

NEWSLETTER



Everything You Need to Know About Facebook Privacy

Finding the balance between Facebook privacy and Facebook fun can be challenging. It's a double-edged sword that allows us to connect with friends no matter where they live, but it also publicly shares information that just a few years ago, we'd never dream of putting online. You can search for people based on where they went to school, town they live in, clubs they belong to, who they're related to...but when is it too much?

Your birthday is the first piece of info collected when you sign up, and it's great getting birthday wishes from friends and family when it appears in their newsfeed. But while Facebook is sending you balloons and funny memes, your birthday is now public knowledge. It seems harmless, but when you call your bank or other institution, what's the first question they ask to verify your identity? Your birthday! Some password recovery systems even ask questions like 'which high school did you go to?' assuming this is knowledge that only you would know. Except...you've just publicly shared it on Facebook. Whoops!

We've all heard stories of people who've lost their jobs after less-than-wholesome pictures or statements have gone public. If you have a reputation to keep, you definitely don't want pictures from last weekend's private party showing up, especially if you really let your hair down. While you can't

control what others do with photos they take of you, you can control whether or not you're tagged in them.

Fortunately, there are settings in Facebook that allow you to control who sees what information and what happens when you're tagged. Despite what you may have heard or seen floating around in a Facebook share hoax, you **do** have complete control over your Facebook privacy, and it's easy to adjust.

How to Check and Adjust Your Facebook Privacy Settings

1. See what your account looks like to an outsider

From your Facebook homepage, click your name on the blue bar at the top of the page. Click the three dots next to 'View Activity Log' and then select 'View as...'

2. Run a quick privacy checkup

Click the question mark in the top right corner and choose 'privacy checkup'.

Think about what you really need to share – do people need to know the YEAR of your birth or just your birthday? Your friends will still get the notification, and you'll still get the balloons.

3. Edit advanced privacy

While the checkup covers the most

obvious info, you can go much deeper. Click the V-shaped dropdown to the right of the question mark. Go to settings and choose privacy.

4. Adjust timeline and tagging

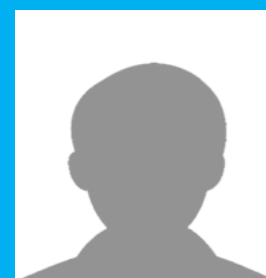
In the privacy settings, you can explicitly control who can tag you, who can see or share the tagged content, and what shows up on your newsfeed.

Tightening your Facebook privacy only takes a few minutes, but it can save you a whole lot of trouble in the future.



If you need help with this, just give us a call at 0113 2579992.

In this issue, learn how to control your privacy setting in Facebook. And also find out how to securely store your precious digital photos.



