



Office of the
Privacy Commissioner
of Canada

SOCIAL SMARTS

PRIVACY, THE INTERNET, AND YOU





WELL... I GUESS THIS IS IT!

First day for me and @AmyStar at #Parkademy!
New school, new friends?



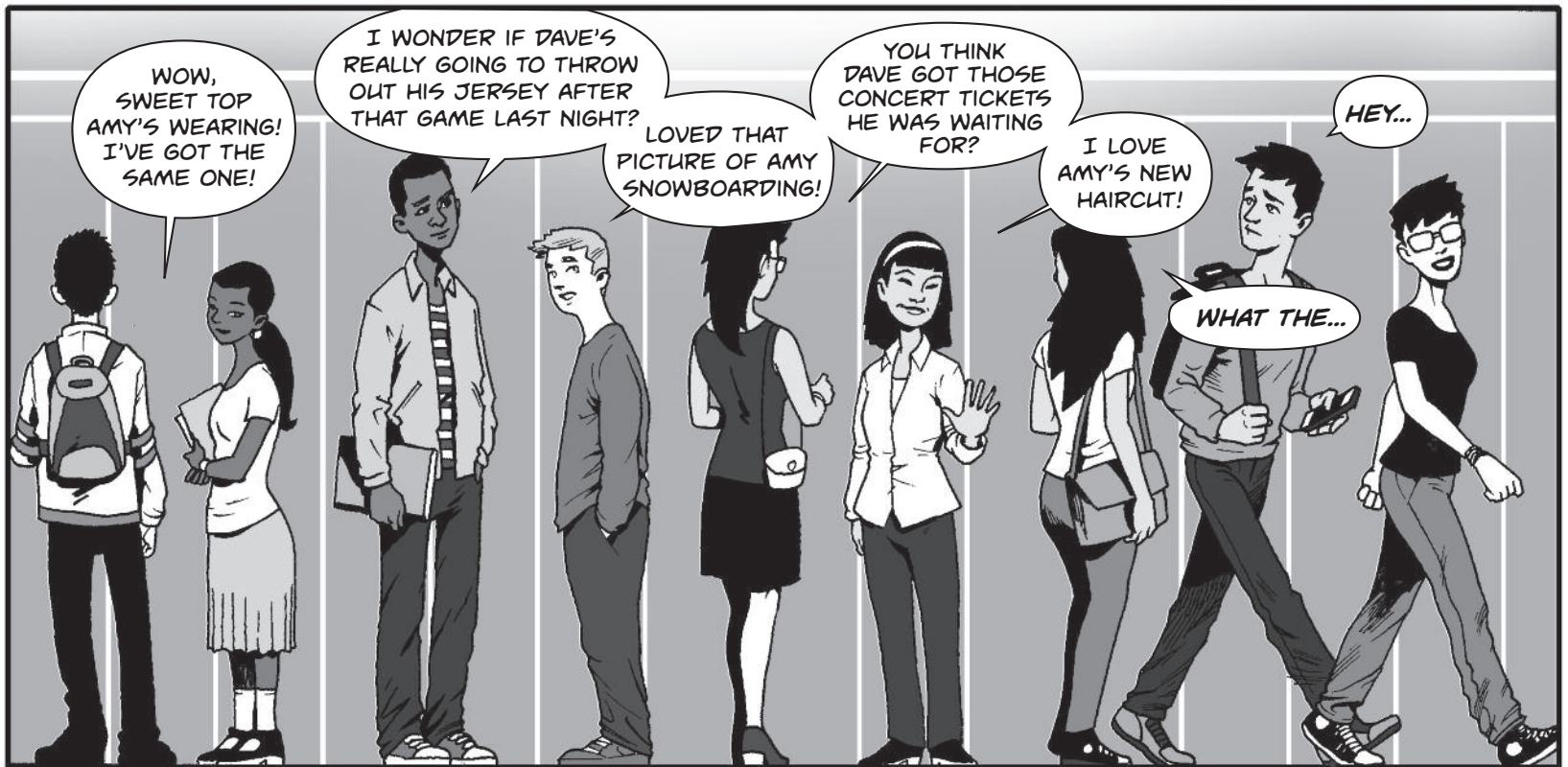
HEY GUYS! WELCOME!

WHAT'S UP, CUZ?



YOU GUYS ARE GOING TO LOVE IT HERE! I TOLD EVERYONE THAT MY COUSINS WERE COMING.

LET ME SHOW YOU AROUND.



WOW, SWEET TOP AMY'S WEARING! I'VE GOT THE SAME ONE!

I WONDER IF DAVE'S REALLY GOING TO THROW OUT HIS JERSEY AFTER THAT GAME LAST NIGHT?

LOVED THAT PICTURE OF AMY SNOWBOARDING!

YOU THINK DAVE GOT THOSE CONCERT TICKETS HE WAS WAITING FOR?

I LOVE AMY'S NEW HAIRCUT!

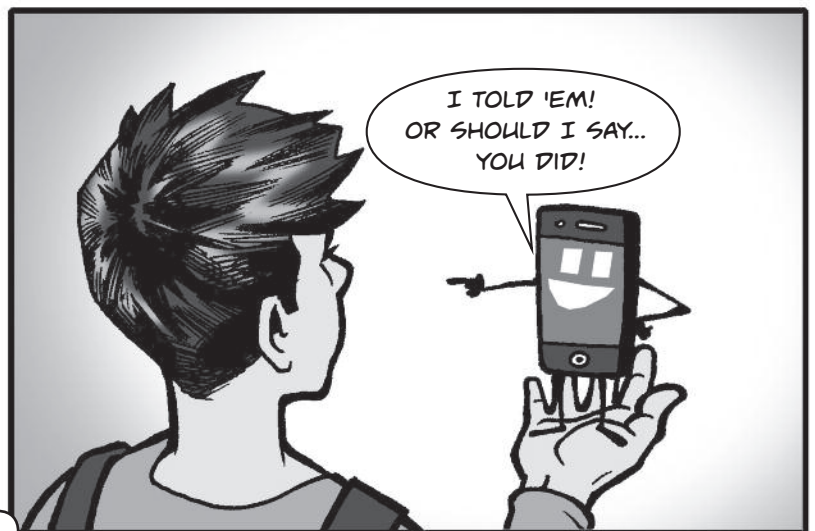
HEY...

WHAT THE...



WAIT A SECOND HERE. HOW DOES EVERYBODY KNOW SO MUCH ABOUT US ALREADY?

HUH?



I TOLD 'EM! OR SHOULD I SAY... YOU DID!



HUH?
WHO ARE
YOU?

YEAH, AND WHAT
DO YOU MEAN YOU
TOLD EVERYBODY
ABOUT US?



I'M YOUR PHONE.
AND WHAT I SAID WAS
THAT YOU TOLD 'EM!

