**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**