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### ***International Data Privacy Day: iKeepSafe launches new privacy resources***

ARLINGTON, VA—January 20, 2012—This week, as more than 40 countries around the world celebrate Data Privacy Day on January 28<sup>th</sup>, iKeepSafe is launching a new site to promote awareness about privacy practices and protecting personal information online. <http://iKeepSafe.org/2012privacy> offers free resources to help consumers understand the threats to their privacy and their data and the history of data breaches.

iKeepSafe president Marsali Hancock remarked, “With the surge in connected devices, families and businesses need increased vigilance in protecting privacy. All connected devices should be secured with strong passwords, firewalls, and security software. Seventy-two percent of smartphone owners do not have any security software installed.<sup>1</sup> For a device that often holds many passwords and connects to financial information, this is a significant risk.”

iKeepSafe’s privacy site provides privacy lessons for parents and educators, an instructional video, a *Data Privacy Review Infographic: The Good, The Bad and the Breached*, a *2012 Roadmap for Policyleaders, Resolutions for Consumers, Companies, and Countries*, and resources for media—PSAs and a 2012 editorial calendar with tech privacy topics. Throughout the year, iKeepSafe will continue to add privacy materials as they become available.

Data Privacy Day was first celebrated in Europe in 2007 and in the US and Canada in 2008. It commemorates “the first legally binding international treaty dealing with privacy and data protection, which recognizes the individual’s right to protection of personal information as a fundamental freedom.”<sup>2</sup> For more information, see [www.DataPrivacyDay.org](http://www.DataPrivacyDay.org).

#### **About iKeepSafe**

The Internet Keep Safe Coalition (iKeepSafe.org), established in 2005, is a 501(c)3 nonprofit international alliance of more than 100 policy leaders, educators, law enforcement members, technology experts, public health experts and advocates. Through this network of support, iKeepSafe tracks global trends and issues surrounding digitally connected products and their effect on children. This research drives the creation of positive resources for parents, educators and policymakers who teach youths how to use new media devices and platforms in safe and healthy ways.

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<sup>1</sup> A new study conducted by the National Cyber Security Alliance (NCSA) and McAfee

<sup>2</sup> <http://www.staysafeonline.org/dpd/about/history>

## Quick Stats - A Look at 2011 Privacy Hits

**Feb. 5:** Hackers Penetrate Nasdaq Computers, take nothing; incident seen as part of a broader threat from hackers testing corporate & financial networks. <http://on.wsj.com/wjfHWZ> (Wall street Journal)

**March 15:** Healthnet breach exposed 1.9 million current and former policyholders, including names, addresses, health data, SSNs and financial data. [Data Breaches: A Year in Review](#) (PrivacyRights Clearinghouse)

**March 30** FTC said Google used deceptive privacy practices in rollout of Buzz social network. [FTC Charges Deceptive Privacy Practices in Google's Rollout of Its Buzz Social Network](#)

**April 2:** Epsilon data breach affected ~75 companies making it the largest security breach ever. Between 50 - 250 million users email addresses may be exposed. [Data Breaches: A Year in Review](#) (PrivacyRights Clearinghouse)

**April 11:** Unencrypted data from 3 Texas agencies leaked on public server. 3.5 million individuals may have had names, SSNs and addresses exposed. [Data Breaches: A Year in Review](#) (PrivacyRights Clearinghouse)

**April 20:** Consumers irate over discovery that iPhones and iPads record the location of your device. [Got an iPhone or 3G iPad? Apple is recording your moves](#) (Oreilly Radar)

**April 27:** Sony hackers obtained names, addresses, email addresses, dates of birth, password, login, and online IDs to 101.6 million consumer records, including 12 million unencrypted credit card numbers. [Data Breaches: A Year in Review](#) (PrivacyRights Clearinghouse)

**May 12:** Commercial value of your information? Facebook profile alone worth \$91. [The state of the internet](#) (onlineschools)

**May 31:** 46 malicious apps found on Android Market; 80,000 to 320,000 users personal data affected. [Google pulls malware apps from Android Market](#) (Washington Post)

**June 7:** 1 of every 14 software programs downloaded is malware – highlights need to upgrade operating systems and keep security software up-to-date. [Security Intelligence Report](#) (Microsoft)

**June 8:** Facebook implements facial recognition technology, semi-automating the photo-tagging process. [Why Facebook's Facial Recognition is Creepy](#) (PCWorld)

**July 25:** FTC fails consumers, allows data mining company Social Intelligence to collect years of consumer info on socnet sites. Raises issues about ownership of personal data, the value of privacy settings, and the impact to civil liberties. [Civil Rights Get Trampled in Internet Background Checks](#) (ilookbothways.com)

**Sept. 15:** Facebook Timeline launched. Changes default profile to a complete summary of your entire life including photos, videos, status updates and locations. [Facebook Timeline](#) (Mashable)

**Sept 30:** SAIC backup tape theft exposed health data, SSNs, addresses, phone numbers from 5,117,799 patients of military hospitals and clinics. [Data Breaches: A Year in Review](#) (PrivacyRights Clearinghouse)

**Oct 7:** 30% of youth say they've been "hacked" by people they know, placing each other's private data at risk of abuse and cyberbullying. [More youth seeing their Facebook, email hacked](#) (Times Daily.com)

**Nov. 16** Sutter Physicians Services lost 4.2 million unencrypted patient records exposed names, addresses, DOB, phone numbers, email addresses, medical record numbers and health plans when computer was stolen. [Data Breaches: A Year in Review](#) (PrivacyRights Clearinghouse)

**Nov. 29:** Facebook settles FTC charges that it deceived consumers by failing to keep privacy promises. Facebook required to give consumers clear and prominent notice, obtain consumers' express consent before sharing data. [Facebook Settles FTC Charges That It Deceived Consumers](#) (FTC.gov)

**November 30:** Carrier IQ rootkit enabled spying on over 141 million smartphone users. Their actions may have broken federal wiretapping laws". [FAQ: Behind the Carrier IQ rootkit controversy](#) (Computerworld)

**December 3:** CoreLogic sells invasive credit profile on consumers including missed rental payments, evictions, child support judgments, payday loans, property liens, and repayment histories. Plan to predict how you might behave. [A Credit Score That Tracks You More Closely](#) (New York Times)