



iKeepSafe Radio PSA
60, 30, 15 Second

DATA PRIVACY DAY 2012

60 Seconds (147 words)

WERE YOU LUCKY ENOUGH TO GET A NEW DIGITAL DEVICE OVER THE HOLIDAYS? MAYBE A SMARTPHONE, IPAD, OR NEW GAME CONSOLE? KEEP YOUR LUCK STRONG BY SECURING YOUR DEVICES. JANUARY TWENTY-EIGHTH IS INTERNATIONAL DATA PRIVACY DAY. FAMILIES, CORPORATIONS, . . . EVEN GOVERNMENTS ACROSS THE GLOBE ARE PAUSING TO PROTECT THEIR PERSONAL DATA—ONLINE, ON PHONES, HOME COMPUTERS, CORPORATE SYSTEMS, . . . EVEN GAMES. RESEARCH SHOWS THAT SEVENTY-TWO PERCENT OF SMARTPHONE OWNERS HAVE NO PROTECTION AGAINST MALWARE. THIS IS AN INVITATION FOR HACKERS. JOIN THE DATA PRIVACY DAY CELEBRATIONS. CHANGE THE PASSWORDS OF YOUR ONLINE ACCOUNTS, ESPECIALLY WHERE PERSONAL INFORMATION ACCUMULATES LIKE, E-MAIL, ONLINE SHOPPING, AND SOCIAL SITES LIKE FACEBOOK AND TWITTER. IF YOU’RE RECYCLING AN OLD DEVICE, CLEAN THE HARD DRIVE AND RAM BEFORE YOU LET IT GO. FIND MORE INFORMATION ON HOW TO SAFEGUARD YOUR PRIVATE DATA, AT I-KEEP-SAFE-DOT-ORG-SLASH-TWO-THOUSAND-TWELVE-PRIVACY [iKeepSafe.org/2012privacy]

30 Seconds (77 words)

WERE YOU LUCKY ENOUGH TO GET A NEW DIGITAL DEVICE OVER THE HOLIDAYS? A SMARTPHONE OR IPAD? KEEP YOUR LUCK STRONG BY SECURING YOUR DEVICES. JANUARY TWENTY-EIGHTH IS INTERNATIONAL DATA PRIVACY DAY. JOIN FAMILIES, CORPORATIONS, . . . EVEN GOVERNMENTS ACROSS THE GLOBE IN PROTECTING YOUR PERSONAL DATA. CHANGE THE PASSWORDS OF YOUR ONLINE ACCOUNTS, ESPECIALLY WHERE PERSONAL INFORMATION ACCUMULATES LIKE, E-MAIL, SHOPPING, AND SOCIAL SITES. FIND MORE INFORMATION ON HOW TO SAFEGUARD YOUR DATA, AT I-KEEP-SAFE-DOT-ORG-SLASH-TWO-THOUSAND-TWELVE-PRIVACY [iKeepSafe.org/2012privacy]

15 Seconds (35 words)

JANUARY TWENTY-EIGHTH IS INTERNATIONAL DATA PRIVACY DAY. JOIN FAMILIES, CORPORATIONS, . . . EVEN GOVERNMENTS ACROSS THE GLOBE IN PROTECTING YOUR PERSONAL DATA. FIND MORE INFORMATION ON HOW TO SAFEGUARD YOUR PRIVATE DATA, AT I-KEEP-SAFE-DOT-ORG-SLASH-TWO-THOUSAND-TWELVE-PRIVACY [iKeepSafe.org/2012privacy]

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