

UNINTENTIONAL OVERSHARING OF INFORMATION

Karen L. Paullet, DSc

I have hit “Reply All” to an email that was intended for one recipient and shared information that I should not have.

When attaching a document, photo, or other file to an email, I have sent the incorrect attachment and shared information that I should not have.

When sending or replying to a text message I have sent personal information to the wrong person.

I keep notes on my cell phone/smart phone which contain personal information such as pin numbers, passwords, or bank account information.

I am unable to remember all of my passwords so I keep them in a notebook or spreadsheet.

I connect to publicly available WiFi and transmit personal information such as my name, user names, and passwords while checking my bank account, email, or updating my social media status.







SOCIAL NETWORKING



I take the time to read the terms of service agreements on (social networking sites, online purchases, etc.) before clicking “I accept.”

PRIVACY POLICY

- When you sign up you provide us with your name, email, gender and date of birth
- We may retain the details or transactions that you make. If you do not want us to store your account numbers you can remove it from the payments page.
- We ask our advertisers to tell us how our users respond to their ads

PRIVACY POLICY

- We may collect information about you from other users
- Your name and profile do not have any privacy settings
- Because your age and gender are required you cannot delete them
- When you connect with an application or website it will have access to the general information about you (General information includes yours and your friends names, profile pictures, gender, user ID, connections and the content if using the EVERYONE setting)











Sign Up for Facebook

Join Facebook to **connect with friends, share photos** and **create your own profile**.

Full Name:

Your Email:

New Password:

I am:

Birthday:

Why do I need to provide this?

To create a page for a celebrity, band or business, [click here](#).

2005

Click the chart to advance, or click on a year

2005

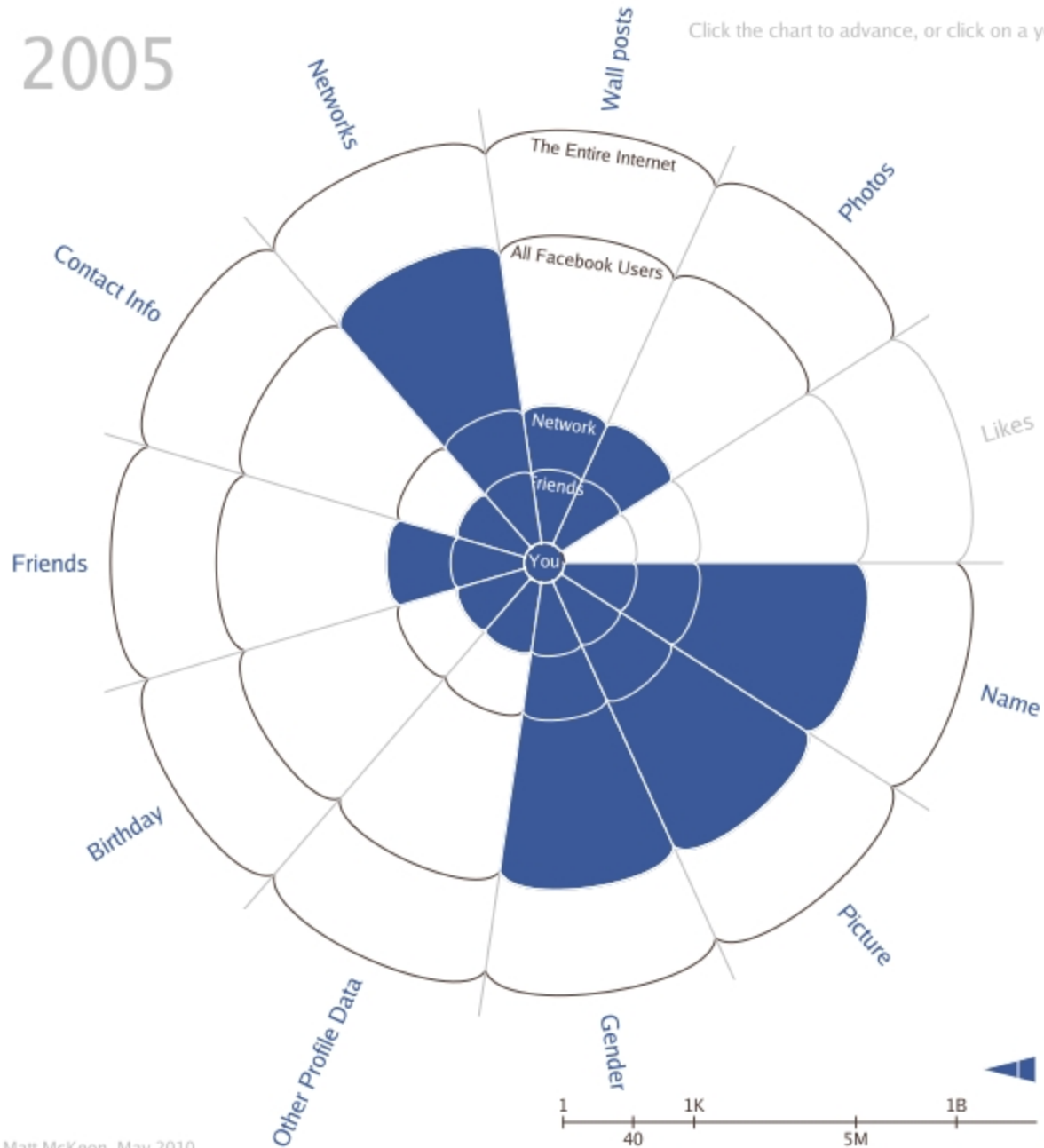
2006

2007

2009 (Nov)

