

Connecting for Success



## Privacy Matters:

Social Media, Risk and Reward





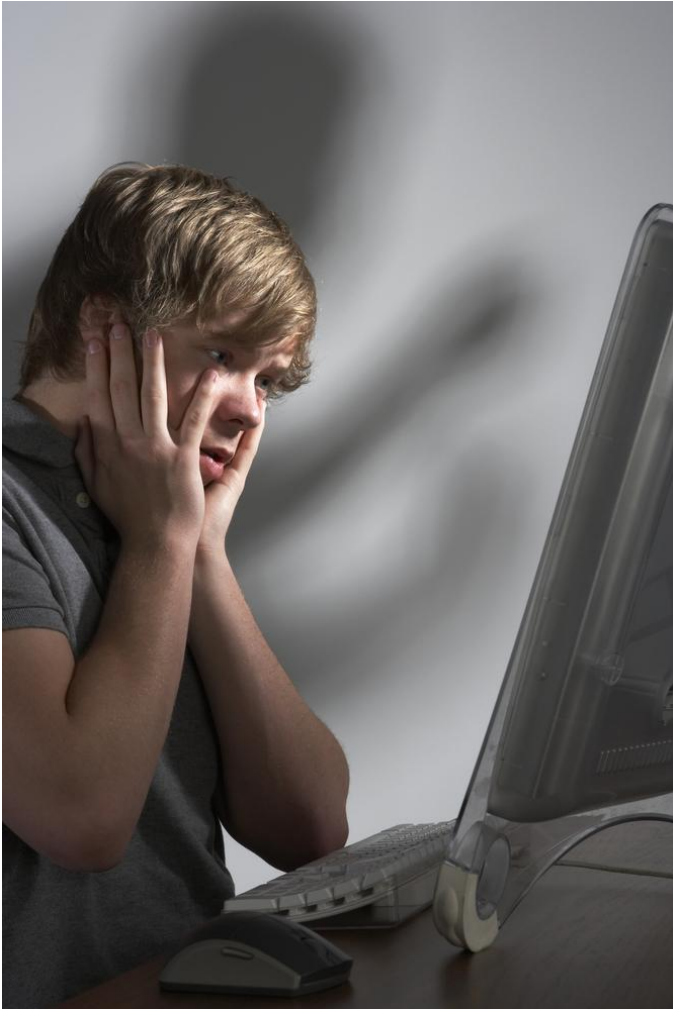
# Agenda

- Privacy and Security
- Liability Risks
- What's Next?

# Protecting Your Child



# Safeguarding Against Cyber Bullying



- Be aware of what your child is doing online
- Understand your options to respond
- Know the state, local, and Federal laws regarding online activity and bullying
- Save all communication your child does online



# Location technology – Risks and Benefits



## Uses

- Services that can tell where your friends are and other social networking sites
  - Twitter posts
  - Google Latitude
  - Facebook Places
  - Foursquare
- Location of domestic staff (electronic swipe cards)
- Personal security for family
  - Smart phones, cell phones and GPS systems (OnStar)
- Searches for services and businesses near your current location

## Risks

- Stalking
- Robbery
- Kidnap / Ransom



# Issues with household staff

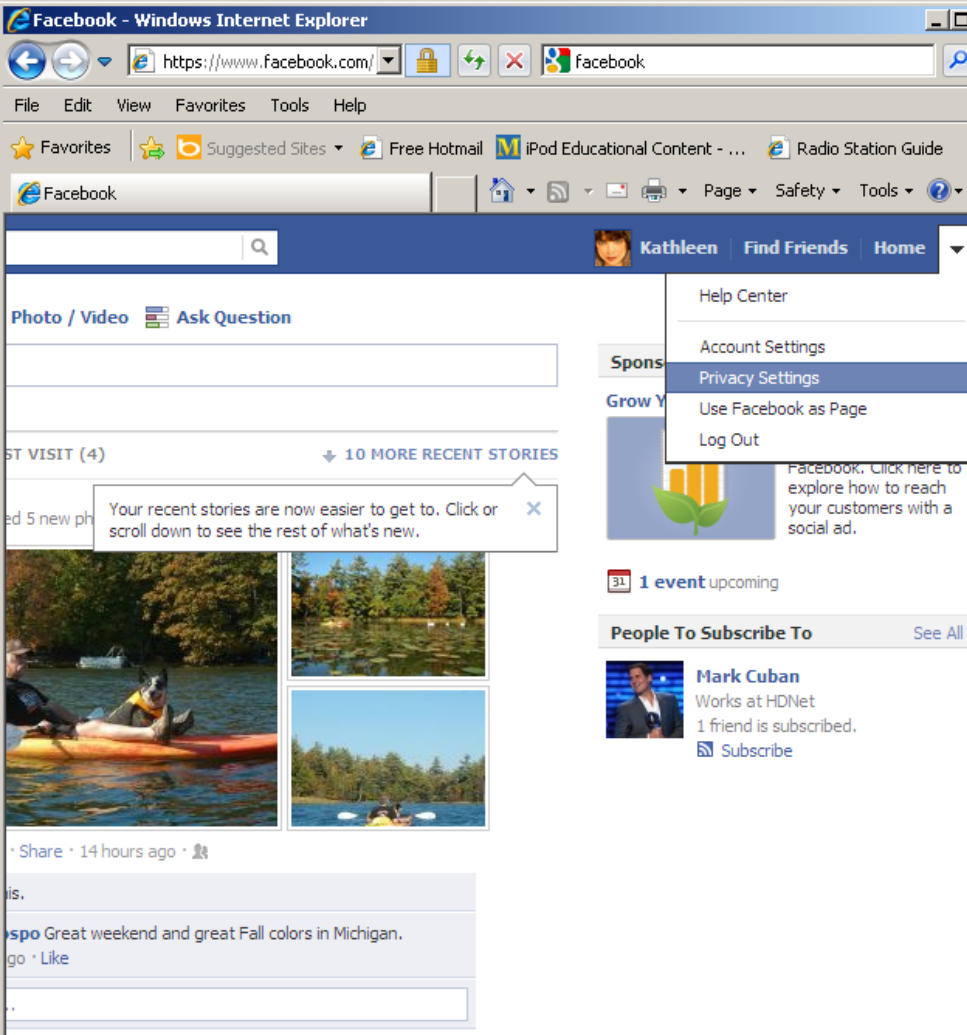
- Personal use
- Confidentiality
- Security