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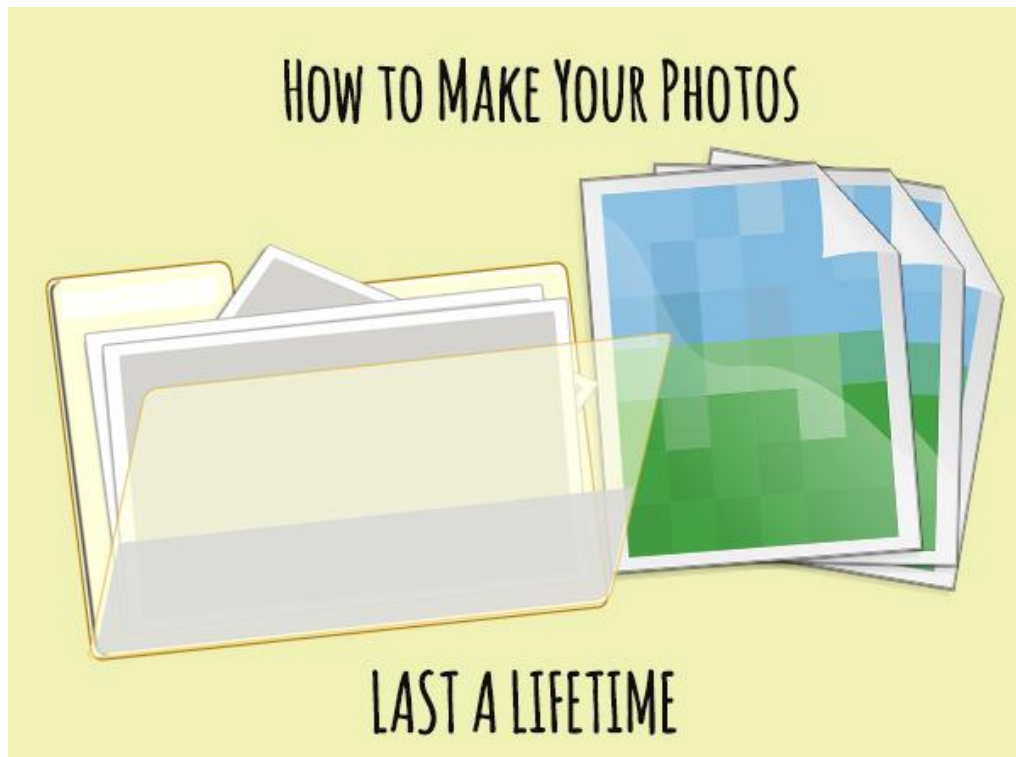
How to Make Your Photos Last A Lifetime (and Beyond)

Digital cameras are great, and thanks to smartphones, we have one with us almost all the time. We're taking more photos than ever before, and building a lifetime of digital data. But despite the enormous value of these photos and videos, most people don't have a backup. It's time to shine a light on this essential task and make it a regular habit before those precious memories are gone forever.

If you asked someone what possession they'd save from a house fire, most would say photos, and they'd make a point of grabbing a frame or album on the way out. But with digital photos, you don't need a fire to lose everything, they could simply disappear in the blink of an eye with hardware failure or theft. There's no warning, no smoke alarm, and without a plan already in place, no chance to recover the data. It's time to get set up with a true backup system.

Is one copy enough?

You might think saving your information to an external hard drive or flash drive is enough. You're right, it's better than nothing, but since the data is stored in only one place, this isn't a



backup - it's just storage. That drive could fail at any moment, perhaps from age, malfunction or plain old theft.

Often enough, that drive even becomes lost over the years, put somewhere 'safe' and promptly forgotten! And with the way technology is moving, accessing that data in 5 years might even bring up compatibility issues - some newer computers don't even have CD/DVD drives, yet hundreds of thousands of homes would still have photos stored on a disc.

Two copies?

You might have your extra storage drive as backup and keep a copy on your computer. This is a better solution, and how most people store their data, but it still isn't enough. While you're protected against device failure, that house fire is going to take both copies up in flames. Thieves would probably grab the external drive while they're bundling up your computer too, so again, you'd be left with zero copies. It's close, but it's not a true backup system.

The rule of three

We subscribe to the backup rule of three. Just reading this may sound like overkill, but tech is fragile and device failure is a constant risk. We recommend keeping one copy on the

computer/device, another on an external drive, and a third copy as last resort tucked safely away in the cloud. The cloud backup can be fully automated so you don't even need to worry about remembering to do it. If the day comes that you need your data back, it's ready and waiting in perfect condition. Cloud technology also means your data is far away from any potential fire or flood, it's secure and with the right provider, guaranteed against loss.

There's a saying in the IT industry: "There are two kinds of people: those who backup, and those who have never lost all their data". No matter what the cause of your data loss, it always has a deep impact, particularly when it comes to precious data. While re-creating some homework or the family budget might just be inconvenient, there's no way to recreate photos once they're gone. It's a loss that hurts for a long time, but it's also so very avoidable.



If you value your data, give us a call at 0113 2579992 to implement a well-rounded backup system.