>PROTECTING YOUR IDENTITY SOME USEFUL TIPS</u>

- Make sure to check privacy settings for Linkedin and Goggle+
- To prevent Google from acquiring tracking information, use **In Cognito Mode in Google Chrome.** This does not prevent third parties from acquiring data.
- To block sites from setting data and to block third party cookies and site data, go to **Google Settings,** click on **Advanced Settings** and the **content settings** and then go to **Cookies.**
- Phishing Sites – right click on a link to reveal its hidden properties
- Turn off geocodes on smartphones to prevent GPS tracking.
- On your browser, click "empty cache" regularly and set security to high.
- Use a proxy server to remain anonymous online. This is not for everyone.
- Use a separate credit card with low credit limits for online purchases only

<u>BRANDING A PERSONAL PERSONA and OTHER USEFUL SITES</u>

http://klout.com/home

once registered, it can tell and rate your overall influence online

Some other promotional sites you can use:

https://about.me/

Consolidates social media sites in one profile

http://flavors.me/

Allows you to create a one stop site for photos, resume, interesting information

http://www.stumbleupon.com/

Allows users to share their favourite links on the web.

http://www.plaxo.com/

Allows you to bring all your contacts together from multiple services

http://mashable.com/

Posts latest trends in social media.

http://www.google.com/alerts

tracks posts about a topic you care about

http://www.safetyweb.com/

to see what is connected to your child's email account

CHECKING YOUR REPUTATION ONLINE

This is a reputable professional online site that analyses your online identity. You only pay, if you use their services to get rid of a bad profile or to improve your profile.

http://www.reputation.ca/

I personally analysed myself through this free website and found out I had no bad content about me. They also provided 2 websites below, which gives information about how to manage your online reputation.

http://www.reputation.ca/news/5/62/Removing-Bad-Search-Results-Free-Step-By-Step-Instructions/
http://www.reputation.ca/news/11/62/Helping-Your-Teen-Protect-Their-Online-Reputation

VIRTUAL PRIVATE NETWORK (VPN)   Should we be using them?
Today, many individuals are using VPNs for the security and privacy they provide. Some people use VPNs at Wi-Fi hotspots to prevent snoopers from collecting private information. Others use VPNs at home as a way to get around ISPs and service providers blocking certain websites, which may include Pirate Bay, Of course, cybercriminals also use VPNs and anonymous proxy servers,

Protecting your online identity. This is the advertisement for Cyberghost, an online VPN. Would you trust this site?

http://www.youtube.com/watch?v=DyVMRFQun6Y

How VPN Services Work
Your computer has an IP address assigned by your ISP which can be used to figure out the geographic location of your ISP's data center. For many of us, it's pretty close to our actual geographic location. If you are concerned about increasing government surveillance or want to foil aggressive advertising, you may want to change your IP address so that it will be harder to trace your online activity. Or you may be trying to access a service that is restricted by geographic region. VPN lets you "change" your geographic location by overriding the IP address assigned by your ISP with one drawn from its pool of servers.

Even if you are not trying to hide your location, using a VPN service makes a lot of sense because it encrypts all online traffic and ensures data remains hidden from third parties when on an open wireless network.

This site gives a overview of VPNs and suggests the best 5.

http://lifehacker.com/5940565/why-you-should-start-using-a-vpn-and-how-to-choose-the-best-one-for-your-needs

Hotspot Shield review. This is a popular site but has some problems.

http://www.pcmag.com/article2/0,2817,2402836,00.asp

Testing Hotspot Shield

https://www.bestvpn.com/blog/4110/anchorfree-hotspot-shield/