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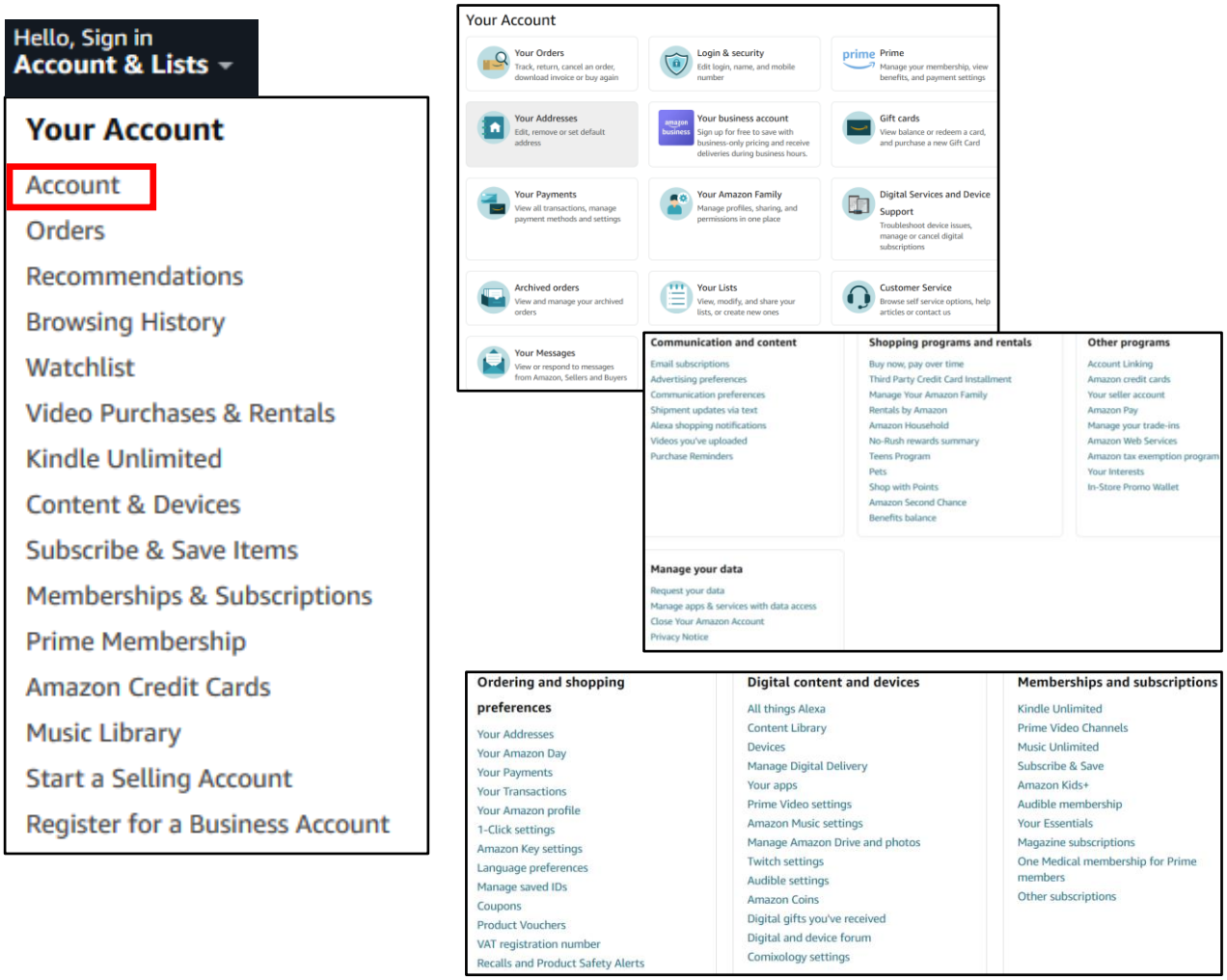
- **Do** take time to clean up old credit cards from your account.
- **Do** use Two-Factor Authentication to protect all your information on Amazon. With all the information that Amazon captures, it is important to make sure it is protected by every means available.
- **Do** frequently update your password for Amazon.
- **Don't** link any other accounts to your Amazon account. This will limit what outsiders can find out about you, to include your pattern of life, interests, and hobbies.
- **Don't** fall for scams on Amazon or from emails that appear to be from Amazon.
- **Don't** buy from international sellers. Avoiding this will help protect you from identity theft and scams.

Your Account

In order to lock down your Amazon account you will need to access "Your Account," located on the upper right side of your screen. Look for the "Account & Lists" drop-down link and select the down arrow. From this list, select "Account."

Below is a picture of the Amazon Drop down menu and the various topics within the "Account" section. Each of these topics will be referenced periodically throughout this guide so please take note of them here as a reference point.