# Privacy Settings

- Never 100% perfect
- Change constantly
- Use Friends list
- Edit essential defaults
  - Sharing
  - Existing photos
  - Check-in
  - Connecting
  - Apps
  - Personalization
  - Information accessible to friends
  - Public search
  - Friends list
  - Enable HTTPs:
  - Geo location off





# Social Media Policies

## Basic Rules for Social Media

- Don't say anything in email, in text, or on a social networking site that you would not want printed on the front page of the local or national paper
- Don't do business via text messaging
- Treat people how you want to be treated

## Policy Thought Starters

- Apply common sense
- Consider a more liberal policy
- Teach employees the right way to use social media
- Include what people "can do" versus what they "can't do"
- Discuss what to do when something goes wrong
- Think about how you will address mistakes when they occur



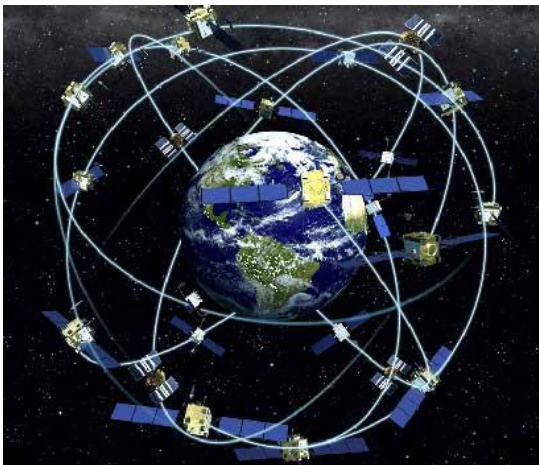
# Cyber Risks

- Identity Theft
- Personal Safety
- Reputational Issues



# The New Reality

- Broadcasting your life
- Desire to post vs. privacy
- Confluence of business and personal life
- Speed and breath of disseminating information



# On Line Predators

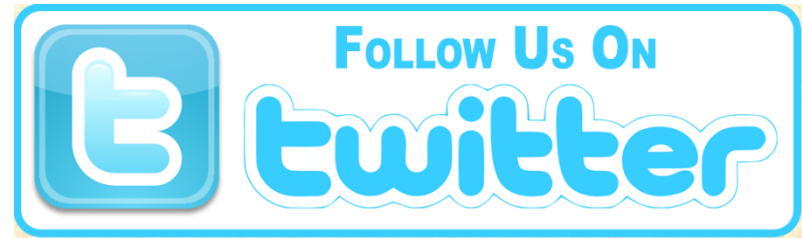
- Spyware
- Cookies
- Spam
- Phishing
- Chat Rooms
- Virtual Worlds





# Unintended Disclosures

- Vacation/Travel Plans
- Entertainment
- Hobbies/Interest
- “Friends”
- College Applications
- Job Applications



# Personal Risks

- Home theft
- Personal Safety
  - Kidnap
  - Extortion





# Liability Risks

- Defamation
- Invasion of Privacy
- Negligence
  - Distracted Driver
  - Primary Offense
  - Texter sued for contributing to auto accident



# Parental Liability

- Negligent Entrustment
- Negligent Supervision
  - “Knew or should have know”
  - Bullying
  - Sexting/Pornography
  - Spycam

# What's Next

- Cybercriminals
- Smart phones
- Tablets
- Mobile Devices







# Solutions

- Web Alerts
  - Google alert
  - BackType
  - Tweakbeats.com
  - Twinbox
- Web Scraper software/services
- Establishing family “rules”

# Questions





# Thank You!

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