SOCIAL SMARTS
PRIVACY, THE INTERNET, AND YOU
Well... I guess this is it!

Hey guys! Welcome!

You guys are going to love it here! I told everyone that my cousins were coming. Let me show you around.

You think Dave got those concert tickets he was waiting for? I love Amy's new haircut!

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!

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!

I’m your phone. And what I said was that you told ‘em!

Yeah, and what do you mean you told everybody about us?

You’re sharing that information with tons of people out there! Unless you lock your privacy settings down super-tight.

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It all adds up!

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It all adds up!
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.

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!

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

Geeks & Heroes tix on sale at noon!!!

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

@Davethedude:

Dave

Listening to Geeks & Heroes

Dave

Geeks & Heroes tix on sale at noon!!!

Dave

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

Home Sweet Home

Dave

Midnight launch of my favourite game!
...you should have seen the look on my mom's face when she saw my brother standing there with his underwear on his head.

It was hilarious.

You better watch out. He's going to get back at you one day.

Don't you worry about that.

Hey, want some punch?

Sure, that'd be great!

Hey, that Marc guy is kinda cute...

I gotta get a shot of this.

You sure about that?

Well, why not?

Oh... no reason.

That night...

It was hilarious.

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The next day...

...so I think I might risk the cafeteria for lunch today, wanna try it?

SOUNDS DANGEROUS, BUT WHY NOT...

Hey...

What's this?

Sounds dangerous. But why not...

Hey...

That's me!!

I guess they all saw my posts!

And they weren't the only ones! Check this out!

This is so not cool! How do I get rid of these?

You can't! Once you put a picture on the internet, it can be there forever.

Forever?

Wow. I guess I should be grateful it's not worse.

And you, Amy, should watch what you do with that phone of yours!

Eeps... I promise I will be... hey... wait...

Yup. Once it's online, it can be copied, cached, stored on countless servers and hard drives.

There's just no way to get it back.

Oh no! Where's my phone! I lost it... or... it was stolen!
AMY DROVER LOVES MARC

@AMYSTAR

I AM IN LOOOOOOOOOVE 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!

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!

Good idea. but before you do that, make sure you change all the passwords to any web services you could access from your phone.

And post all about him all over your accounts.

Uh... nothing! forget I said anything! don't you have a password to change?

Like what?
A FEW DAYS LATER...

HEY MAN, COME ON IN!

THANKS FOR HAVING ME OVER, NATHAN!

NO PROBLEM. ALWAYS GLAD TO SEE A NEW STUDENT AT PARKADEMY WHO'S A GAMER.

SO WHAT DO YOU THINK OF EPIC COMBAT II?

LOOKS AWESOME!

LATER...

WOW, I DIDN'T EVEN SEE THAT GUY THERE. THEN ALL THE SUDDEN, BOOM... HE BLASTED YOU!

I HATE THAT GUY.

HE CALLS HIMSELF MYSTERYMAN. HE NEVER LEAVES ME ALONE!

HEY ICEWARRIOR, HOW DO YOU LIKE GETTING BLASTED BY ME AGAIN?

YOU GONNA GO CRYING TO ALL YOUR FRIENDS AT PARKADEMY ABOUT IT, FOUR-EYES?

HOW DOES HE KNOW ALL THIS STUFF ABOUT ME?

NATHAN... LOOKS LIKE YOU TOLD HIM!

HEY, I WAS GONNA SAY THAT!
Look at all the info people can find out from you just from your avatar and searching for your user-name.

T ook 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.

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?

And if Mysteryman keeps bugging you, you know you can always mute him! I want to hear him beg for mercy when I get my revenge!
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?

Later that night...

Make sure you update so only your buddies can see it!

Geeks & Heroes

Dave

Can’t wait to go windsurfing tomorrow!

Windsurfing Lessons
Click now to find out more.

Dave

 Windsurfing Lessons
Click now to find out more.

They do it with your help—by using all the data you happily give them.

Ever wonder how social networking sites can afford to provide all these services to hundreds of millions of users for free?
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!

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!

Wow, I never really thought of that before! I wonder if I should just stop posting at all...

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!

I BETTER GET TO CLASS! SEE YOU GUYS LATER!

LATER GUYS!

WELL AT LEAST YOU DIDN’T GET TOTALY 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.

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.

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?

HEY—ZIT!

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