2009 (Dec)

2010 (Apr)

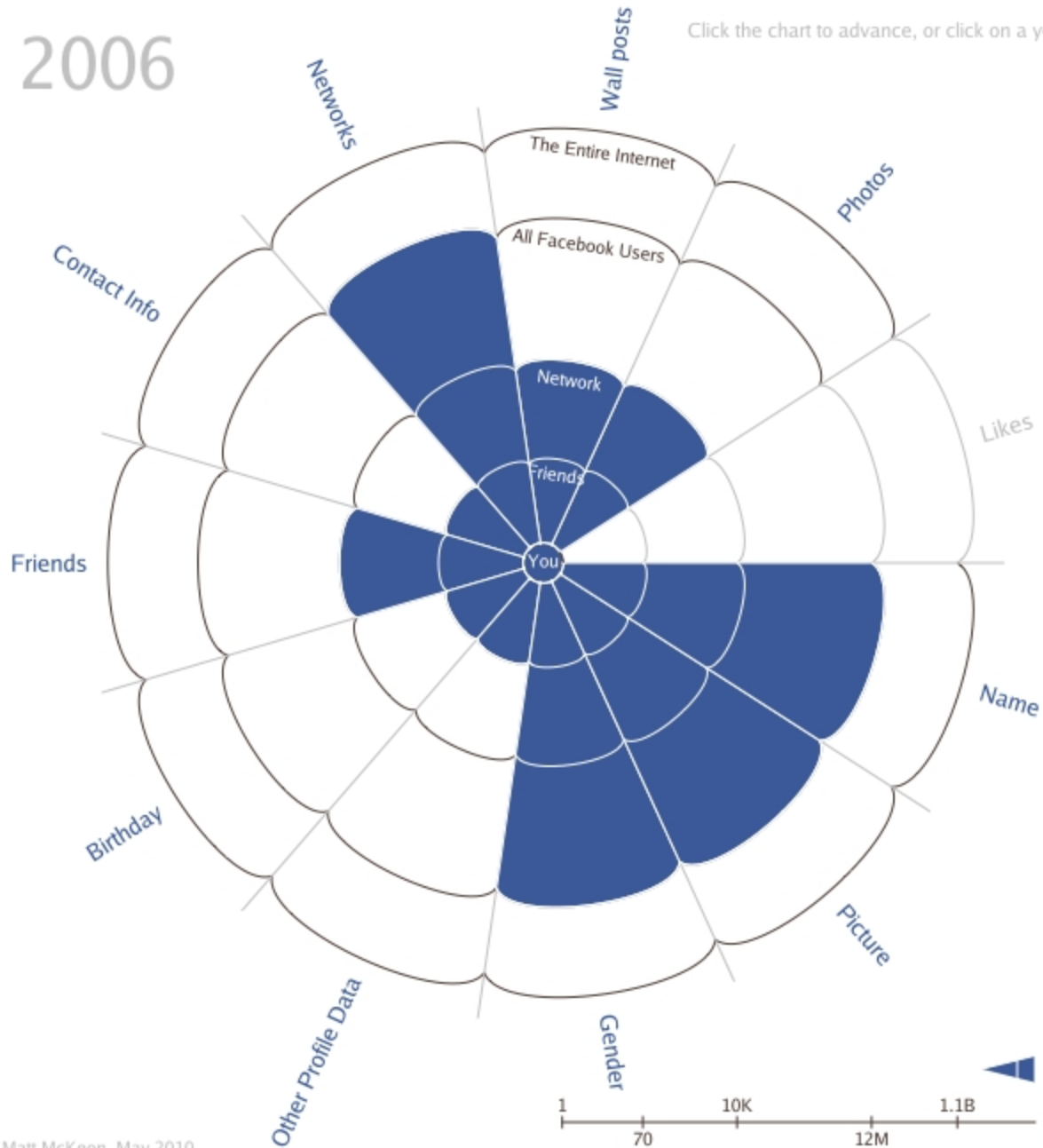


Availability of your personal data on Facebook (default settings)
Number of People

2006

Click the chart to advance, or click on a year

- 2005
- 2006**
- 2007
- 2009 (Nov)
- 2009 (Dec)
- 2010 (Apr)

