



Protecting Your Personal Information

It is critical to be cautious and know who has access to the information you share online. Make sure that you are on the right path to protecting your personal information and staying safe when using the internet and social media.

Protecting Your Information in Apps on Your Phone or Device

Many use “free” apps for online shopping, email, cloud storage and social media without really considering why these services are “free”. They are often free because they make their money harvesting and selling data about their users. This data may include age, race, marital status, interests, and location, among other things. These businesses sell this data to advertisers, who use that data to direct targeted advertisements to you that are based on your interests and online activity. If you use a free site or app that finds promotional codes for you at checkout, it may be collecting and selling the data you share.

Protecting Your Information on Social Media

In 2020, there were 3.96 billion active users on social media and the number keeps growing. People use social media to find dining options, stay in touch with friends and family and so much more.



In This Issue:

- Avoiding Scams and Protecting Your Personal Information
- Shobe Current News
- Shobe Tech Corner

Though these things are useful, it is important to know the potential risk if you do not regulate what you share and who can see it.

Many social media companies use or sell your data. Digital marketing companies will combine this information to build a robust digital profile—a centralized collection of everything they know about you, your friends, and your family—and sell it to a number of sources.

What is the Harm in Sharing?

While some may feel uncomfortable with targeted advertisements, others may like when advertisers connect them to products and services that align with their interests. So, what is the harm? It is that information you wish to keep private may never actually be private. When you search the web on a free service, your activity may be broadly tracked—including, for example, searches related to a medical condition you don't want others to know about.



Shobe Current News

Carissa Paul Joins Shobe Full-Time

Congratulations to our former finance intern, Carissa on passing the Series 7 industry exam, Securities Industries (SIE) Certification and on getting her Life & Health Insurance License! She is now full time and on track to become an associate financial planner.

Planners Attend Raymond James Conference

In May, our planners attended the Raymond James Conference in Nashville to stay current on the latest trends. Our team is dedicated to furthering their knowledge to continue to meet our clients needs.



How you can Protect Your Personal Information

Determine whether you want to use a free app, software or social media in exchange for your personal information. Here are some actions you can follow to avoid this from happening:

- **Do not click on links for free apps.** Independently search for the app in your device's app store.
- **Read the Privacy Notice and Terms of Use.** These documents describe how the company uses your data, such as whether they share your information with third parties.
- **Identify where the company is located and where your data is stored.** Data rights vary among countries (and in some cases, states). Once you know the location of the company and where your data is stored, look into the data rights you may be afforded (such as the right to request deletion of your data)
- **Manage your settings and preferences.** If you do not want your data shared with third parties, check the privacy settings of the app or software to see if you can opt out of data sharing, activity tracking, or interest-based ads. Keep in mind that opting out of sharing does not mean you will not get ads, just that your information will not be shared for the purpose of personalized advertisements.
- **Consider an alternative.** If you are not comfortable with using a particular app or software, try looking for another option. For example, could you switch to an email provider that does not scan your emails for advertising? Do you want to pay for a service to avoid targeted third-party ads? How a company uses your data ultimately comes down to its privacy policy, but

EverSafe

Shobe Tech Corner



The Shobe Financial Group will soon be offering clients EverSafe: an easy-to-use tool designed to help protect your family's financial health. EverSafe monitors more than just credit. It analyzes bank, investment, retirement, credit card and credit bureau activity daily – and alerts you and your designated trusted contacts to any unusual activity.

Information about how to take advantage of this will follow soon!

the company will have more incentive to protect their relationship with you if you are paying for its service.

- **For online shopping**, stick with trusted websites and, if possible, work directly with the primary vendor. Before using a promo code site, consider whether that discount is worth the price of your data privacy.
- **Do not reuse passwords.** Using the same username and password across multiple applications increases your risk of identity theft and account compromise. Try using a password manager to hold all of your passwords.
- **Less is more with social media profile personalization.** After you create your account, you may want to personalize your profile with photos and biographical details including birthday, hometown and job. The more information that you choose to disclose creates more space for potential harm to be done by a hacker. Passwords can even be cracked by looking into someone's profile information. An example could be someone using their pet's name with their date of birth, which are both shared in their profile, as a password.
- **Understand who can see your profile and posts.** It is critical to be aware of who are you allowing into your circle of connections on social media. In multiple data breaches, hackers have created and used fake social media profiles to befriend someone and gain insider information. If you receive a request from someone you do not know, consider not accepting. Remember that once you post something, your content is out there for anyone to see. If you post that you are traveling, make sure that only those you trust have access to your information.

If you are not paying for it, you are not the customer, you are the product. It's always a responsible practice to be intentional with the types and amount of personal information you share, and to question a service that seems "too good to be true".

SOURCES::

The real cost of free apps and services (raymondjames.com)

Protect your privacy on social media: How much is too much? (raymondjames.com)

One Oak Square | 8280 YMCA Plaza Drive, #4 | Baton Rouge, LA 70810
225.763.7010 | 800.942.2777 | fax 225.763.7040
www.shobe.com