

## who is watching me?

As social networking services become more popular, more people use them to gather information for malicious purposes. Here are some people who could be watching you:

**Identity Thieves:** Phone numbers, addresses, names and other personal information can be harvested easily from social networking sites and used for identity theft. Phishing has also become popular on social networking sites.

**Cyber Stalkers and Other Predators:** Are your friends interested in seeing your class schedule online? So could cyberstalkers. Knowing your schedule can make it very easy for someone to victimize you, whether they break into your home or attack you while you're out. If you're using FourSquare or Facebook places to share your location, they may be able to determine exactly where you are so they can strike.

**Employers:** Before you apply for a job, do a quick search for your name online. That's exactly what recruiters and employers are doing. What you post online may put you in a negative light to prospective or current employers. Always be aware of the image you project online.

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## you're a target

If you're online, you are a target for scammers. Organized crime is increasingly targeting people on social networking sites through the use of a friend's compromised account.

Before posting anything online, ask yourself, "Would I be comfortable if this were posted on a billboard?" Never assume that what you post online will remain private. Always think about how someone might use the information you share.

## stay informed

Visit the UBIT website to read the security standards, access security tools and software, or find out more ways to protect yourself.

**UB INFORMATION SECURITY OFFICE**  
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DIGITAL SELF DEFENSE:

## safer social networking

Protecting Your Privacy Online