EVERY TIME YOU
UPDATE YOUR STATUS,
CHECK IN TO A LOCATION,
POST A PHOTO OR USE
ANY OTHER SOCIAL
NETWORKING SITE
OR APP,


YOU'RE SHARING
THAT INFORMATION WITH
TONS OF PEOPLE OUT THERE!
UNLESS YOU LOCK YOUR
PRIVACY SETTINGS
DOWN SUPER-TIGHT,


PRETTY MUCH
ANYBODY WHO
KNOWS YOUR NAME
CAN FIGURE OUT A
LOT MORE ABOUT
YOU THAN YOU
MIGHT THINK!

 @AMY
Getting my hair done for my first day at #Parkademy tomorrow!



CEDAR HILL STRIKERS PRACTICE








 CLOTHING SALE!



LET ME SHOW YOU...


 AMY
Getting ready to shoot a video for my friend's new band!



 Best holiday ever!




IT ALL
ADDS UP!

 **DAVE**
Listening to
Geeks & Heroes|

 **DAVE**
Waiting in line for the
midnight launch of my
favourite game!|



 Geeks & Heroes tix
on sale at noon!!!|




@DAVETHEDUDE:
Ugh. Gonna throw out
my jersey after that #fail
of a game tonight!|

YOU'VE PAINTED
QUITE A PICTURE
THERE!



YOU SEE? ALL THE
STUFF YOU DO, ALL THE
PLACES YOU GO—YOU'RE
PUTTING ALL THIS
STUFF OUT THERE



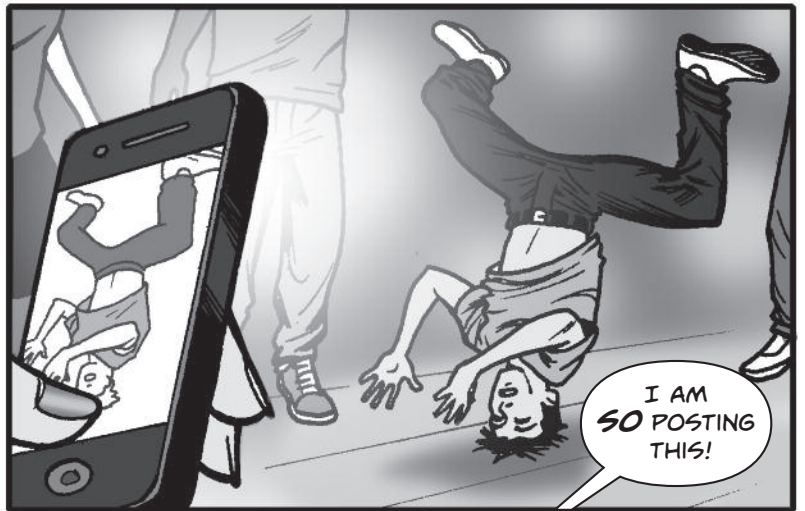
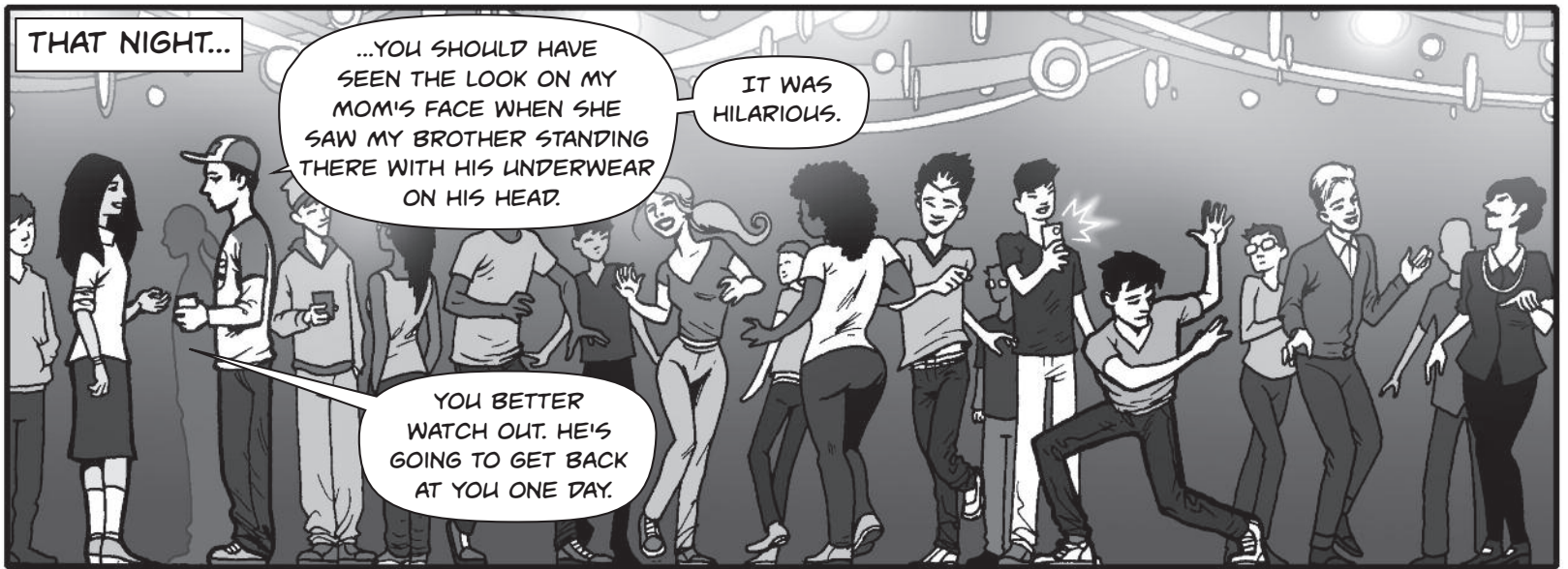
 HOME SWEET HOME|

