

Consumer Guide To Online Privacy

Consumer Privacy Awareness
PROJECT

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INTRODUCTION

Privacy is a complex and personal issue and the Internet has added a new dimension. While consumers are concerned about protecting their privacy online, many are knowingly – or unknowingly – engaging in behavior online that can compromise their privacy? Many of us remain unaware that our simple day-to-day online activity can lead to potential breaches in our personal privacy. It is important that consumers have adequate information that can help them make informed choices about protecting their privacy online.

This “Consumer Guide to Online Privacy” serves to raise awareness about potential privacy risks online, and offers consumers the tools and information to help build their own personal privacy shield when online.

The Guide offers an “A to Z” about online privacy to help guide consumers through the maze of protecting their personal information. The first section offers an understanding of what happens to our information when we are online, while the second section focuses on specific actions we can take, and tools we can use, to accommodate the level of personal privacy each individual requires.

Section 1: Understanding Privacy

(Common Terms & Definitions)

Behavioral Advertising

A technique used by online publishers and advertisers to increase the effectiveness of their campaigns. Behavioral targeting uses information collected about your web-browsing behavior, such as the pages you visited or the searches you have made, to select which advertisements to display to you.

Computer Security/Internet Security

The protection of a computer's Internet account and files from intrusion of an unknown user. Basic security measures involve protection by well selected passwords, change of file permissions and back up of computer's data.

Contextual Advertising

A form of targeted advertising appearing on websites. The advertisements are selected and offered by automated systems based on the content you have displayed on your screen.

Encryption

The process of transforming information to make it unreadable to anyone except those possessing the key to decipher the coded information.

Internet Privacy

The ability to control the information you can choose to reveal about yourself over the Internet.

Internet Service Provider (ISP)

An ISP is a company that offers its customer's access to the Internet. The ISP connects to its customers using a data transmission technology appropriate for delivering the Internet, such as dial-up, DSL, cable modem or dedicated high-speed interconnects. ISPs may provide other services unique to each particular ISP.

Phishing

The fraudulent process of sending e-mails for the purpose of acquiring sensitive information from recipients such as usernames, passwords, credit card numbers and other personal financial record details. Phishing is typically carried out by e-mail or instant messaging and often asks e-mail recipients to enter details at a fake website whose look and feel are almost identical to the legitimate one.

Privacy Policy

A privacy policy explains or provides detailed information about the use of personal and non-personal information - particularly information collected through the website - by the website owner. Privacy policies usually contain details of what information is collected, how the information may be used, how and to whom the information may be disclosed and the security measures taken to protect the information. Policies often also explain about the use of cookies or other methods that may track a user's activity to analyze site usage or for advertising purposes.

Search Engine

A tool designed to search for information on the Web. The search results are usually presented in a list and are commonly referred to as "hits." The information may consist of web pages, images, information and other types of files.

Spam

The abuse of e-mail by sending unsolicited bulk messages indiscriminately. While the most widely recognized form of spam is e-mail spam, the term can also apply to similar abuses in other media such as instant messaging spam, spam in blogs, web search engine spam, mobile phone messaging spam, and junk fax transmissions.

Web Browser

A software application that enables you to display and interact with text, images, videos, music, games and other information on the Internet.

Web Cookies

A unique number or code assigned to a user's computer when they visit a website. This unique cookie number or code will be sent back to the user's browser every time they use that website. Cookies can be used for purposes such as to help users store their passwords to easily log in to a site, to allow a site to remember your preferences or settings to enable a shopping cart function, or for tracking user's visits for analysis or advertising use.

Section 2: Actions & Tools

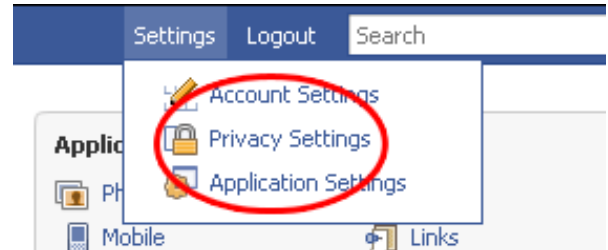
(Privacy Settings & Cookies)

Privacy Settings for: Social Networking

Facebook

How to change your "profile" privacy settings

From the home page on your Facebook profile you have the option of editing your privacy settings of who can view your Facebook page and how much information about your page and your activity on Facebook someone else can view.



