



PROTECTING YOUR PERSONAL INFORMATION

Our Personally Identifiable Information, PII, is under almost constant attack. Certainly, cyber criminals are after it but so are many legal companies with which we do business. Knowing why and what they do can help protect our private information.

The National Institute of Standards and Technology, NIST, defines it as: “Personally Identifiable Information; Any representation of information that permits the identity of an individual to whom the information applies to be reasonably inferred by either direct or indirect means.”

PII is protected to prevent it from being misused to steal a person’s identity or health identity, open bank accounts or credit cards, and numerous other ways.

Companies and organizations often make it difficult to find and use their privacy settings to benefit themselves as evidenced by emails recently made public from one of the largest search companies stating that even their own engineers don’t understand how to find and use company settings to keep information private.

Why is it so difficult? Because the information is used for their own marketing or to sell to multiple companies.

If a site is free and still makes millions, or even billions, of dollars a year, it is by selling information about us. We are their product. And the more information they can gather about us the more they can charge for it and the more in demand it is.

The social media sites want us to believe our information is safe and only seen by those who we permit. But they sell that information to many companies. It is no coincidence that when we search for something ads for it start appearing. And cyber thieves get access to information that was supposed to be private.

Smart TVs are touted as being easy to use for broadcast, cable or streaming services. But it’s been shown they watch us and send information back to the manufacturers. And what do they do with it?

Do your children know the tricks companies use to get their information? For that matter, do you?

Cyber criminals are very adept at finding ways to get us to lower our defenses resulting in the loss of personal information. Once it is gone, it is gone. If your identity is stolen, getting it restored is not easy. Studies show it can take months and cost thousands of dollars.

To learn more about how to protect your personal information contact Aurora Information Management at info@AIMglb.com or call (888) 773-1920.