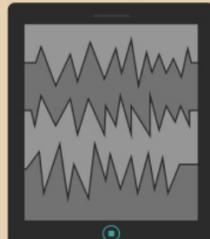
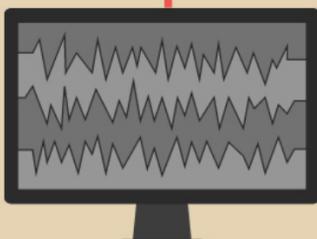
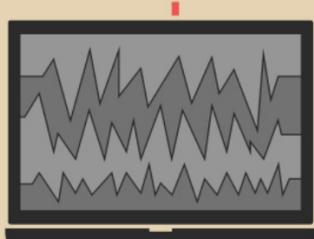




How Private Is Your Personal Information?



There are many ways through which your online activity can be tracked and data can be compromised. Its important that you do not share vital information while browsing websites and take some necessary safeguards to protect your privacy.



IP Address

The easiest and most common way of tracking a person online is through IP address. IP address is used to identify a user on internet and using that information, websites can track your geographical location.

HOW DO WEBSITES TRACK YOU?

Cookies & Tracking Scripts

Cookies and tracking scripts that are used by websites to track your activity also store certain information about your usage. Various scripts used by social networks also work as tracking scripts.

HTTP Referrer

HTTP Referrer Header store information about your "click path". Certain Web Bugs take advantage of these headers to track you, even when you're not on the page.

User Agent

Every time you connect to a website, browser sends a user-agent that picks information like the browser you are using, OS, etc which is further stored & used to target ads.

Super Cookies

Super Cookies stores information at various locations and are quite resilient. When you delete a part of it, the information is recreated from other location.

70% US recruiters reject candidates considering the information found online

75% companies have policies which requires to check the online profile of the candidate before screening



HOW TO KEEP YOUR INFORMATION SAFE?

Always be careful about what you post or share online, even if you are sharing it with just a single person.

Make sure that you keep your personal information such as address, cell number, SSN and other information off the social networks.

Turn off the browser cookies and every time you use your web browser, ensure that it is in private mode.

Constantly change passwords and update your social media privacy settings to secure your online profile.

Use two-factor authentication for websites as it would initiate a Text Verification procedure whenever someone tries to login.

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