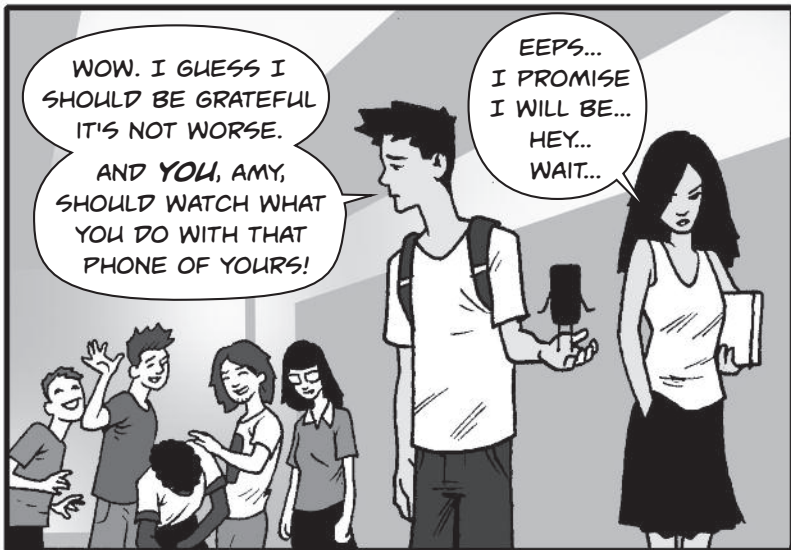
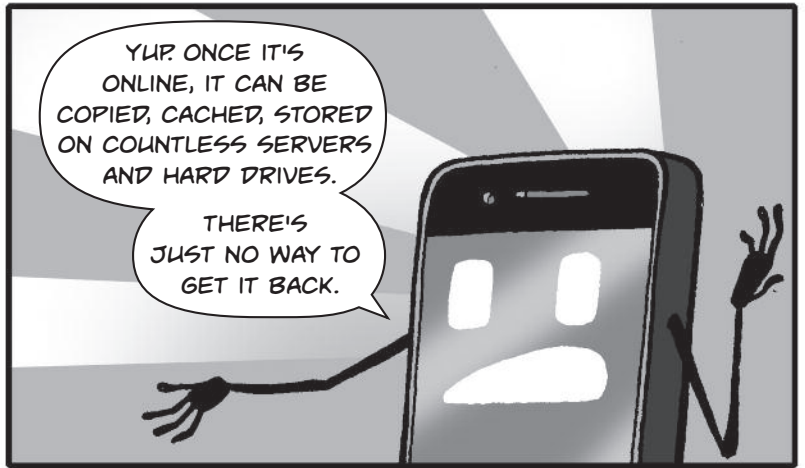
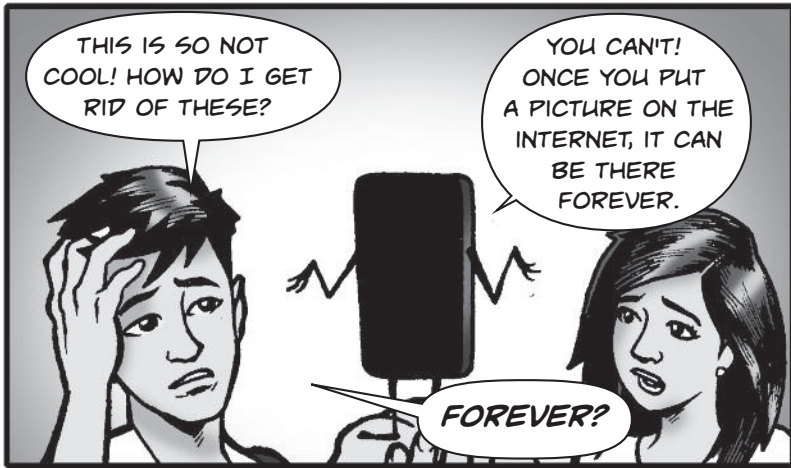
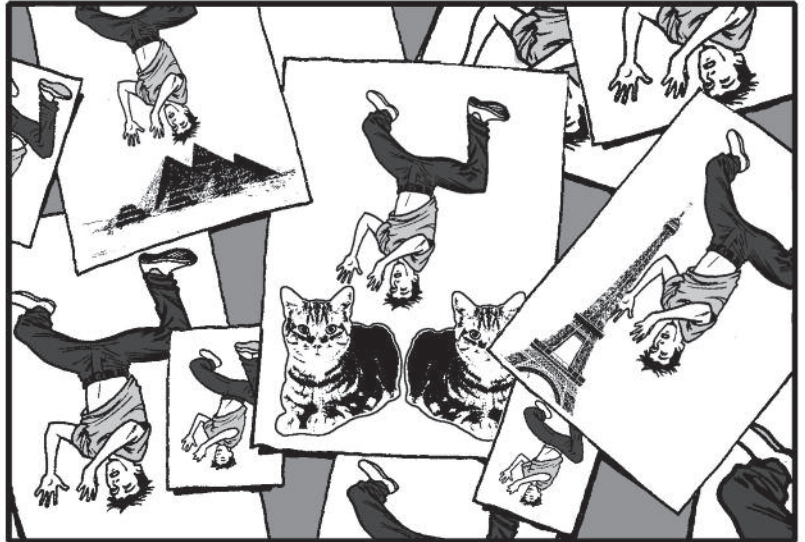
HUH,
I GUESS WE
SHOULD BE A LITTLE
MORE CAREFUL...

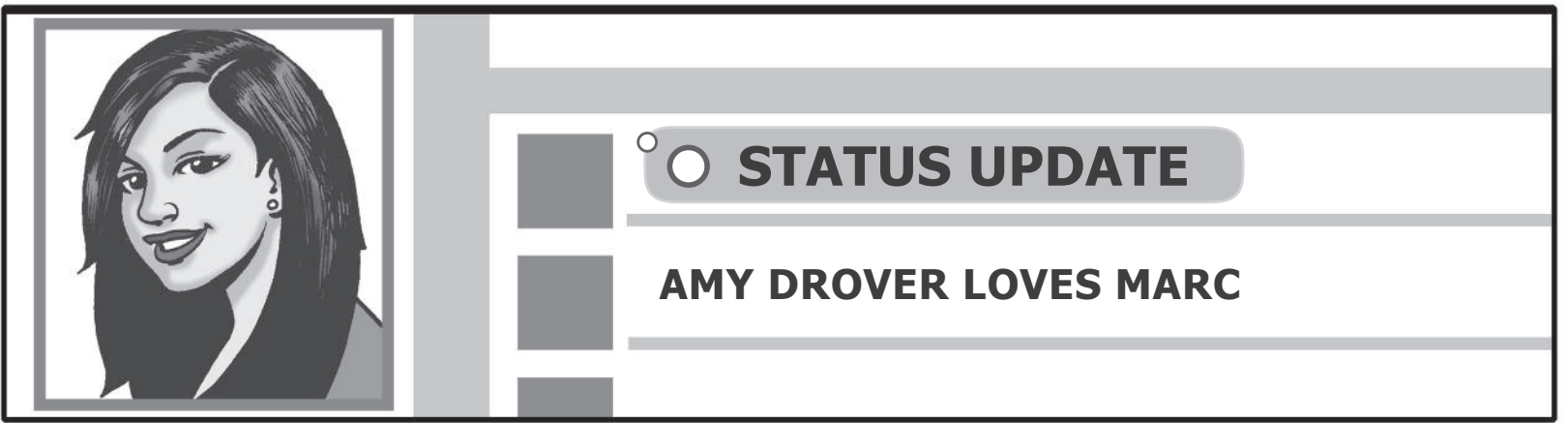
HEY, SPEAKING OF
"PLACES TO GO," THERE'S
A DANCE TONIGHT! YOU
GUYS HAVE TO COME!



TOTALLY!

