

PROTECTING PERSONAL DATA ON SOCIAL MEDIA

ROUTE

168

**Stranger danger has moved online
Do you know who your connections
are?**

**Social Media is a business, and
the business is personal data**

How do they get it?

- Fun Surveys
- Simple Questionnaires
- Click Bait
- Fake Connections

What do they do with it?

- Data Mining
- Phishing
- Malware

How can you protect it?

- Avoid participating in random surveys
- Be aware of what's visible in the background of your pictures
- Pay attention to profile and message details
- Avoid clicking on random links and documents
- Be cautious of connection requests from strangers
- Regularly update all your network connected devices including your home computer, mobile phones, tablets and wireless router
- Opt-out of data tracking related to social media sites

Report any suspicious activity related to a Company social media account via the [Reportable Events Portal](#).

RPM
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We are RPM and our success depends on each of us following the right route and embracing our Value of 168® to make the right decisions.

LEARN MORE: www.rpminc.com **CONTACT:** dataprotection@rpminc.com