1. In the navigation bar at the top of your "Home" page in Facebook, click on "Settings", then click "Privacy Settings" from the drop down menu that appears.
2. Click "Profile" in the list of options.
3. For each of the below items, you have the option to adjust who can view information about you. Options include:
 - a. "My Network and Friends," allows people who have selected you or approved you as friends on Facebook as well as anyone who is in the same network as you, regardless of whether you are friends with that person, can view the items you select for them to view.
 - b. "Friends of Friends," allows anyone who is a friend of your friends on Facebook would be able to view the items you select for them to view.
 - c. "Only Friends," allows only those people who you select or approve as friends on Facebook can see the items you select.
 - d. "Customize," allows you to choose the specific networks that can view your profile or the types (categories) of people within a network.
4. Adjust privacy settings for:
 - Profile
 - Basic Info
 - Personal Info
 - Status Updates

- Photos Tagged of You
 - Videos Tagged of You
 - Friends
 - Wall Posts
 - Education Info
 - Work Info
5. Once you are done adjusting your “Profile” privacy settings, click “Save Changes” at the bottom of the page.

Changing your “Search” privacy settings:

1. In the navigation bar at the top of your “Home” page in Facebook, click on “Settings”, then “Privacy Settings” from the dropdown menu that appears.
2. Click “Search” in the list of options.
3. Adjust your privacy settings for:
 - “Search Discovery.” Use this setting to control those on Facebook who can find you through a search. Your Friends will always be able to find you.
 - “Search Result Content.” Use the check boxes to control what people can see about you, and how people can contact you after finding you in search.
 - Control what people can see in a search:
 - My Profile Picture
 - My Friend List
 - A link to add me as a friend
 - A link to send me a message
 - Pages I am a fan of
 - “Public Search Listing.” Use this setting to control whether your search result is available outside of Facebook.

Use the checkbox to create a public search listing and submit it for search engine indexing.

4. Once you are done adjusting your “Search” privacy settings, click “Save Changes” at the bottom of the page.

Changing your “News Feed and Wall” privacy settings:

1. In the navigation bar at the top of your “Home” page in Facebook, click on “Settings”, then “Privacy Settings” from the dropdown menu that appears.
2. Click “News Feed and Wall” in the list of options.
3. Adjust your privacy settings for:

“Actions within Facebook”

“Actions visible to friends.” Stories are published when you edit your profile information, join a new network, or update your “Status.” Use the checkboxes to also publish stories when you...

1. Remove Profile Info
2. Write on a Friend’s Wall
3. Comment on or like a Note
4. Comment on or like a Photo or Album
5. Comment on or like a Video
6. Comment on or like a link
7. Post on a Discussion Board
8. Add a Friend
9. Change Relationship Status
10. Leave a Network

Stories can be shown in your Chat conversations. Use the checkbox to control the posting of stories in your Facebook Chats.

Your Wall can show the time stories were posted. Use the checkbox to control the posting of times on your Facebook Wall.

Social Ads

4. Once you are done adjusting your “News Feed and Wall” privacy settings, click “Save Changes” at the bottom of the page.

Changing your “Applications” privacy settings:

1. In the navigation bar at the top of your “Home” page in Facebook, click on “Settings”, then “Privacy Settings” from the dropdown menu that appears.
2. Click “Applications” in the list of options.
3. Click the “Overview” tab.

The “Overview” page offers important information on how Facebook applications interact with your personal information.

4. Click the “Settings” tab.
5. Adjust your privacy settings for:

“What Other Users Can See via the Facebook Platform.” When a friend of yours allows an application to access their information, that application may also access any information about you that your friend may already view.

Use the checkboxes on this page to limit what types of information your friends may view about you through applications.

“Applications Authorized to Access Your Information.” When you authorize an application, it can access any information associated with your account that is necessary for its operation. Contact Information is never shared through the Facebook Platform. You can view a full list of applications you have authorized on the Applications page.

“Facebook Connect Applications.” Facebook Connect is a way to use applications on the Internet outside of the Facebook network. When your friend connects their Facebook account with an application outside of Facebook, they will be able to compare their Facebook Friend List with information from another website in order to invite more friends to connect.