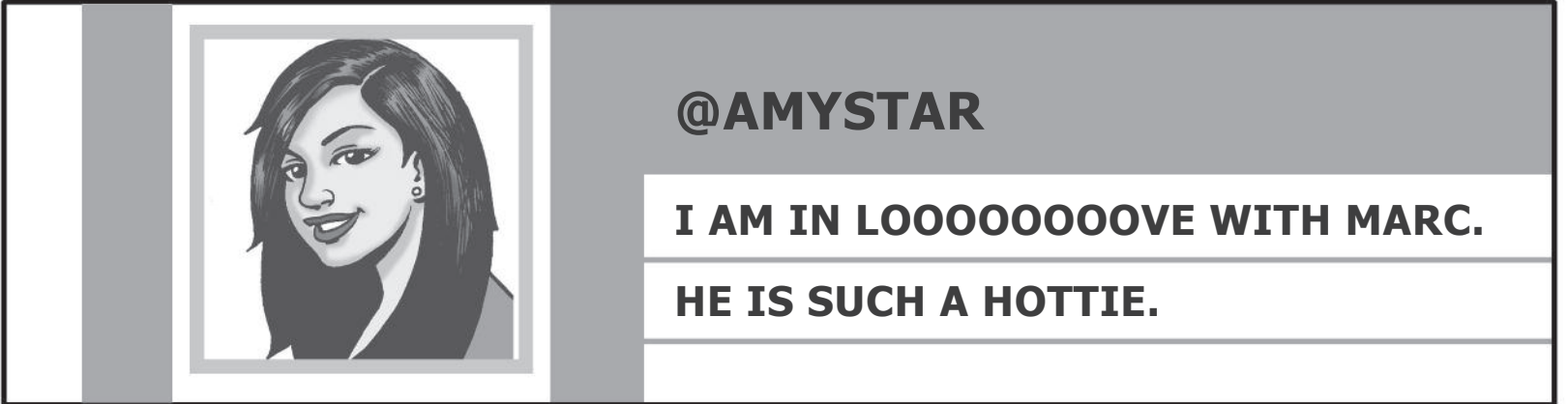






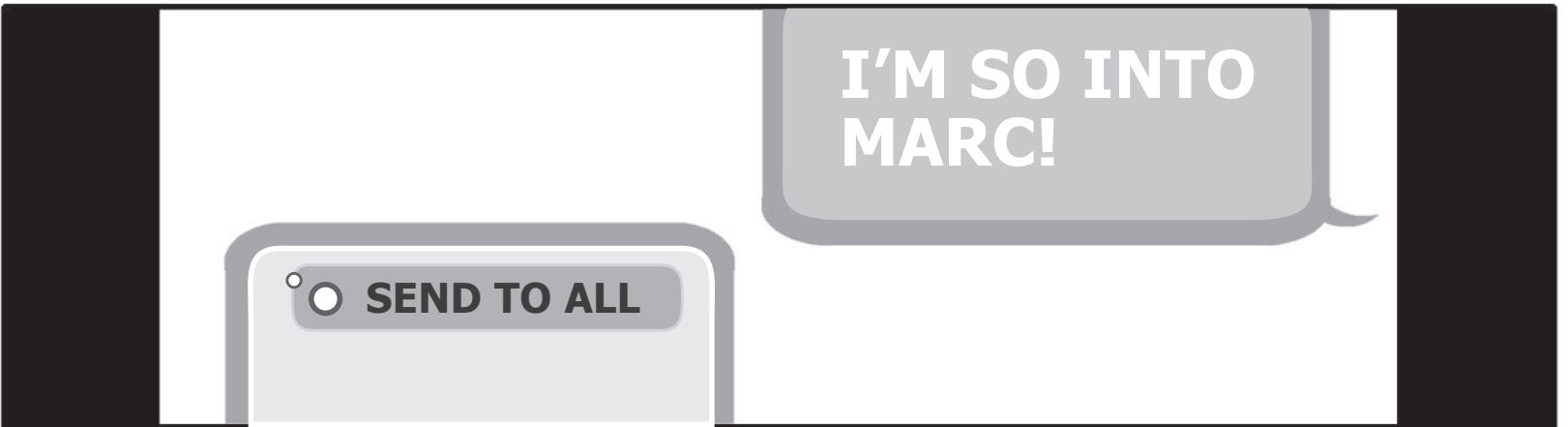
○ STATUS UPDATE

AMY DROVER LOVES MARC



@AMYSTAR

I AM IN LOOOOOOOOVE WITH MARC.
HE IS SUCH A HOTTIE.



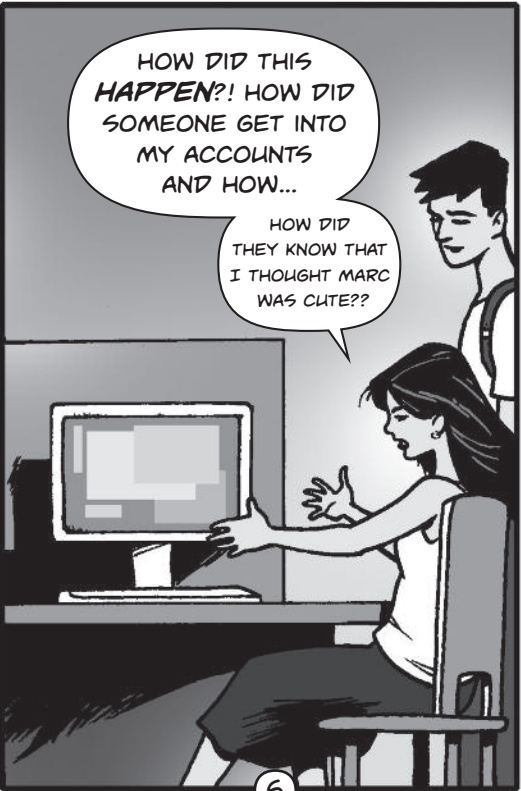
I'M SO INTO MARC!

○ SEND TO ALL



WOW. JUST...
WOW. LOOKS LIKE
YOUR ACCOUNTS
HAVE BEEN
HACKED.

NO WAY



HOW DID THIS
HAPPEN?! HOW DID
SOMEONE GET INTO
MY ACCOUNTS
AND HOW...

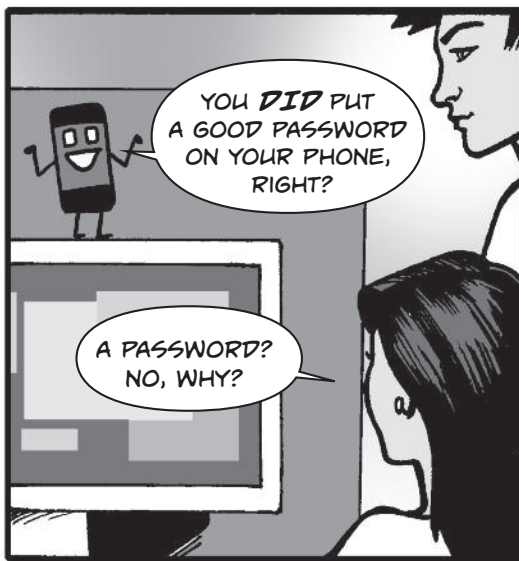
HOW DID
THEY KNOW THAT
I THOUGHT MARC
WAS CUTE??



UH... HI...
I MEAN...



OH GOSH... WHY?! HOW?!



YOU *DID* PUT A GOOD PASSWORD ON YOUR PHONE, RIGHT?

