

BullGuard – Data Privacy Day 2018

Submitted by: The PR Room

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In this age of connected devices the amount of personal data collected by advertisers, tech companies and others is staggering. For Data Privacy Day 2018, we're flagging up the importance of privacy and steps people can take to protect their personal information.

LONDON, JANUARY 26th, 2018 - The 28th of January is Data Privacy Day (<https://staysafeonline.org/data-privacy-day/about/>) and the privacy awareness issues it raises have never been so important. Today we use a range of connected devices like never before, ranging from computers and smartphones to personal assistants such as; Amazon Echo and Google Home, smart lighting, smart TVs, connected cars, toys and increasingly smart household appliances.

These devices generate a continuous stream of data about our personal lives via apps and the websites we use. And you might be surprised to know just how much of this data that is gathered. It can range from your salary and where you live, to your TV viewing and online shopping habits, how long you sleep, and even where you go if carrying a smartphone or wearable.

This information, which also includes contacts, photos and videos, is being collected by advertisers, tech companies and others. It contains enormous amounts of personal data about individuals, friends and family.

Hackers, fraudsters and scammers want this data because it helps them carry out fraud such as identity theft. Last August, Cifas (<https://www.cifas.org.uk/newsroom/identity-fraud-soars-to-new-levels>), the UK's leading fraud prevention service, released new figures showing that identity fraud continued to rise at record levels in the first six months of 2017. A record 89,000 identity frauds were recorded, up 5% from the previous year. 83% of identity frauds were perpetrated online.

In short, personal data can be used in unexpected and malicious ways. And our use of connected devices is only going to grow as we enter a new age of computing and billions of smart connected devices.

Protecting your privacy

This is why it is so important to understand the value of your personal information and how to manage and protect it. With consumer protection uppermost, BullGuard (<http://www.bullguard.com/>) makes the following recommendations to safeguard personal data and ensure privacy remains intact:

- When you sign up for an online service, install a smart device or download an app, always check the privacy policy. You might be surprised at what information an app or smart device for example, might want to collect. If the privacy policy seems excessive, for instance some apps request access to your contacts and SMS, don't use the app.
- When using online services or social media, check the privacy and security settings and adjust them according to your comfort levels in terms of the level of information you want to share.
- Make use of two factor authentication, biometric identifiers and other strong authentication tools

when using your mobile devices. If your device is lost or stolen, this will protect important online accounts like email and banking apps.

- Create strong passwords that include at least 10 to 12 characters and consist of a random mix of upper and lowercase letters, numbers, symbols and even spaces. These passwords will defeat brute force cracking techniques used by hackers to break passwords.

Sweeping protection

BullGuard Premium Protection (<https://www.bullguard.com/products/bullguard-premium-protection.aspx>) provides 24/7 identity protection that keeps personal information absolutely private and out of the hands of the scammers and the unscrupulous.

A recently introduced Home Network Scanner identifies devices on home Wi-Fi networks that are leaking data, enabling owners to lock down their network. Next-generation antimalware blocks phishing and online scams, keeps out malware and stops ransomware in its tracks. It also includes parental controls to keep the kids safe online, encrypted back up to cloud storage for files, photos, videos and music, a robust firewall and a vulnerability scanner.

Half price Data Privacy Day special

For Data Privacy Day, BullGuard is running a special half-price promotion on BullGuard Premium Protection (<https://www.bullguard.com/products/bullguard-premium-protection.aspx>) from January 25 through to January 28.

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About BullGuard

BullGuard is a leader in consumer cybersecurity. We make it simple to protect everything in your digital life – from your data, to your identity, to your Smart Home. BullGuard combines technical expertise with a genuine understanding of your needs to deliver complete protections across all your connected devices. As part of our ongoing promise to be champion of today's digital consumer, we've added Dojo by BullGuard to our multi-award winning product portfolio. It's the best custom-built solution to protect Wi-Fi enabled devices in the home, and gives customers the freedom to add as many Smart Home devices as they want without compromising privacy or security. Dojo by BullGuard is the cornerstone of a Smart Home, ensuring a connected world where every consumer, in every home, is smart, safe and protected.

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