

eSecurity NEWSLETTER — FACEBOOK AND SOCIAL MEDIA PRIVACY

In the news: Facebook privacy issues and violations—the biggest being the exposure of over 50 million Facebook users’ data being collected and used by Cambridge Analytica—generating various legal and privacy issues. Most of us just want to know what to do about our accounts.

SUPER CYBER EXPERTS AT THE SANS INSTITUTE TO THE RESCUE

This summary of the issues, and, more importantly, what you can do to protect yourself, is courtesy of the SANS Institute, recognized as setting the gold standard in cyber security.

The US Federal Trade Commission is investigating whether Facebook violated terms of a 2011 settlement when data of up to 50 million users were transferred to Cambridge Analytica, a data analytics firm. This data was originally collected from a Facebook app called "thisisyourdigitallife". The app not only collected extensive data from people who downloaded it, but the app collected their friends’ data also. Below are steps you can take to protect your privacy. Note that while these steps are specific to Facebook, you should consider following the same steps for any social networking sites you use.

Delete: If you are truly concerned about Facebook and no longer trust it, the most dramatic step you can take is to [delete your account](#). This is a permanent step: your information, photos and videos cannot be recovered, so we recommend you [download your Facebook activity](#) first from your settings page.

Deactivate: The second option is to [deactivate your account](#) through your General Account Settings. This freezes your online activity to include disabling your profile and removes your name and photo from most things you've shared on Facebook. However, you will still be able to message people. Unlike **Delete**, with **Deactivate** you can re-activate your account later, which means your profile and past activity is restored. Learn more about the [differences between Deleting and Deactivating](#) your Facebook account.



Minimize the Number of Apps: The issue is not only what data Facebook collects about your activity, but what data any third party apps that connect to your Facebook account collect — apps like “Clash of

Clans” or “What’s Your Inner Age”.

Only install or enable apps you need and minimize what they can collect. Why do you think there has been such an explosion of these fun and free apps? Because they make money harvesting and marketing your information. Also, consider limiting what others can share about you with their apps in the “**Apps Others Use**” section.

Finally, delete apps you no longer need or trust. Not sure what apps have access to your account? Check your Apps page and review the list. Every app you have is just one more opportunity for others to collect information about you.

Logins: Many websites (and apps) offer the convenience of using your Facebook account to login. In exchange for this easy access, you permit data sharing between that website/app and your Facebook account. Protect your privacy by using a unique login for each and every account you have.

Can't remember all of your passwords? Neither can we, that is why we recommend investigating Password Managers.

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