



10 Tips to Protect Privacy & Build Trust

- Ensure that passwords are not language (eg. “Dumbledore”) and have a combination of letters and numbers (eg. “DmblDR54!”).
- Set up multifactor authentication on critical accounts → systems access, email, social networks, banking.
- Change default passwords on IoT (Internet of Things) devices such as WiFi connected appliances and hardware (eg. Printers).
- Learn about and be wary of scams. Check return addresses, do not respond.
- “Trust, but verify” that individuals are who they say they are. Consider if the information they have can be found elsewhere.
- Collect necessary data only. Reduce risk by limiting sensitive data collection and deleting all data when the purpose is complete.
- Authenticate individuals before disclosing data or accessing accounts.
- Ensure data is transferred, stored, and accessed safely. Avoid use of personal email and non-encrypted data files, especially with financial or health data.
- Limit access to all data you collect to a need-to-know basis.
- Educate everyone who has access to your systems.
- BONUS:** Create a culture of teamwork to help protect data! See something, say something.

Questions? Comments? We'd love to hear from you: info@binarytattoo.com