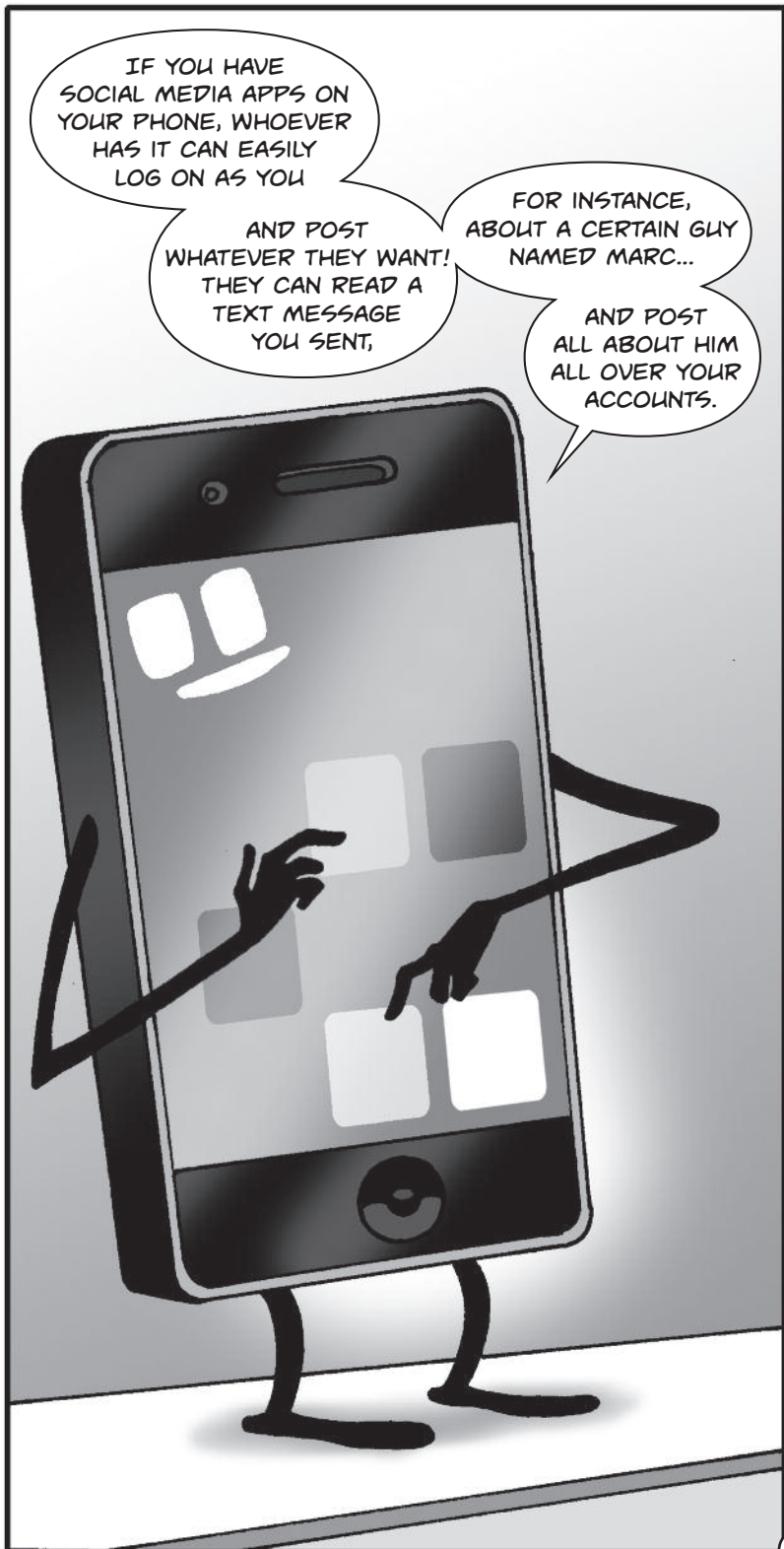
A PASSWORD? NO, WHY?



WITHOUT A TOUGH-TO-GUESS PASSWORD, WHOEVER SWIPED

— OR FOUND — YOUR PHONE CAN HAVE ACCESS TO ALL THE PERSONAL DATA YOU STORE ON THERE.

ALL YOUR CONTACTS, ALL YOUR TEXTS. AND THAT'S NOT EVEN THE WORST PART!

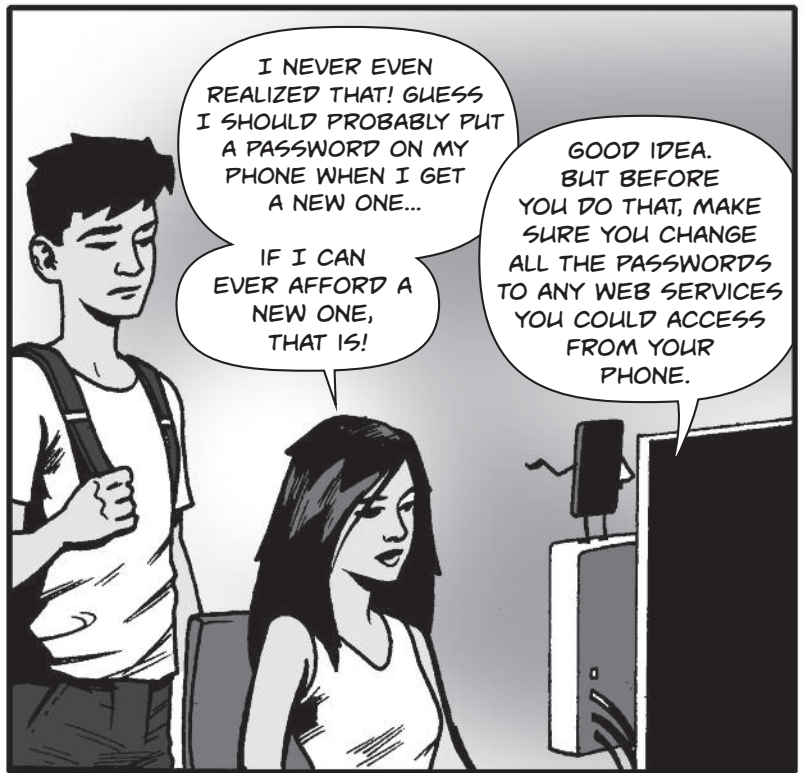


IF YOU HAVE SOCIAL MEDIA APPS ON YOUR PHONE, WHOEVER HAS IT CAN EASILY LOG ON AS YOU

AND POST WHATEVER THEY WANT! THEY CAN READ A TEXT MESSAGE YOU SENT,

FOR INSTANCE, ABOUT A CERTAIN GUY NAMED MARC...

AND POST ALL ABOUT HIM ALL OVER YOUR ACCOUNTS.



I NEVER EVEN REALIZED THAT! GUESS I SHOULD PROBABLY PUT A PASSWORD ON MY PHONE WHEN I GET A NEW ONE...

IF I CAN EVER AFFORD A NEW ONE, THAT IS!

