



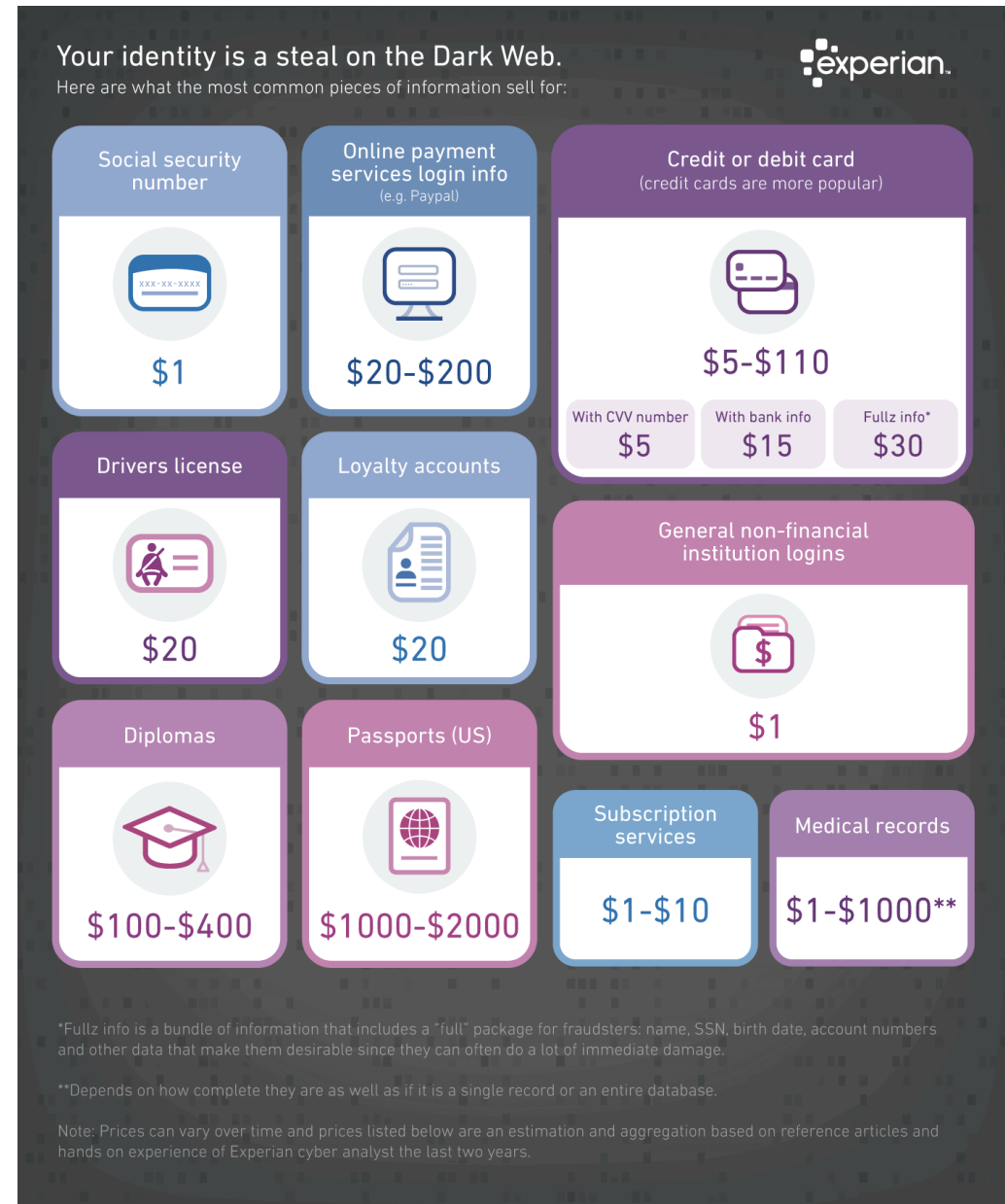
# Understanding Our Data

# We are vulnerable

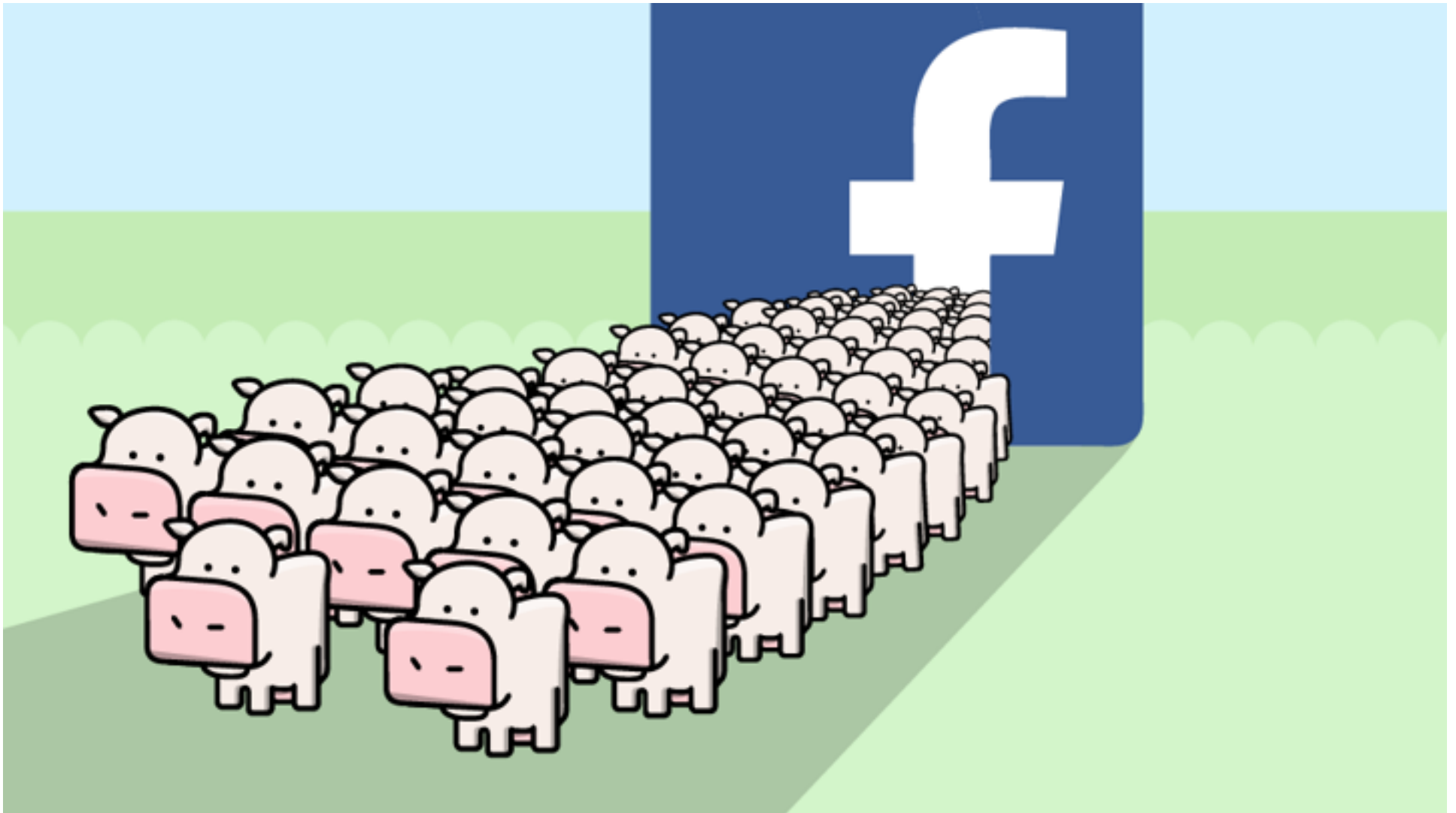
Every day, *hackers* gain access to millions of accounts.

Our digital identity is at risk, and all parts of our digital life are accessible within a few clicks.

Hackers can access the dark web and access information of hacked users for a small fee and sometimes even for free. As time progresses, people will harvest more and more information and this data will become available to these hackers.



As we continue to give social networks such as Facebook our data, these companies will continue to use our information for their benefit. It is easy to stop these companies from using our information: we stop giving it to them.





