**What is cybersecurity?**

Is the ongoing effort to protect individuals, organizations and goverments from digital attacks by protecting networked systems and data from unauthorized use or harm

- **personal** = safeguard your identity, data and computer devices

- **organizational** = protect the organizations reputation, data and customers

- **government** = national security, economic stability and safety and wellbeing of citizens

***Protecting your personal data***

Personal data - **any information that can be used to identify you, it can exist in   
 offline/online**

Offline identity = this is the real-life persona that you present on daily basis  
 online identity = it’s who you are and how you present yourself to others online  
 username, social identity you established and portray  
 **even if you don’t have social media, if you use web u have social identity**

**Your data**

- Personal data describes any information about you,   
 including name, social security number, driving licence number, data and place of birth, mother maiden name, and even pictures or msges…   
 some others could be:  
 health records (electronic health records)  
 education records   
 employment and financial records

Cybercriminals can use this info to identify and impersonate you

Identity theft

Medical theft = cybercriminals stealing medical insurance to use the benefits for themselves  
banking = stealing private data can help hackers to access bank accounts, credit cards, social   
 profiles and other online accounts

Who else wants my data?

**Your internet service provider =**they track your online activity, and in some countries they can sell this data to advertisers  
legaly required to share info with government

**advertisers =**  
 they monitor your online activities, and send targeted ads your way

**Search engines and social media platforms =**   
 they gather info about gender, geolocation, phone and political and religious ideologies   
 based on your search histories and online identity and sell them to advertisers

**Websites you visit =**

they use cookies to track your activities in order to provide a more personalized experience  
 But this leaves data trail that is linked to your online identity that can end up with advertisers