GOOD IDEA. BUT BEFORE YOU DO THAT, MAKE SURE YOU CHANGE ALL THE PASSWORDS TO ANY WEB SERVICES YOU COULD ACCESS FROM YOUR PHONE.

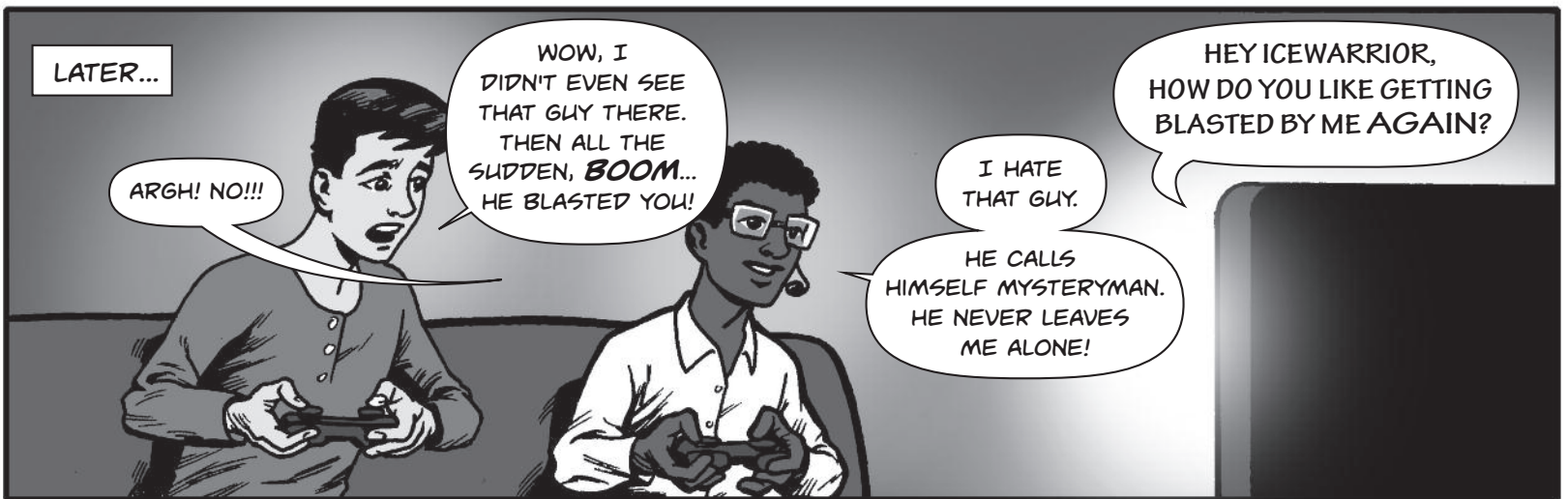


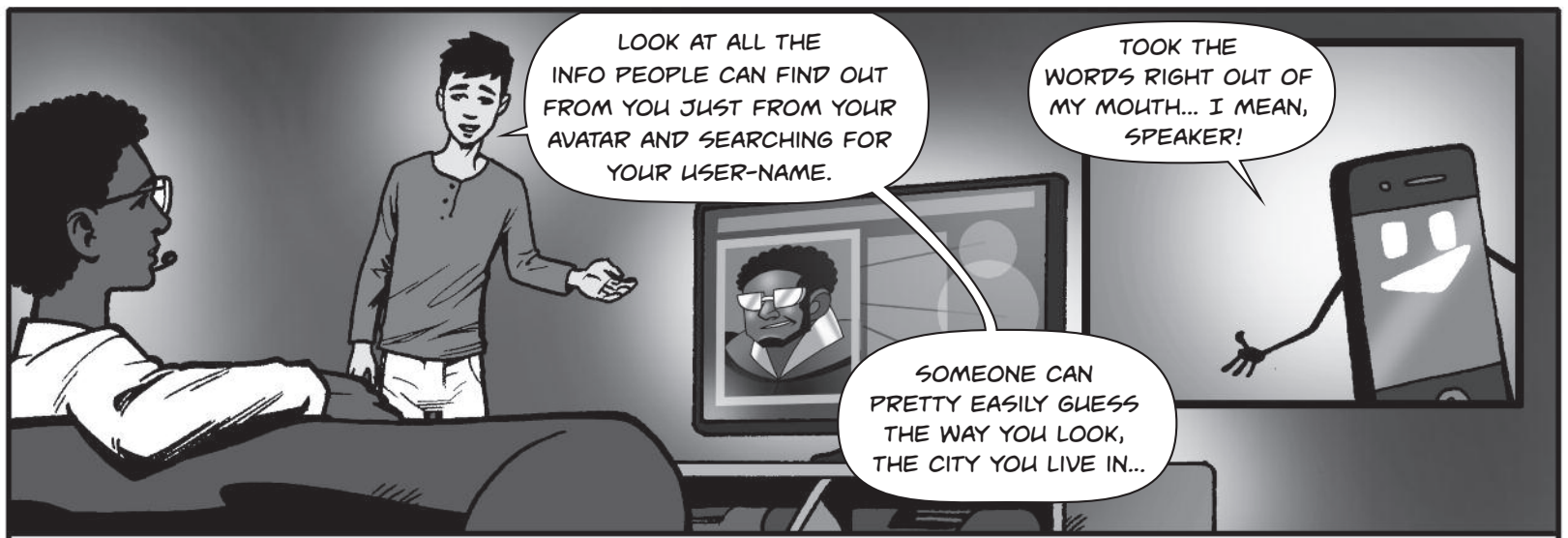
COME TO THINK OF IT, I'M GOING TO MAKE MY OWN PASSWORD A LITTLE STRONGER THAN "1234"...

THERE ARE DEFINITELY SOME THINGS ON THERE I DON'T WANT PEOPLE SEEING!

UHH... NOTHING! FORGET I SAID ANYTHING! DON'T YOU HAVE A PASSWORD TO CHANGE?

LIKE WHAT?





LOOK AT ALL THE INFO PEOPLE CAN FIND OUT FROM YOU JUST FROM YOUR AVATAR AND SEARCHING FOR YOUR USER-NAME.

TOOK THE WORDS RIGHT OUT OF MY MOUTH... I MEAN, SPEAKER!

SOMEONE CAN PRETTY EASILY GUESS THE WAY YOU LOOK, THE CITY YOU LIVE IN...



AND THAT'S NOT EVEN THE WORST PART! LET'S SAY YOU'RE PLAYING AN ONLINE GAME WITH AUDIO CHAT.

IF YOU'RE PLAYING IN MULTIPLAYER MODE, WITH YOUR HEADSET ON, OTHERS MAY HEAR EVERYTHING YOU'RE SAYING.

SO YOU SHOULD THINK ABOUT THAT WHEN MENTIONING DETAILS ABOUT YOUR PRIVATE LIFE...

AND REMEMBER TO HIT THE MUTE BUTTON WHENEVER YOU SAY SOMETHING YOU DON'T WANT DOZENS OF STRANGERS TO HEAR!