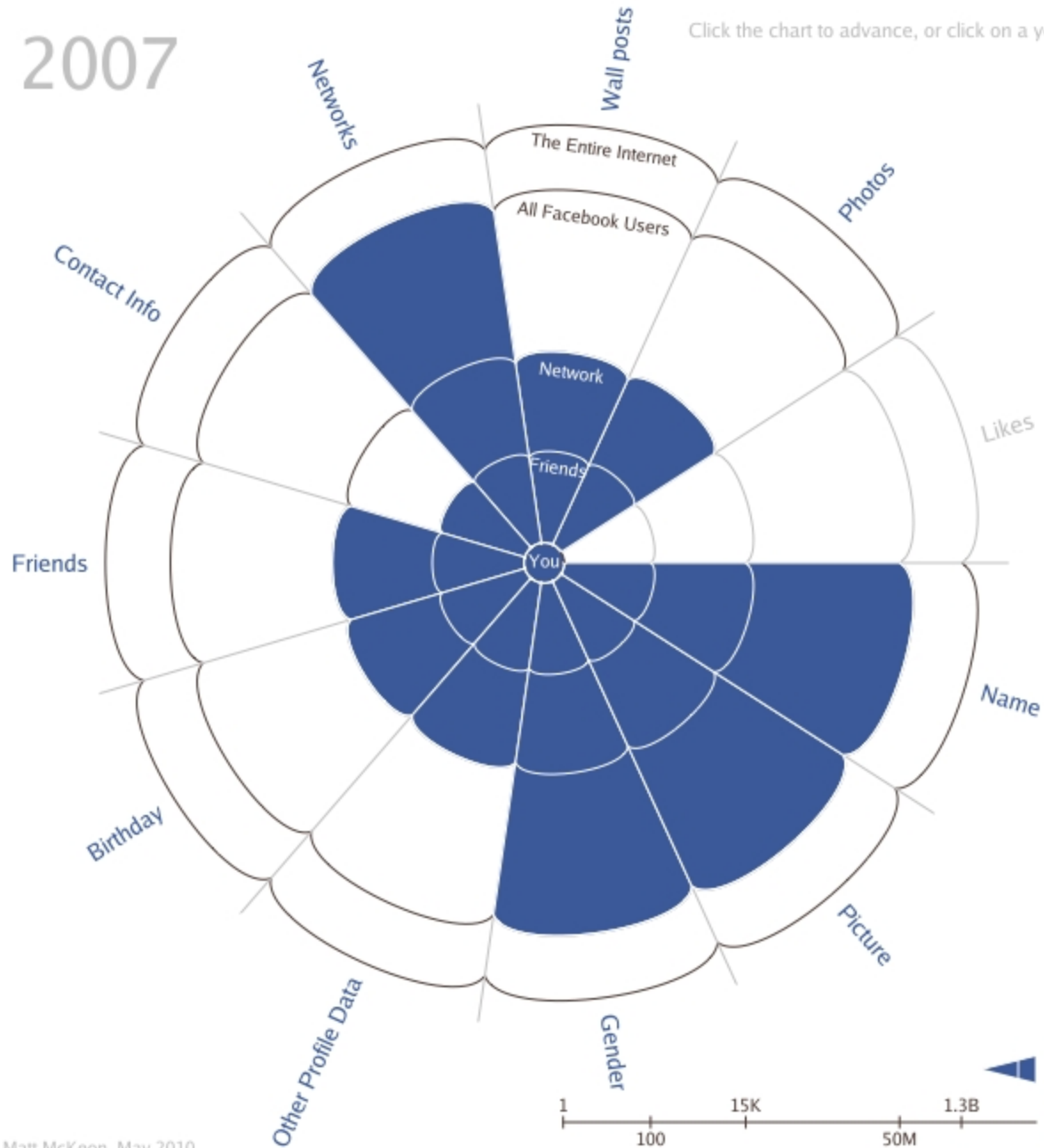


▲ Availability of your personal data on Facebook (default settings)
Number of People

2007

Click the chart to advance, or click on a year

- 2005
- 2006
- 2007**
- 2009 (Nov)
- 2009 (Dec)
- 2010 (Apr)

