



Enhancing Your Online Privacy: Tips to Stay Safer Online



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Overview

- Online privacy risks
- Hints and tips to enhance your online privacy
- What to do when things go wrong



Online Privacy Risks

Why Online Privacy Matters

- Much of modern life is now conducted online
- Often have no choice but to share personal information when interacting online
- Difficult to control how organisations store, protect or use your personal information



Your Digital Footprint

- Everything you do online can leave a trace
- For example:
 - browsing history
 - location
 - purchases
 - app usage
- Social media posts can reveal a lot of personal information



Your information is valuable

- Your personal information and data is valuable: to advertisers, hackers and scammers, even governments
- Can be used against you e.g. to scam you to bully or harrass you (e.g. doxxing)



Who's Watching You?

- Websites: cookies, third-party trackers
- Apps: permissions and background data collection
- ISPs and social media platforms
- Advertisers and data brokers
- Followers or visitors to your social media



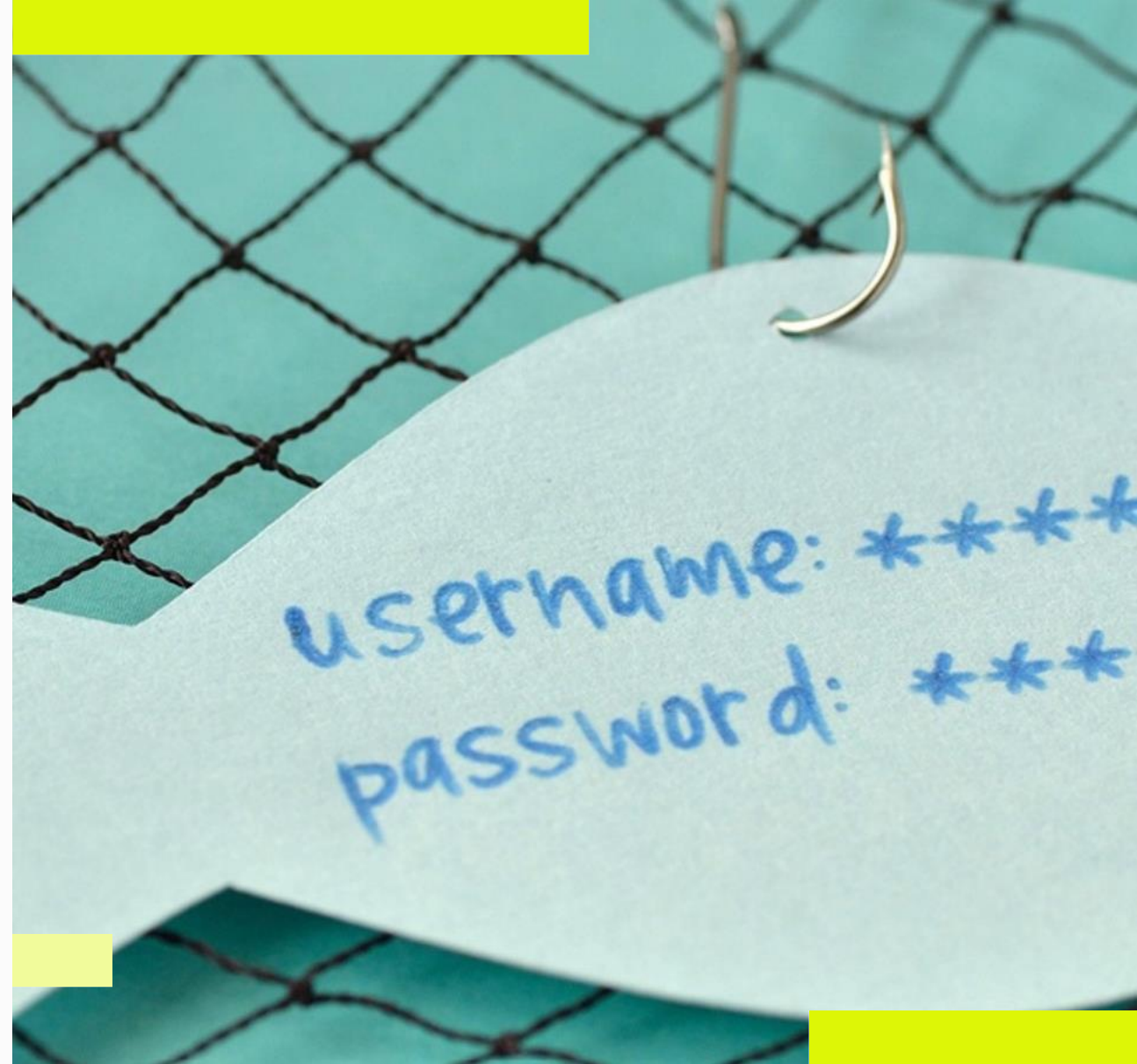
Malicious actors

- Can obtain, buy or sell personal information from e.g. data brokers or from illegitimate sources on the dark web (<https://haveibeenpwned.com>)
- Can trick you into passing over personal information for later use (phishing)
- Can obtain information from your social media



