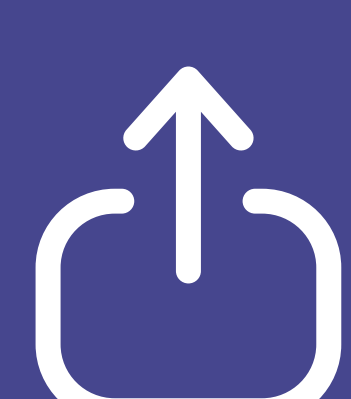
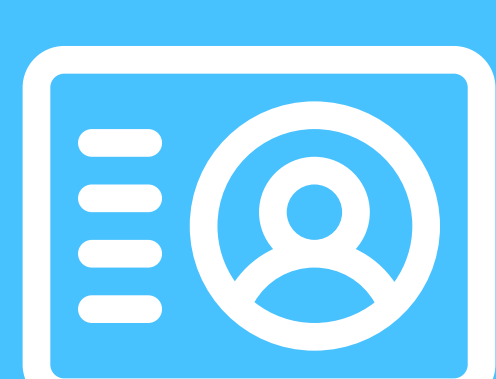


Understanding Data Sharing Safeguarding Your Online Privacy



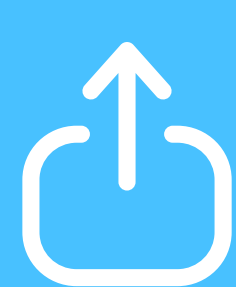
What is Data Sharing?

Data sharing refers to collecting, storing, & transferring personal information by online platforms and services, often for targeted advertising, product customization, and user analytics. ⁽¹⁾



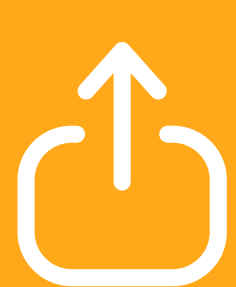
60%

of teens have created accounts on websites that ask for personal information. ⁽²⁾



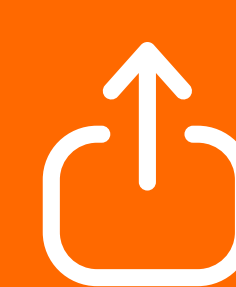
30%

of teens sharing their phone number. ⁽²⁾



14%

of teens sharing their home address. ⁽²⁾



Why Data Sharing Matters



Privacy risks

Data sharing can expose personal information to third parties, increasing the risk of identity theft, fraud, and unauthorized access to sensitive data.



Security concerns

Inadequate data protection measures can result in data breaches and leaks, compromising the confidentiality and integrity of personal information.



Impact on digital reputation

Inappropriate or excessive data sharing can contribute to creating detailed online profiles, affecting individuals' digital reputation and online experiences.



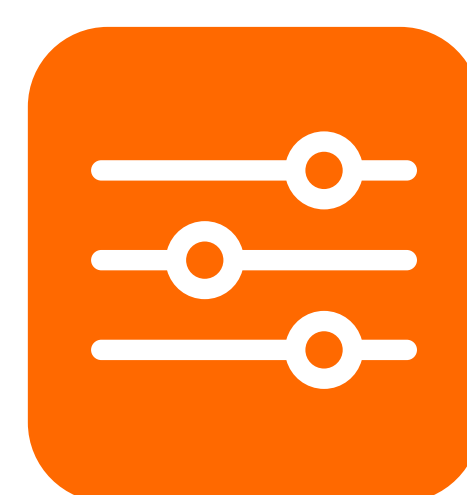
74%

of Facebook users were unaware that the platform maintains a list of their interests & traits for advertising. ⁽³⁾

Understanding Control and Consent

Control

Manage your data by reviewing privacy settings, managing app permissions, and limiting the sharing of personal information to trusted sources and platforms.



Consent

Understand the importance of informed consent when sharing personal information online. Be wary of apps and websites that request excessive permissions or ask for sensitive data without a valid reason.



Protecting Your Privacy Online



Be mindful of oversharing

Think twice before sharing personal information such as your full name, address, phone number, and financial details online.



Review privacy policies

Read and understand the privacy policies of online services and apps to learn how your data is collected, used, and shared.



Use privacy-enhancing tools

To enhance your online privacy & security, use browser extensions, ad blockers, and VPNs (Virtual Private Networks).



91%

of consumers are likelier to shop with brands that provide relevant offers and recommendations, driving the demand for data-driven personalization. ⁽⁴⁾

Now, what to do?

These statistics highlight the pervasive nature of data sharing in the digital age and the importance of understanding its implications for online privacy and security. As data sharing continues to evolve, individuals must be aware of the risks and proactively protect their personal information online.

Citations

- (1) https://ieds-projekt.de/wp-content/uploads/2023/04/HICSS_DataSharingFundamentals.pdf
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(3) <https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/>
(4) <https://newsroom.accenture.com/news/2021/accenture-report-finds-consumer-values-and-buying-motivations-have-fundamentally-changed-shifting-away-from-price-and-quality>



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