Use the checkbox to prevent friends from viewing your memberships on other websites through Facebook Connect.

“Beacon Websites.” Facebook Beacon is a way for you to bring actions you take online to Facebook. Beacon works by allowing affiliate websites to send stories about actions you take to Facebook.

Use the checkbox to prevent Beacon websites from posting stories to your profile.

“Blocked Applications.” Any applications you have blocked will be listed. These are applications that cannot access any information about you or contact you, but they may still appear on your friends’ profile.

“Ignored Application Inviters.” You can ignore all application invites from specific friends. This option is available from the Requests page. You can remove people from this list at any time by clicking “Remove” next to their name.

6. Once you are done adjusting your “News Feed and Wall” privacy settings, click “Save Changes” at the bottom of the page.

Block People:

1. Use the text entry box to insert the names of people you would like to block.

According to Facebook: “If you block someone, they will not be able to find you in a Facebook search, see your profile, or interact with you through Facebook channels (such as Wall posts, Poke, etc.). Any Facebook ties you currently have with a person you block will be broken (for example, friendship connections, Relationship Status, etc.). Note that blocking someone may not prevent all communications and interactions in third-party applications, and does not extend to elsewhere on the Internet.”

Privacy Settings for: Shopping

Amazon

Changing your "Payment" privacy settings:

1. In the navigation bar at the top of your "Home" page in Amazon, click on "Your Account."
2. Go to the "Payment" section.
3. Click to adjust settings for:

Payment Methods

- "Manage Payment Options"
- "Add a Credit Card"
- "View Check Balance"

Gift Cards

- "View Gift Certificate/Card Balance"
- "Apply a Gift Certificate/Card to Your Account"
- "Purchase a Gift Card"

Changing your "Profile" privacy settings:

1. In the navigation bar at the top of your "Home" page in Amazon, click on "Your Account."
2. Go to the "Settings" section.
3. Adjust privacy settings for:

Account Settings

- "Change Name, E-mail Address, or Password," If you want to change the name, e-mail address, or password associated with your Amazon.com customer account, you may do so on this page. Click the corresponding Edit button to make changes.

Payment

Credit Cards & Gift Cards

Payment Methods

[Manage Payment Options](#)

[Add a Credit Card](#)

[View Check Balance](#)

Gift Cards

[View Gift Certificate/Card Balance](#)

[Apply a Gift Certificate/Card to Your Account](#)

[Purchase a Gift Card](#)

Settings

Password, Prime & E-mail

Account Settings

[Change Name, E-mail Address, Password](#)

[Forgot Your Password?](#)

[1-Click Settings](#)

[Manage Prime Membership](#)

Address Book

[Manage Address Book](#)

[Add New Address](#)

- “Forgot Your Password?” From this page, you can enter the e-mail address associated with your Amazon.com account, and Amazon will email you a link to a page where you can create a new password. If you’ve forgotten your password and no longer use the e-mail address associated with your Amazon.com account, you have the option of creating a new Amazon account.
- “1-Click Settings.” 1-Click ordering is automatically enabled on your account when you place your first order on Amazon.com and enter a payment method and shipping address. From this page, you can change your account’s default payment method and billing/shipping address.
- “Manage Prime Membership.” From this page, you can subscribe and unsubscribe to Amazon Prime. (Amazon Prime is a membership program that gives you and your family “all-you-can-eat” fast shipping for eligible purchases.)

Account Settings

- You can choose to “Manage Address Book” and “Add New Address.”

E-mail from Amazon

- “E-mail Preferences and Notifications,” Amazon will send personalized email updates according to your preferences. Select from the following options:
 - o Legal Notices
 - o New Products
 - o Research Surveys
 - o Renewal Notices
 - o Shopping Partners
 - o Special Offers

Click “Save” when you are finished.

- “Amazon Delivers E-mail Subscriptions.” Regular updates on Amazon.com’s best sales and deals, recommendations on new products, gift ideas, and special features.
- “Product Availability Alerts.” Receive email alerts when a product (that you have indicated interest in) becomes available to purchase.
- “Special Occasion Reminders.” Enter the date, the occasion, and the name of the person who’s celebrating for a reminder from Amazon.com.