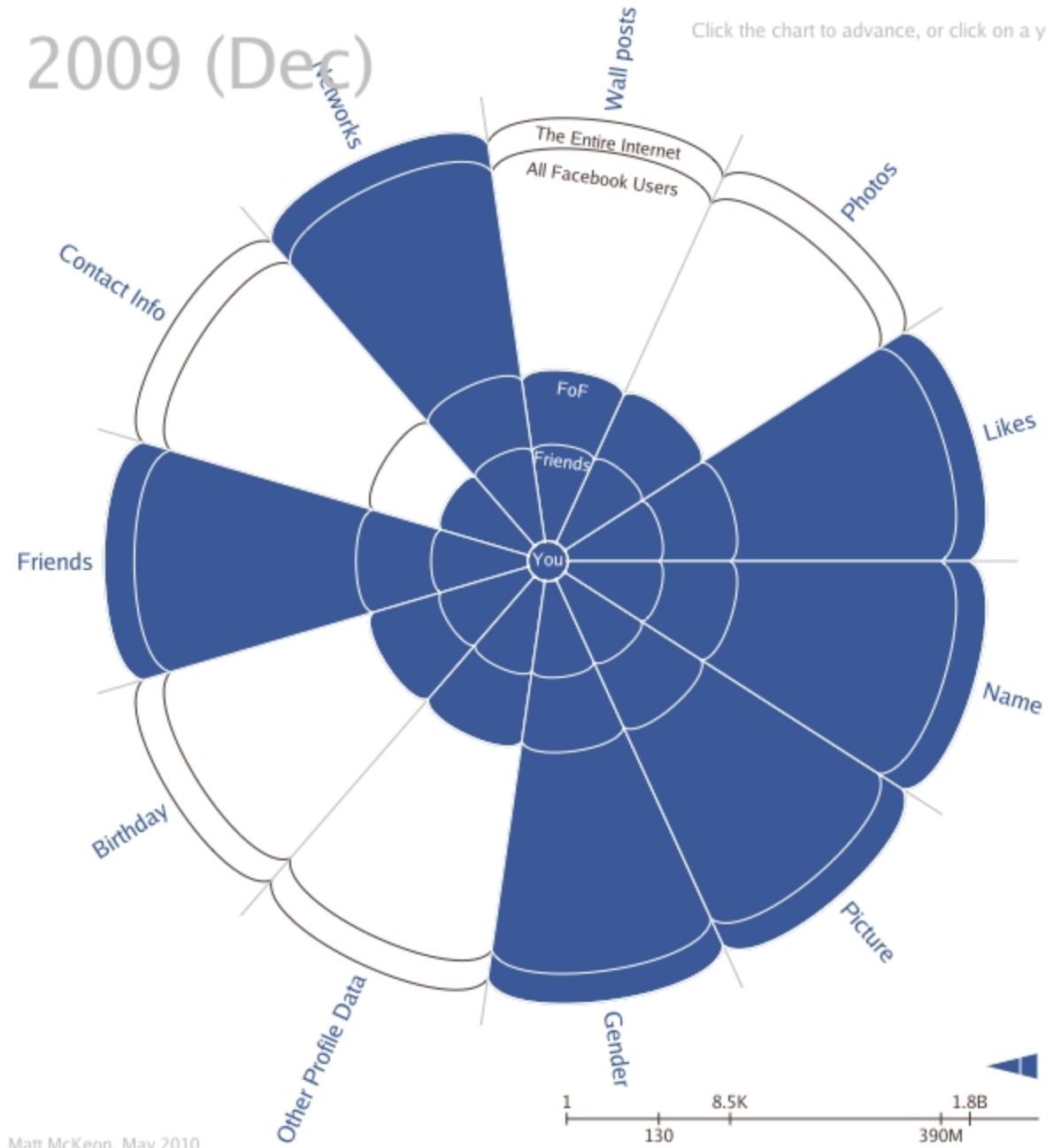


▲ Availability of your personal data on Facebook (default settings)
Number of People

2009 (Dec)

Click the chart to advance, or click on a year

- 2005
- 2006
- 2007
- 2009 (Nov)
- 2009 (Dec)**
- 2010 (Apr)