Phishing

- Fraudulent or fake emails, texts, phone calls or websites to induce sharing of information such as passwords and credit card numbers
- Urgency, fear, or 'too good to be true'





Hints and Tips

■ Passwords

- Your first line of defence
- Use long, unique passwords
- Avoid reuse
- Use a password manager
- Enable Two-Factor Authentication (2FA)
- Use biometric authentication



Security

Secure your devices: Consider device encryption to safeguard your data from unauthorised access

Update software regularly: Keep your software, operating systems, and apps up to date with the latest security patches to defend against vulnerabilities and exploits that could compromise your privacy



Browsing

Use secure connections and tools: like Virtual Private Networks (VPNs), and avoid connecting to unsecured public Wi-Fi networks (or if you do, limit what you do on that connection).

Consider using:

- private browsing features
- encrypted messaging (most messaging apps now end to end encrypted by default)



Privacy Settings

Review Privacy Settings: Review and adjust privacy settings on social media platforms and apps to control who can access your personal information and online activities

Check the Netsafe guides about each of the main social media platforms:

<https://netsafe.org.nz/social-media-safety>

Disable location tracking: on your devices and apps when not in use to prevent your movements from being tracked



Think about what you share

Be cautious with sharing information especially on social media platforms, and avoid posting sensitive details

Consider security over convenience e.g. don't save your credit card information

Be alert to phishing e.g. sender address mismatch, misspellings or weird formatting, links don't match their text. **If in doubt don't share information** and contact the organisation



Stay informed

Educate yourself: Stay informed about online privacy risks and best practices by educating yourself and others about how to stay safe online

www.netsafe.org.nz



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What to do when things go wrong

Seek help and advice

- Organisations like IDCare (<https://www.idcare.org>) can assist with device and credential resetting
- Change passwords when prompted / you are informed that your information has been compromised
- Contact relevant organisation (e.g. bank) to alert and request action (e.g. put a hold on your transactions)
- Contact Netsafe



The Harmful Digital Communications Act 2015

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Netsafe's online safety role

- Independent, non-profit online safety NGO with 25 years' experience
- 'Approved Agency' under the Harmful Digital Communications Act 2015
- 7 day a week, 363 days of the year helpline, handling 25,000+ reports per year
- Trusted flagger status with online content hosts for content moderation
- Provides education on online safety

Purpose of the HDCA (s3)

- (a) to deter, prevent, and mitigate harm caused to individuals by digital communications; and
- (b) to provide victims of harmful digital communications with a quick and efficient means of redress

Netsafe's role under the HDCA

- (a) to receive and assess complaints about harm caused to individuals by digital communications
- (b) to investigate complaints
- (c) to use advice, negotiation, mediation, and persuasion (as appropriate) to resolve complaints

The Thresholds for the Act

1

Digital communication

One of the ten
communications principles
has been breached

2

3

The digital communication
has caused or is likely to
cause serious emotional
distress to an individual

HDCA Principles 1 and 7

1

A digital communication should not disclose sensitive personal facts about an individual

A digital communication should not contain a matter that is published in breach of confidence

7

Resolutions

- Content takedown – trusted flagger status with platforms
- Tools to remove intimate image: <https://stopncii.org> and <https://takeitdown.ncmec.org>
- Approaches to the alleged producer
- Court orders

A close-up photograph of a wooden gavel with a silver band resting on the keyboard of a laptop. The background is blurred, showing a window with light coming through. There are several colored rectangular overlays: a dark blue one in the top left, a yellow one in the top right, a yellow one on the left side, and a large blue one at the bottom right containing the 'netsafe' logo.

Orders available under section 19 of the
HDCA in the District Court

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Conclusion

Takeaways and Recommendations

- Use privacy-enhancing settings, tools and technologies to protect your online privacy
- Stay informed about privacy
- When things go wrong there is help and there may be remedies under e.g. the Privacy Act and the Harmful Digital Communications Act



■ Key Recommendations

- Control your personal information and data
- Use strong passwords + 2FA
- Review privacy and security settings
- Use privacy tools
- Stay alert to scams
- Share this knowledge

Contact Netsafe



Email help@netsafe.org.nz



Call 0508 638 723



Text 'Netsafe' to 4282



<https://haveibeenpwned.com>



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