Changing your “Digital Content” privacy settings:

1. In the navigation bar at the top of your “Home” page in Amazon, click on “Your Account.”
2. Go to the “Digital Content” section.
3. Click to adjust settings for:

Digital Management

- “Manage Your Kindle”
- “Your Video Library”
- “Your Games and Software Library”

Your Media Library

- “MP3 Downloads”
- “Bonus Items”
- “eDocs & Shorts”
- “Your Collection”

Changing your “Personalization” privacy settings

1. In the navigation bar at the top of your “Home” page in Amazon, click on “Your Account.”
2. Go to the “Personalization” section.
3. Adjust privacy settings for:

Community

- “Your Public Profile.” Your Profile contains information about you and your Amazon activities, such as your Wish List, your Amazon Friends and reviews you’ve written. Your Profile is a one-stop place for your friends and other people to find you and learn more about you.
- “Product Reviews Written By You.” Write new and view past product reviews.
- “Leave Seller Feedback.” From this page, you can leave feedback on recent transactions.
- “Seller Feedback Submitted by You.” View seller feedback you have submitted in the past.

“Lists”- View others’ lists and create your own personalized gift list. You can create:

- Baby Registry
- Wedding Registry
- Wish Lists
- Your Shopping List
- Gift Idea Lists/Gift Organizer

“Recommendations.” Amazon.com determines your interests by examining the items you have purchased, items you have told them on your own and items you have rated. Your activity on their site is then compared with that of other customers. Using this comparison, Amazon.com is able to recommend other items that may interest you. You can view:

- Recommended for You
- Improve Your Recommendations

“Personalized Content”

- “View & Edit Your Browsing History.” Your Browsing History is meant to help you keep track of some of the items you’ve recently viewed, searches you’ve recently made, and product categories you’ve recently visited.
- “Your Browsing History Settings.” If you do not want your browsing history tracked, simply click “Turn Off Browsing History” in the box to the left. Turning this feature off will also shut it off for anyone who uses your Web browser. If you want to re-enable “Your Browsing History” for your browser, return to this page and click the “Turn On Browsing History” button.
- “Amazon Wire and Podcast.” Here you can subscribe to Amazon.com’s Wire e-mail newsletter where every week they send you a new podcast to listen to, exclusive interviews and sneak peeks, and advance news of upcoming releases.
- “Your Advertising Preferences.” Amazon.com displays personalized third-party advertising based on personal information about you, such as your purchases on Amazon.com, visits to Amazon Associate Web sites, or use of payment services such as “Checkout by Amazon” on other Web sites. If you do not want Amazon to use the personal information that they gather to allow third parties to personalize advertisements displayed to you, click the button on the left to “Opt Out” of this feature.
- “Your Associate Website Browsing Settings.” An Amazon “Associate” is a website owner who places links to the Amazon.com website on his or her site and earns referral fees through sales of Amazon.com or its affiliates’ products. Your browser automatically sends any Amazon cookies on your computer to the Amazon server when you view this type of Amazon.com link on an “Associate” website. If you do not want Amazon to keep a record of the Amazon Associate websites you visit, click the button on the left to “Opt Out” of this feature.

Deleting Cookies

Windows PC Options:

Google Chrome

1. Click on the Tools menu and select Options.
2. Click the "Under the Hood" tab and locate the "Security" section.
3. In the "Cookie settings" section, click the "Show cookies" button.
4. Select "Remove all" to delete all cookies from the list (alternatively, you can remove all cookies created within a specific time period by selecting the "Clear browsing data" option in the Tools menu).
5. To delete a specific cookie, simply select the website that set the cookie from the list and click on "Remove".
6. Click on the Close button when you've finished.

Internet Explorer 7.x

1. Exit Internet Explorer 7, and then exit any instances of Windows Explorer.
2. Click Start, click Run, type `inetcpl.cpl`, and then press ENTER.
3. On the General tab, click Delete under Browsing History in the Internet Properties dialog box.
4. In the Delete Browsing History dialog box, click Delete Cookies.
5. In the Delete Cookies dialog box, click Yes.

Internet Explorer (all other versions)

Internet Explorer saves cookies in more than one location, depending on the version of the browser and the version of Microsoft Windows being used.