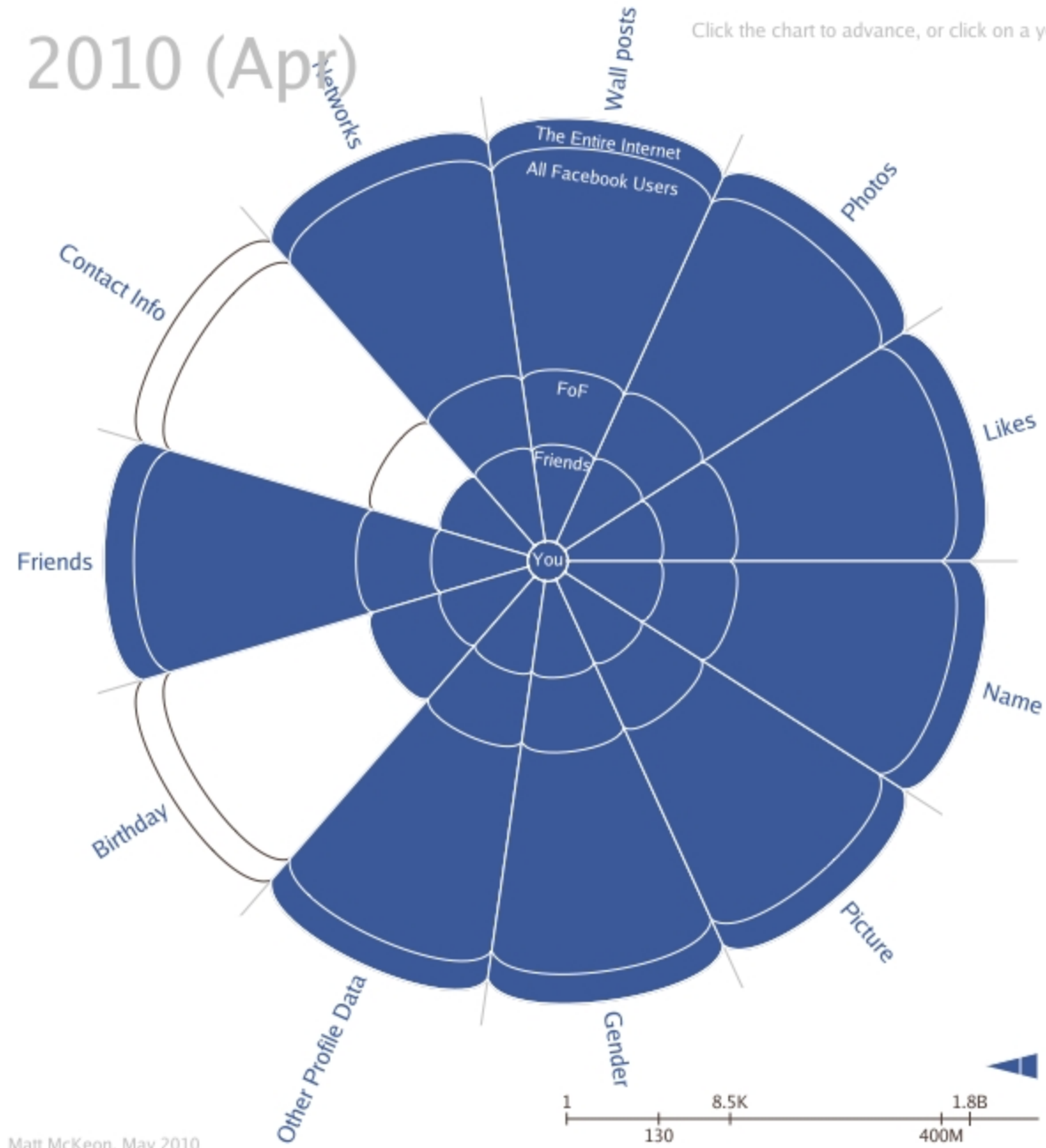


Availability of your personal data on Facebook (default settings)
Number of People

2010 (Apr)

Click the chart to advance, or click on a year

- 2005
- 2006
- 2007
- 2009 (Nov)
- 2009 (Dec)
- 2010 (Apr)



Availability of your personal data on Facebook (default settings)
Number of People

A 2011 Net Study revealed that 5 Million households reported online criminal abuse contributed to Facebook such as identity theft, unauthorized bank access, cyberbullying and cyberstalking (Boland, R., 2010) •

A 2010 study conducted by the Daily Mail revealed that crimes facilitated through the use of Facebook have increased 700% from 2007 to 2010 (Reals, T., 2010) •

What's in Your Profile?
Mapping Profile Data to Personal
Security Questions

Who Are You... In Real Life?

- Facebook has created a paradigm shift in how we communicate with others online
 - We've transitioned from near-anonymous interactions with aliases to sharing personal details using our real names and locations



NewMom453



Betty Smith

- Facebook is unique in the online space because it requires users to register with their own identity

A Facebook Profile

- Full Name
- Birthdate
- Schools
- Employers
- Hometown
- Current Town
- Phone Number
- Relationship Status
- Names of Family Members
- Names of Friends
- Religion
- Political Views
- Favorite Music
- Favorite Books
- Favorite Movies/TV

A LinkedIn Profile

- Full Name
- Education
- Current and Past Employers
- Hometown
- Current Town
- Contact Information
- Professional Organizations

Implications of Sharing Personal Information

- Deduction of Answers to Personal Security Questions
 - What is your mother's maiden name?
What is the name of your favorite pet?
 - Often used as "fallback authentication" mechanisms for online accounts
 - If breached, allow for unauthorized password resets to sensitive accounts (bank, credit cards, etc.)

Facebook, Twitter, LinkedIn
and
Privacy

**WHAT
PRIVACY?**

WHAT HAPPENS ON
THE INTERNET STAYS
ON THE INTERNET

PROFILES ARE LISTED AS: PRIVATE



WHAT OUR PHOTOS REVEAL



www.freeextras.com



BERMUDA



www.kinderpillar.com

BILLY & MEGAN



www.affordablecatsitters.com

MUNCHKIN

Mapping

Data Shared in Facebook

Date of birth (64%) + Hometown (76%)

Family Relationships (76%)

High School (85%)

High School Graduation Date (39%)

Employer (45%)

Favorite Music (51%)

Favorite Books (41%)

Photos of Pets (43%)
Photo Tags

... can help to deduce:

Social Security Number

What is your mother's maiden name?
What is your father's middle name?

What was your high school mascot?

In what year did you graduate from high school?

What is the name of the company of your first job?

Who is your favorite artist?

Who is your favorite author?

What was your first pet's name?

Choose Your Privacy Settings > Apps, Games and Websites

[Back to Privacy](#)

On Facebook, your name, profile picture, gender, networks, username and user id (account number) are always publicly available, including to apps (Learn Why). Also, by default, apps have access to your friends list and any information you choose to make public.