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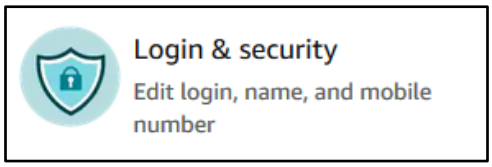
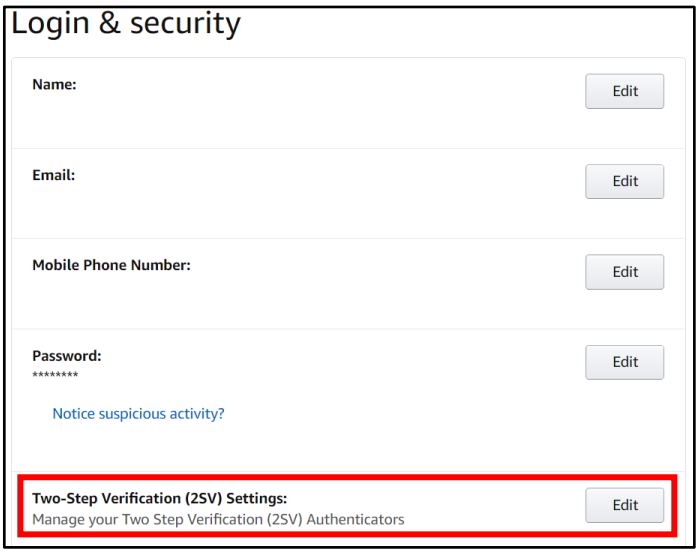




Login and Security

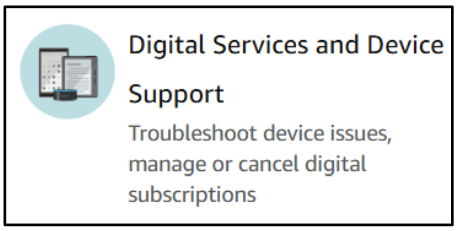
Let's look at the "Login & Security" settings first. See the picture to the left. First, review the general login information provided to ensure all of it is accurate. Click "Edit" if you find any discrepancies. Next, head to the "Two-Step Verification (2SV) Settings" section and select "Edit" (highlighted in red to the left). Now, select "Get Started" and follow the prompts.

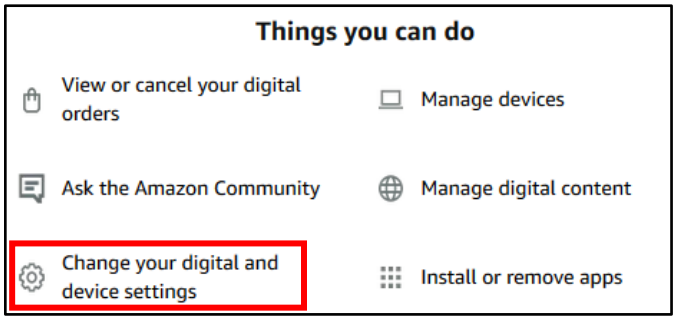
Since Amazon retains some of your most sensitive information, like your credit cards and address this feature is important to help secure your account. It is highly recommended here and throughout this guide that, where possible you turn on "Two-Step Verification" in order to help prevent others from gaining access to your account.

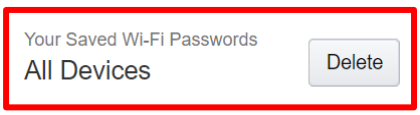
Devices and Content

Now, let's go back to the "Account" page and select "Digital Services and Device Support," then select "Change your digital and device settings" which should open the "Preferences" section. If not, select "Preferences" from the top menu.

Review the settings presented here to make sure the content agrees with your needs. It is recommended you review "Saved Wi-Fi Passwords" to make sure there are no passwords saved that you do not want Amazon to retain. There is a plethora of other settings to check within this section and it is recommended that users periodically revisit these settings to ensure all are in accordance with your needs.