CUZ WHEN YOU'RE ONLINE, YOU MIGHT AS WELL BE SITTING NEXT TO EVERYONE ELSE WHO IS, TOO!



NEVER THOUGHT OF THAT! AND HEY, IF MYSTERYMAN KEEPS BUGGING YOU, YOU KNOW YOU CAN ALWAYS MUTE HIM!

YOU KNOW, I WOULD, BUT THERE'S ONE PROBLEM WITH THAT...

WHAT'S THAT?

I WANT TO HEAR HIM BEG FOR MERCY WHEN I GET MY REVENGE!

LATER THAT NIGHT...



DAVE

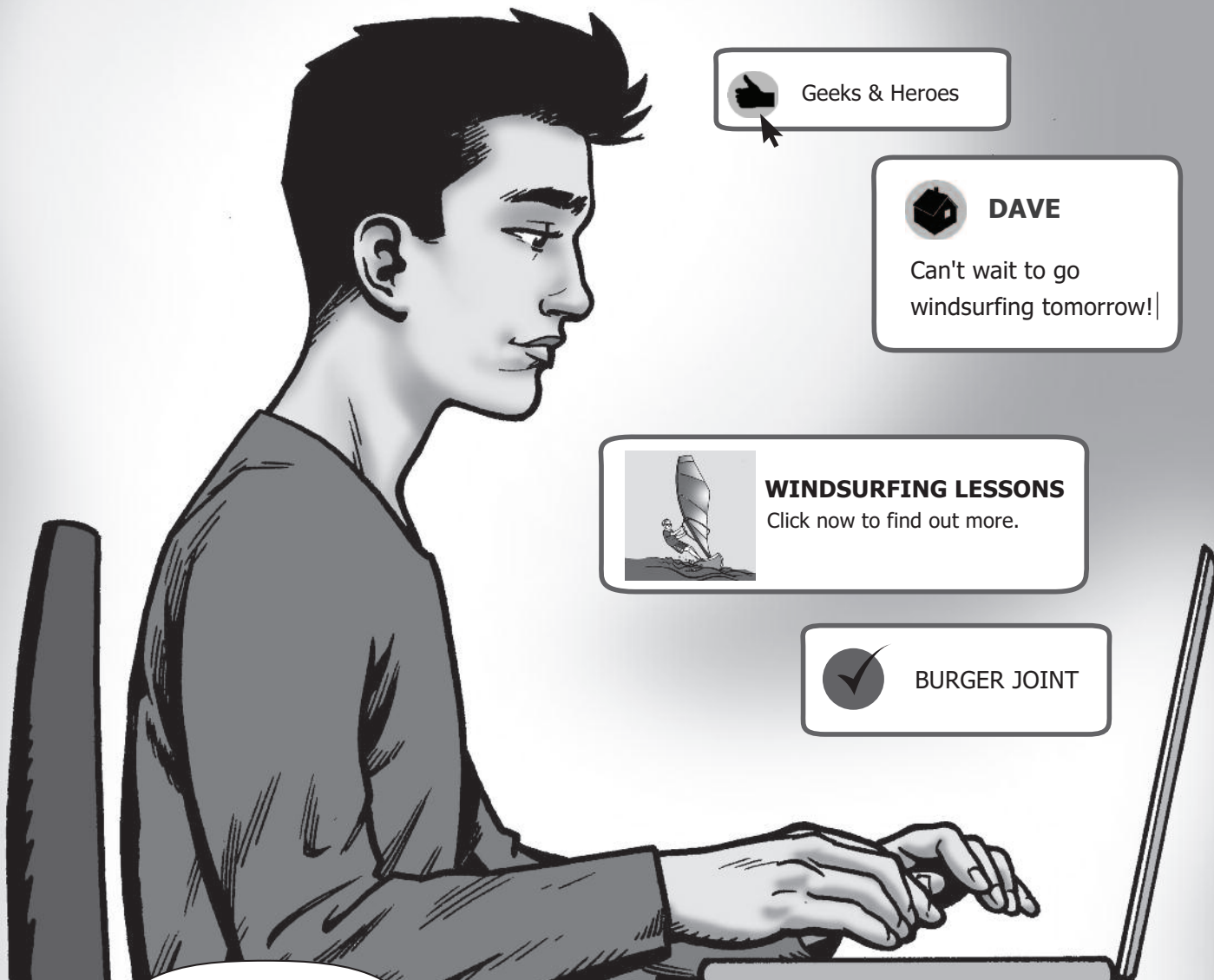
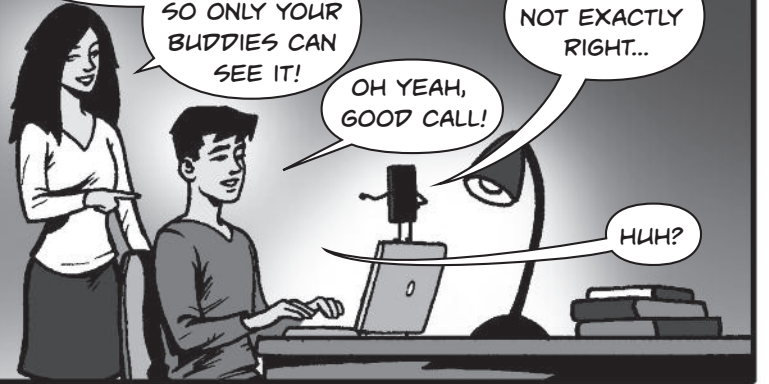
Thanks for having me over tonight! Let's get together and beat MYSTERYMAN again soon!

MAKE SURE YOU SET THE PRIVACY SETTINGS FOR THAT UPDATE SO ONLY YOUR BUDDIES CAN SEE IT!

OH YEAH, GOOD CALL!

THAT'S NOT EXACTLY RIGHT...

HUH?



Geeks & Heroes

DAVE
Can't wait to go windsurfing tomorrow!!

WINDSURFING LESSONS
Click now to find out more.

BURGER JOINT

EVER WONDER HOW SOCIAL NETWORKING SITES CAN AFFORD TO PROVIDE ALL THESE SERVICES TO HUNDREDS OF MILLIONS OF USERS FOR FREE?

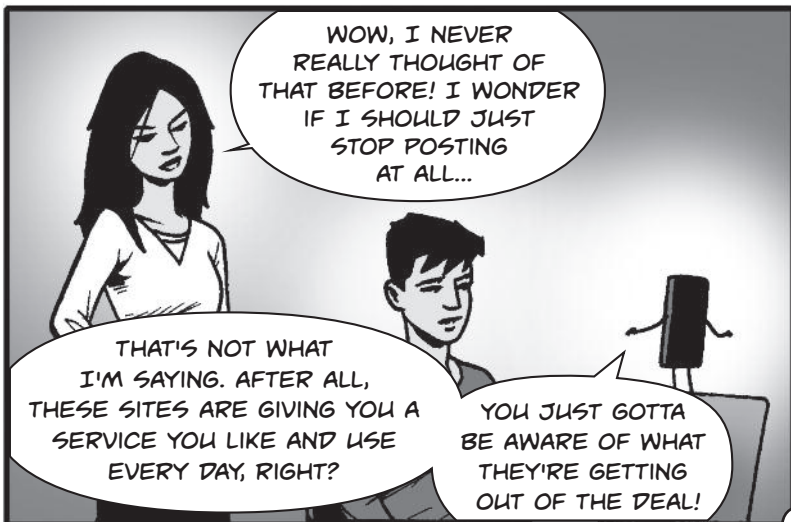
THEY DO IT WITH YOUR HELP—BY USING ALL THE DATA YOU HAPPILY GIVE THEM.