Edit your settings to control what's shared with apps, games, and websites by you and others you share with:

Apps you use

You're using 54 apps, games and websites, most recently: [Edit Settings](#)

- Social Reader March 24
- CNN Social March 9
- Causes More than 6 months ago
- Marketplace More than 6 months ago
- Hug Me More than 6 months ago

- Remove unwanted or spammy apps.
- Turn off all apps.

How people bring your info to apps they use

People who can see your info can bring it with them when they use apps. Use this setting to control the categories of information people can bring with them. [Edit Settings](#)

Instant personalization

Lets you see relevant information about your friends the moment you arrive on select partner websites. [Edit Settings](#)

Public search

Show a preview of your Facebook timeline when people look for you using a search engine. [Edit Settings](#)

- General
- Security
- Notifications
- Subscribers
- Apps**
- Mobile
- Payments
- Facebook Ads

You can also visit your privacy settings or edit your timeline to control who sees the info there.

App Settings

You have authorized these apps to interact with your Facebook account:

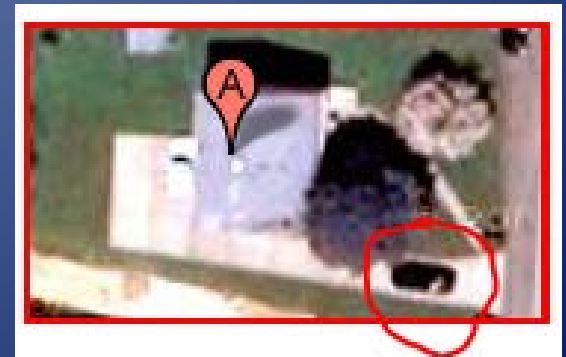
Social Reader	March 24	Edit x
CNN Social	March 9	Edit x
Causes	More than 6 months ago	Edit x
Marketplace	More than 6 months ago	Edit x
Hug Me	More than 6 months ago	Edit x
PuzzleBee	More than 6 months ago	Edit x
Likeness	More than 6 months ago	Edit x
Music	More than 6 months ago	Edit x
Top Friends	More than 6 months ago	Edit x
Bumper Sticker	More than 6 months ago	Edit x
Compare People	More than 6 months ago	Edit x
Urbanspoon	More than 6 months ago	Edit x
Interview	More than 6 months ago	Edit x
hoops&yoyo happies	More than 6 months ago	Edit x
Flixster	More than 6 months ago	Edit x
Pieces of Flair	More than 6 months ago	Edit x

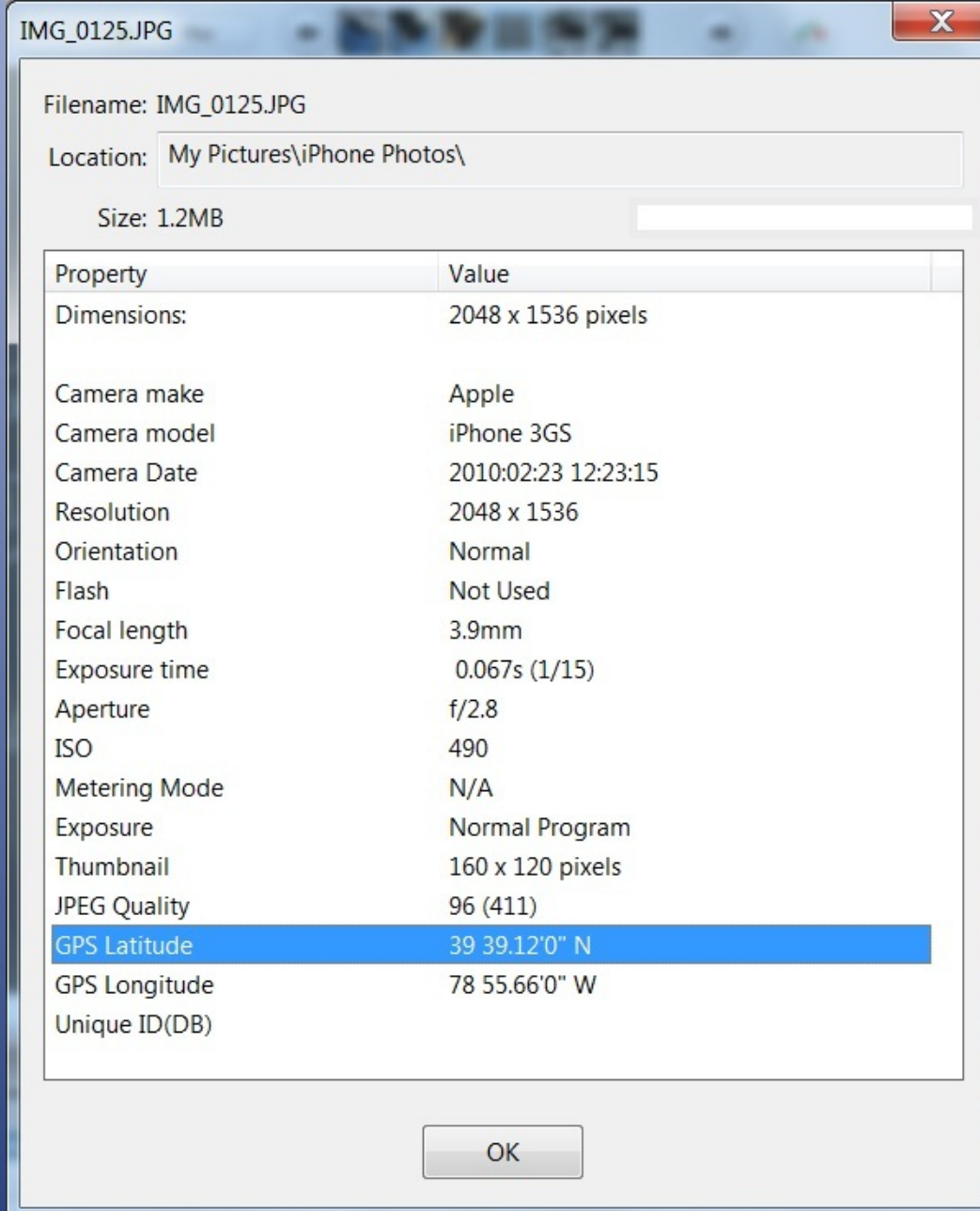
DO YOU USE YOUR CELL PHONE OR
SMART PHONE TO TAKE PHOTOS?