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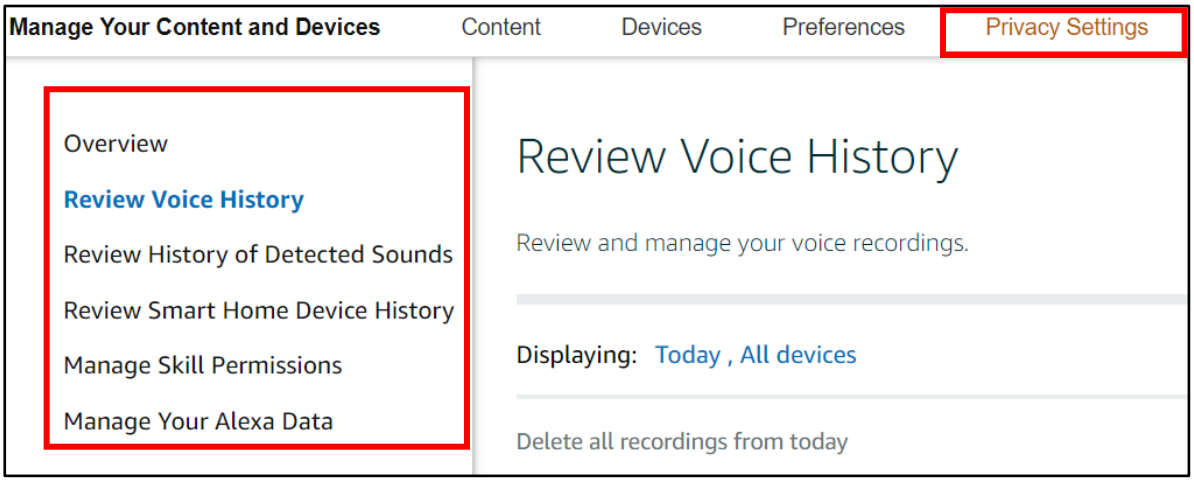
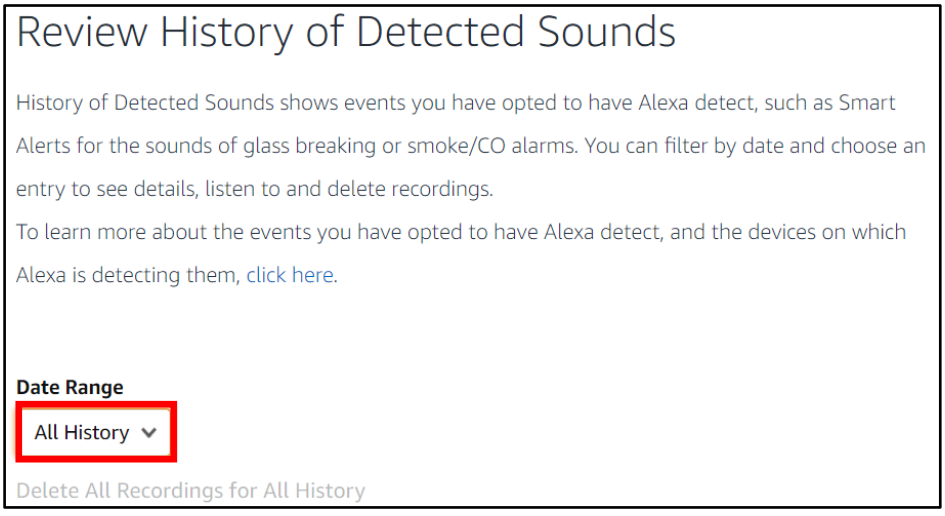
Alexa Voice History

Now look to the “Manage Your Content and Devices” header menu and select “Privacy Settings” and either select “Alexa Privacy” from the drop menu or simply select the full menu and then select “Alexa Privacy.” Here you can review the privacy settings associated with any Alexa devices you may have.

First look to the right of this menu (shown below) to find the “Alexa Privacy” or “Privacy Settings” menu and select “Review Voice History.” Here you can review every sound detected by Alexa, which includes but is not limited to any/all commands you have ever asked of Alexa. It is recommended that you periodically visit this section and clear your command history the same way you would clear your cookies and cache from your browsers. Select the time frame you wish to review/delete and then select “Delete Detected Sounds History.”

Next, locate “Review History of Detected Sounds” from the side menu to review any sound Alexa may have picked up over the course of her “life.” It is recommended this section be periodically reviewed and its content deleted.