The best way to find and delete them is to close Internet Explorer then use your file management software (such as Windows Explorer) and search for a folder called 'cookies'.

Mozilla

1. Choose Cookie Manager from the Tools menu.
2. Choose Manage Stored Cookies.
3. Remove any cookie from the list, or remove all cookies.

Mozilla Firebird

1. Click on Tools, then Options.
2. Select the Privacy icon in the left-hand panel.
3. Click on Cookies.
4. Click on Stored Cookies.
5. To remove a single cookie click on the entry in the list and click on the Remove Cookie button.
6. To remove all cookies click on the Remove All Cookies button.

Mozilla Firefox

1. Click on Tools, then Options (or Edit | Preferences on Linux).
2. Select Privacy.
3. In the Cookies panel, click on Show Cookies.
4. To remove a single cookie click on the entry in the list and click on the Remove Cookie button.
5. To remove all cookies click on the Remove All Cookies button.

Netscape Navigator 7.x

1. Choose Cookie Manager from the Tools menu.
2. Choose Manage Stored Cookies.
3. Remove any cookie from the list, or remove all cookies.

Netscape Navigator 6.x

1. Choose Cookie Manager from the Tools menu.
2. Choose Manage Stored Cookies.
3. Remove any cookie from the list, or remove all cookies.

Netscape Navigator 4.x

In Netscape, all cookies are stored into one file, called Cookies.txt, in the user preferences folder, making them easy to find and delete. The folder can be located by using your file management software to search your hard disk drive for "cookies.txt".

Users of Netscape Navigator 4.x may also stop cookies from being written to the hard drive, by making the cookies file read only. However, even if the browser can't "write" cookies to the hard drive, it can still cache them, and it may create a new cookie file.

Opera

1. To delete all cookies at the end of every session, select it in the privacy settings under Tools > Preferences.
2. Click on Manage cookies to delete specific cookies or cookies from specific domains.
3. To delete all cookies immediately, go to Delete private data on the Tools menu.

Deepnet Explorer 1.1+

1. Choose Tools and then Internet Options.
2. Click the Privacy tab.
3. Move the slider to choose your preferred settings.

Apple Macintosh Options:

Microsoft Internet Explorer 5 (MacOS X)

1. Choose Preferences from Explorer menu.
2. Select Receiving Files options.
3. Select Cookies.
4. Select the Cookies to be deleted from the list.
5. Press Delete button

Microsoft Internet Explorer 5 (MacOS 9)

1. Choose Preferences from Explorer menu.
2. Select Receiving Files options.
3. Select Cookies.
4. Select the Cookies to be deleted from the list.
5. Press Delete button.

Mozilla

1. Choose Cookie Manager from the Tools menu.
2. Choose Manage Stored Cookies.
3. Remove any cookie from the list, or remove all cookies.

Netscape Navigator 7.x

1. Choose Cookie Manager from the Tools menu.
2. Choose Manage Stored Cookies.
3. Remove any cookie from the list, or remove all cookies.

Netscape Navigator 6.x

1. Choose Cookie Manager from the Tools menu.
2. Choose Manage Stored Cookies.
3. Remove any cookie from the list, or remove all cookies.

Safari 1.0 (MacOS X)

1. Choose Preferences from Safari menu.
2. Select Security icon.
3. Press Show Cookies button.
4. Select the Cookies to be deleted from the list.
5. Press Delete button.

Opera

1. To delete all cookies at the end of every session, select it in the privacy settings under Opera > Preferences.
2. Click on Manage cookies to delete specific cookies or cookies from specific domains.
3. To delete all cookies immediately, go to Delete private data on the Tools menu.

Other Options:

WebTV

1. From the Home page, select Help.
2. Select Utilities Tool.
3. Select Reset Cookies.
4. Power off the WebTV for 60 seconds.
5. Cookies should be deleted when you turn the WebTV back on again.

MSNTV2

1. From the Home page, select Settings.
2. Select Web Appearance and Security.
3. Select Delete Cookies.

CONCLUSION

We hope this Guide has offered you some assistance in managing your personal online privacy. There are many other resources available to provide general information about online privacy, as well as additional tools to assist you in building your own personal level of privacy protections. For more information about online privacy and consumers, please visit www.consumerprivacyawareness.org.