ARE YOU AWARE THAT MANY
CAMERAS EMBED THE LOCATION
OF WHERE THE PHOTO WAS TAKEN
IN THE FORM OF GPS
COORDINATES?

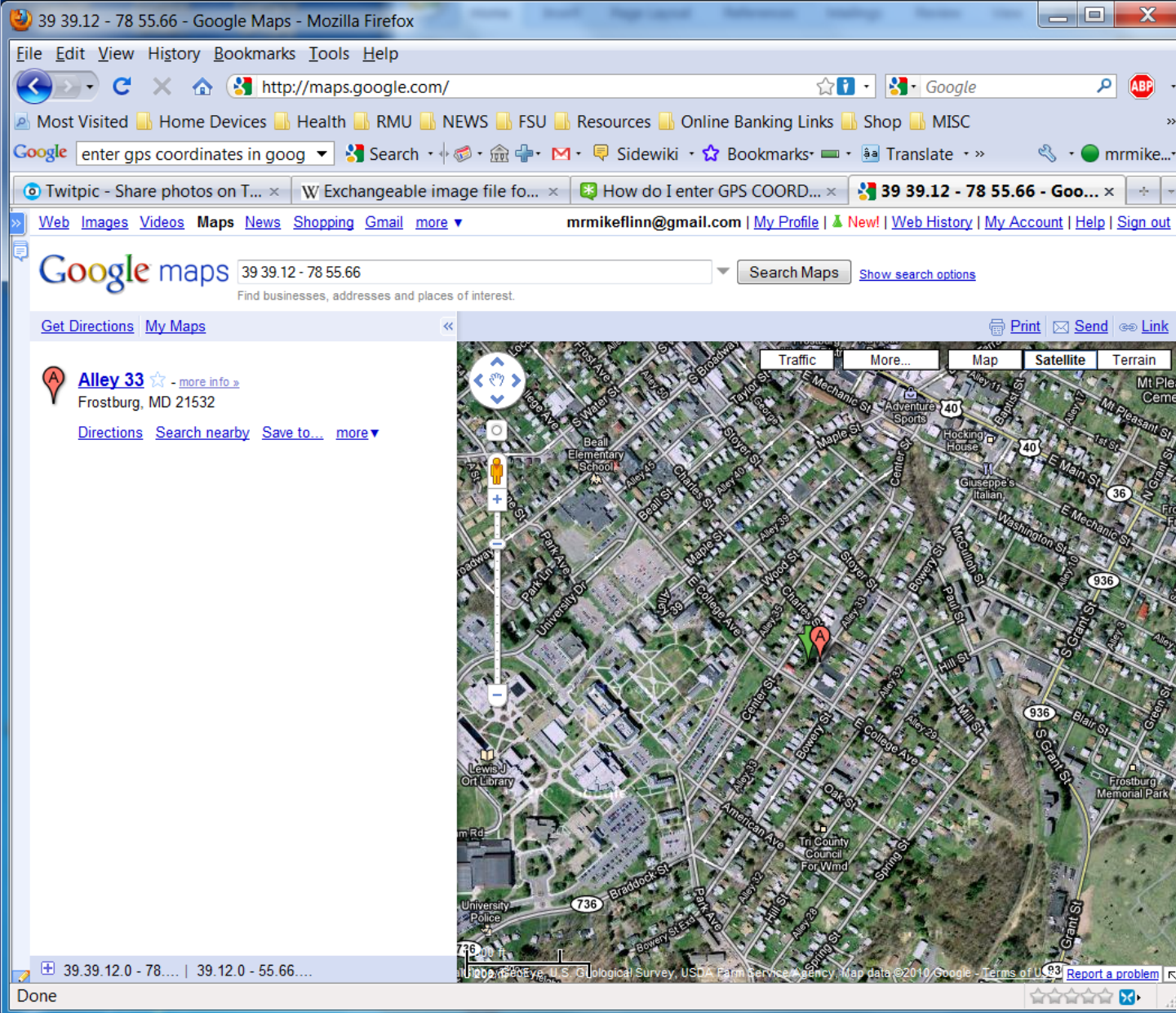
TWITPIC

- If you have a Twitter account then you already have a Twitpic account
- To the right of the screen is a photo that was taken with an iPhone
- GPS coordinates are embedded into the picture know as EXIF data

