Tech Tuesday: Online Privacy

January 11, 2020

What is online privacy?

- Online privacy involves the ability to control what information you reveal about yourself over the internet, and to control who could access that information. (https://kwhs.wharton.upenn.edu/term/online-privacy/)
- https://www.consumerreports.org/privacy/66-ways-to-protect-your-privacy-right-now/

One component of Privacy is online tracking.

Benefits of Tracking?

- It allows you to fill your shopping cart
- It can provide more customized results

Downsides of tracking?

- You may not want to give out information on
  - Location
  - Product preferences
  - Personal information
- You might miss out on information because only your preferences are shown

How are you being tracked?

- Tracking URLs
  https://support.google.com/analytics/answer/1033867?hl=en

- Cookies
  https://us.norton.com/internetsecurity-privacy-what-are-cookies.html

- Fingerprinting
  https://panopticlick.eff.org/about

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Cookies

- When you are logged in you your account information can be associated with your browsing information.

- Examples where this might be seen include Browsing and online store like amazon and then receiving a, "You might be interested" email. Book stores might send out something link, "Other who enjoyed this book also read…"

- Ads also use cookies to track you across ad networks.

Finger Printing -
and now you don't need cookies.

Practices for Online Privacy

- Passwords and Passwords Management
    - https://www.beyondtrust.com/blog/entry/top-15-password-management-best-practices
    - https://www.it.ucsb.edu/password-best-practices

- Ad Blocking
    - https://www.tomsguide.com/round-up/best-adblockers-privacy-extensions

- Tracking Protection
    - https://www.ghostery.com/

- No Script
    - https://addons.mozilla.org/en-US/firefox/addon/noscript/

- VPN
    - https://www.pcmag.com/news/what-is-a-vpn-and-why-you-need-one