EVERYTHING YOU ADD TO YOUR PROFILE, EVERY PLACE YOU CHECK INTO, EVERY EVENT YOU ATTEND CAN BE USED TO CREATE ADS MADE SPECIFICALLY TO APPEAL TO YOU!

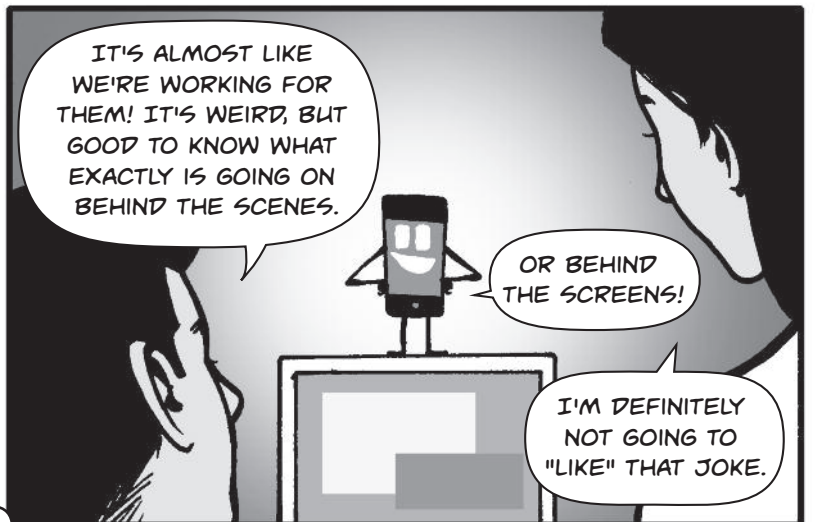
SO, DON'T THINK OF YOURSELF AS A CUSTOMER WHEN USING THESE SITES - WHAT YOU REALLY ARE IS THE **PRODUCT!**



WOW, I NEVER REALLY THOUGHT OF THAT BEFORE! I WONDER IF I SHOULD JUST STOP POSTING AT ALL...

THAT'S NOT WHAT I'M SAYING. AFTER ALL, THESE SITES ARE GIVING YOU A SERVICE YOU LIKE AND USE EVERY DAY, RIGHT?

YOU JUST GOTTA BE AWARE OF WHAT THEY'RE GETTING OUT OF THE DEAL!



IT'S ALMOST LIKE WE'RE WORKING FOR THEM! IT'S WEIRD, BUT GOOD TO KNOW WHAT EXACTLY IS GOING ON BEHIND THE SCENES.

OR BEHIND THE SCREENS!

I'M DEFINITELY NOT GOING TO "LIKE" THAT JOKE.

NEXT DAY AT LUNCH...

AND I SAW ANOTHER ONE THIS WEEK... IT WAS YOU DANCING ON TOP OF THE CN TOWER!

OH NO, THAT'S SO EMBARRASSING. HAHA, I GUESS IT COULD HAVE BEEN A LOT WORSE.

I'M GOING TO BE A LOT MORE CAREFUL WHENEVER I SEE A CAMERA... OR A PHONE...

IN ANYBODY'S HAND AGAIN! BUT AMY, YOU BETTER BE ESPECIALLY CAREFUL

WITH WHAT YOU DO WITH ALL THOSE PHOTOS YOU'RE ALWAYS TAKING!

WELL AT LEAST YOU DIDN'T GET TOTALLY HACKED. IT REALLY NEVER OCCURRED TO ME THAT YOU COULD ACCESS ALL MY ACCOUNTS FROM MY PHONE! IT'S LIKE MY WHOLE LIFE IS ON THERE.

IT'S ALSO DEFINITELY WEIRD HOW MUCH STUFF ABOUT US IS OUT THERE WITHOUT US EVEN REALIZING IT.

YEAH. I'M NOT GOING TO STOP USING THE INTERNET OR ANYTHING,

BUT MAYBE I NEED TO TIGHTEN MY PRIVACY SETTINGS AND THINK FOR A SEC BEFORE I THROW STUFF ONLINE.

I BETTER GET TO CLASS! SEE YOU GUYS LATER!

LATER GUYS!

OH... UH... HI!

UH... HI.

I WAS WONDERING... IF YOU HAVE A FREE PERIOD NOW... IF YOU WANTED TO MAYBE HANG OUT?

ME? OH... UH... YEAH... I MEAN... TOTALLY!

HEY, CAN I COME TOO?

ACTUALLY, I THINK ONE OF THE MOST VALUABLE LESSONS I'VE LEARNED THIS WEEK... IS WHEN TO TURN MY PHONE OFF.

HEY—ZZT!

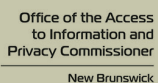
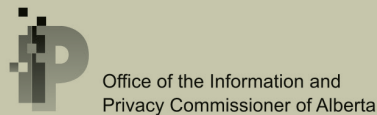
THE END

10 TIPS TO PROTECT YOUR PRIVACY ONLINE

- 1** THINK BEFORE YOU CLICK!
- 2** KNOW WHO YOUR FRIENDS ARE
- 3** TIGHTEN YOUR PRIVACY SETTINGS
- 4** AVOID DISCLOSING YOUR LOCATION
- 5** DON'T SHARE YOUR PASSWORD AND CHANGE IT REGULARLY
- 6** TRUST YOUR INSTINCTS
- 7** UNDERSTAND NEW FEATURES SUCH AS GEO-TAGGING BEFORE YOU TRY THEM
- 8** BE AWARE OF YOUR ONLINE REPUTATION
- 9** PROTECT YOUR PRIVACY, AS WELL AS THAT OF YOUR FRIENDS
- 10** BE DISCREET

FOR MORE INFORMATION ON PRIVACY, VISIT OUR WEBSITE FOR YOUTH, PARENTS AND EDUCATORS AT:

YOUTHPRIVACY.CA



OFFICE OF THE INFORMATION AND PRIVACY COMMISSIONER
NEWFOUNDLAND AND LABRADOR



OFFICE OF THE INFORMATION AND PRIVACY COMMISSIONER
NORTHWEST TERRITORIES



OFFICE OF THE INFORMATION AND PRIVACY COMMISSIONER
OF NUNAVUT



Information and Privacy Commissioner of Ontario
Commissaire à l'information et à la protection de la vie privée de l'Ontario



OFFICE OF THE INFORMATION & PRIVACY COMMISSIONER
for Prince Edward Island



Commission d'accès à l'information du Québec



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