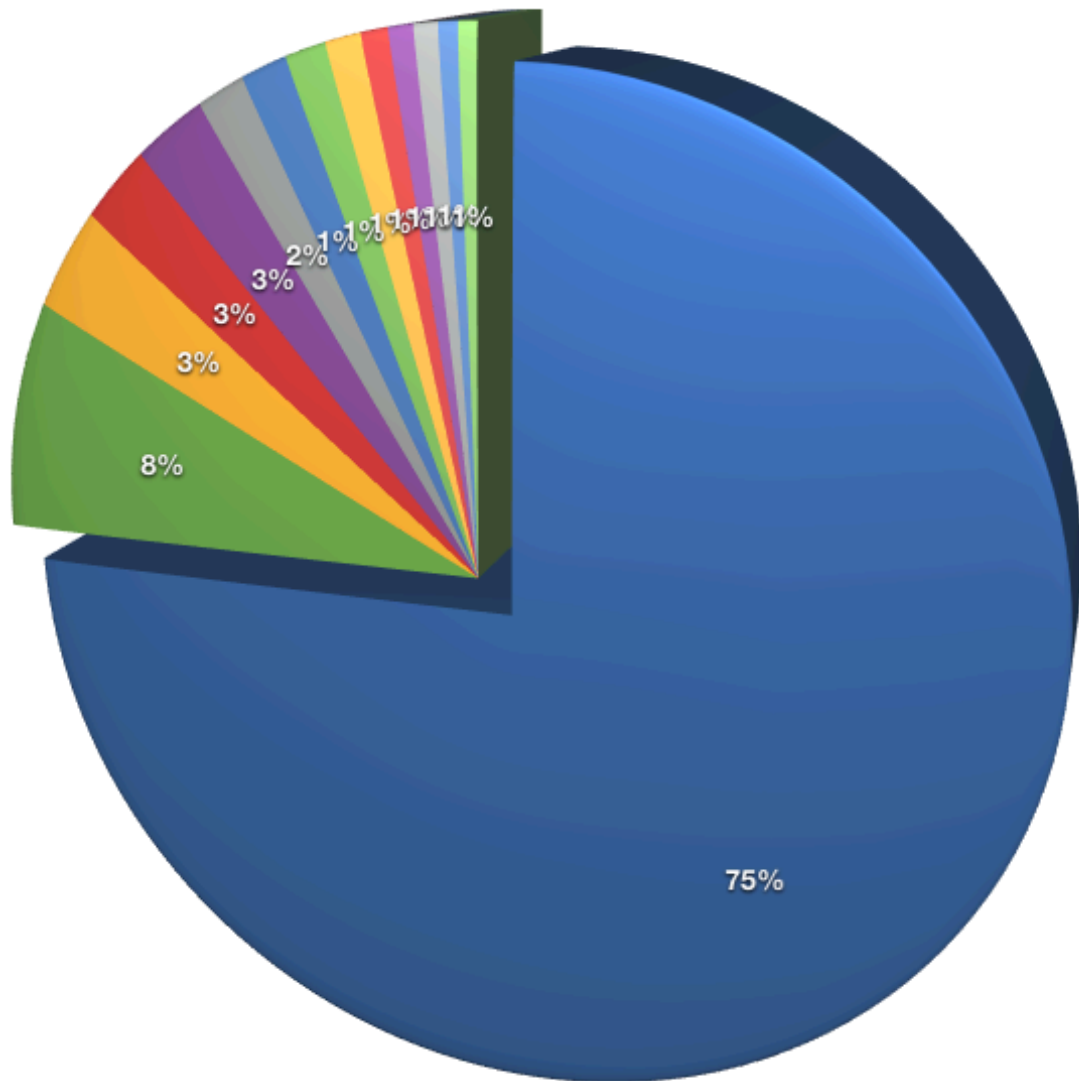




Example of EXIF data stored in photos (Flinn Teordorski & Poullet, 2010)



Google Maps Displaying the Coordinates from an EXIF Header, Flinn, Teordorski & Pullet, 2010



- iPhone
- LG LOTUS
- SGH-i900
- Droid
- GT-S8000
- Other
- RAPH800
- 2.0 Megapixel
- SPH-M900
- MB200
- Pre
- T-Mobile G1
- SCH-i910
- DIAM500



Melanie Potratz

@MPotratz13



First bank card holla!

pic.twitter.com/HNorRlaJvb

Reply Retweet Favorite More



13 RETWEETS

5 FAVORITES



© Pullet, Karen (2013)