Keeping Our  
Data Secure

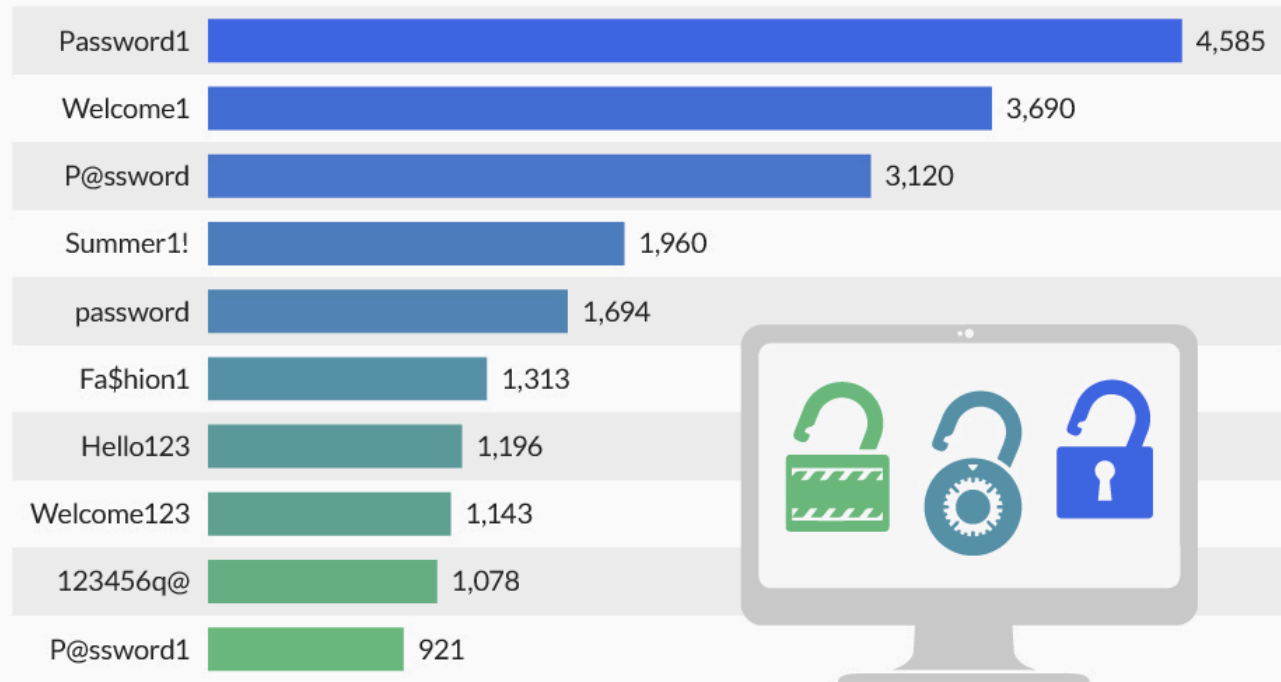
# Protecting Our Data

While it is **impossible** to protect our data completely, we can make it much more difficult for hackers to gain access to our information.

By using different passwords for each site, limiting information shared on every website, and closing old, unused accounts are just some steps we can take to keep our digital identity safe. But, we should always assume our information is public and in the hands of someone dangerous.

## The internet's most popular passwords

The top 10 business passwords in 2014\*



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@StatistaCharts

\*Based on a sample of 499,556 passwords  
Source: Trustwave

i100

from  
The INDEPENDENT

statista

# Amount of Time to Crack Passwords

"abcdefg" 7 characters  .29 milliseconds

"abcdefgh" 8 characters  5 hours

"abcdefghi" 9 characters  5 days

"abcdefghij" 10 characters  4 months

"abcdefghijk" 11 characters  1 decade

"abcdefghijkl" 12 characters  2 centuries

 Better Buys

Just as mentioned above if we did these steps:

- Add one character to our passwords
- Use different passwords for each of our accounts
- Remove information that isn't necessary

We would all be in a much better place.

While many of us do go the extra mile to ensure our online identity, we don't necessarily have to go out of our way to keep our data safe. But, making sure our data is kept safe will allow us to live a more relaxed and stress-free life.



# References (Images)

**Slide #1:** Redman, C. Thomas. "Does Your Company Know What to Do with All Its Data?" Harvard Business Review. 15 June 2017. <https://hbr.org/2017/06/does-your-company-know-what-to-do-with-all-its-data>

**Slide #2:** Stack, Brian. "Here's How Much Your Personal Information Is Selling for on the Dark Web." Experian, Experian Information Solutions, Inc., 9 Apr. 2018, [www.experian.com/blogs/ask-experian/heres-how-much-your-personal-information-is-selling-for-on-the-dark-web/](http://www.experian.com/blogs/ask-experian/heres-how-much-your-personal-information-is-selling-for-on-the-dark-web/)

**Slide #3:** Bogost, Ian. "My Cow Game Extracted Your Facebook Data". The Atlantic. 22 Mar. 2018. <https://www.theatlantic.com/technology/archive/2018/03/my-cow-game-extracted-your-facebook-data/556214/>

**Slide #4:** Redman, C. Thomas. "The Best Data Scientists Get Out and Talk to People". Harvard Business Review. 26 Jan. 2017. <https://hbr.org/2017/01/the-best-data-scientists-get-out-and-talk-to-people>

**Slide #5:** McCarthy, Niall. "The Internet's Most Popular Passwords." Statista, 17 June 2015, [www.statista.com/chart/3566/the-internets-most-popular-passwords/](http://www.statista.com/chart/3566/the-internets-most-popular-passwords/).

**Slide #6:** BetterBuys. "Estimating Password Cracking Times" betterbuys.com. 2015. <https://www.betterbuys.com/estimating-password-cracking-times/>

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