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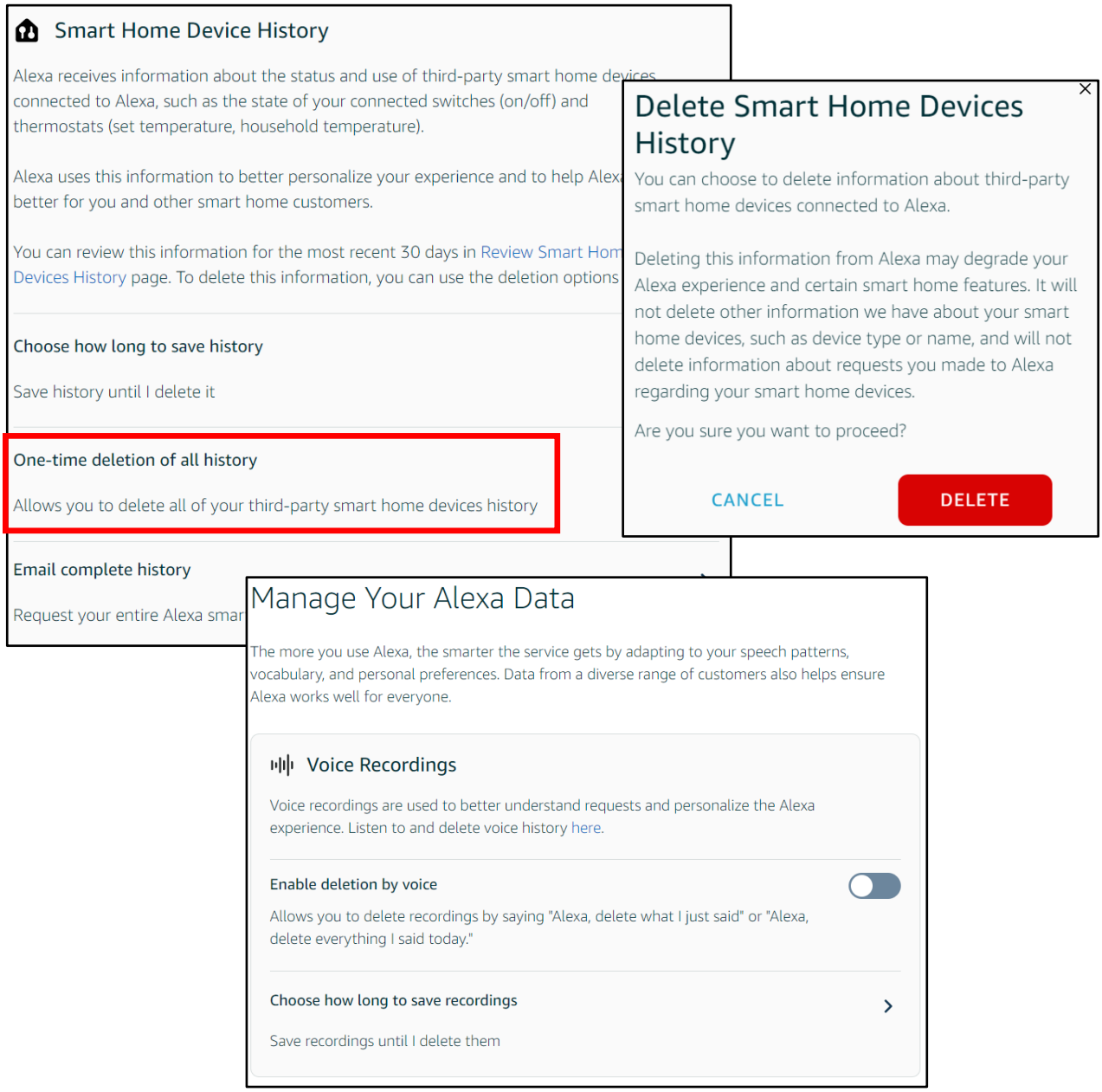
Smart Home Device History

Now, select “Review Smart Home Devices History” here users can review all devices that are connected to Alexa, which also means they are connected to Amazon and can potentially make purchases on that connected account. This section should be reviewed routinely to ensure only trusted devices are connected to Alexa and all others are deleted.

In the next section, “Manage Skill Permissions,” users can review any “skills” they may have enabled Alexa to have, such as accessing a devices’ street address or email address. It is not recommended that any of these “skills” be enabled. Finally, select “Manage Your Alexa Data” and review any information here that you do not wish Alexa to have. You can also set how long information such as recordings are kept. Once you have completed this section head back to the main “Account” section.



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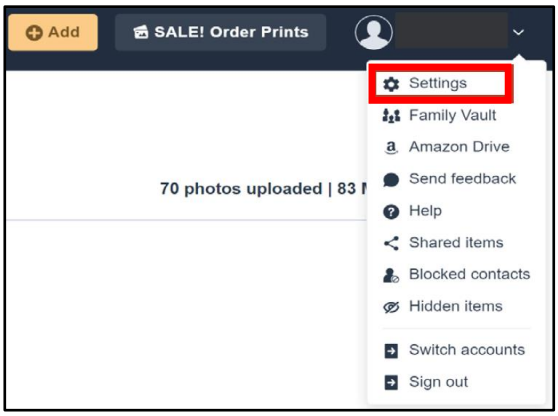
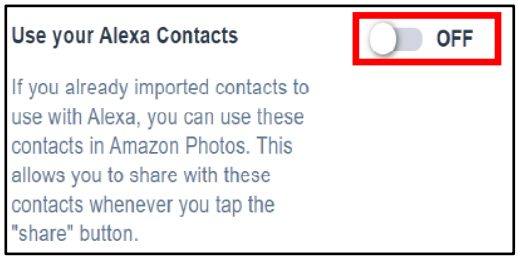
Amazon Drive

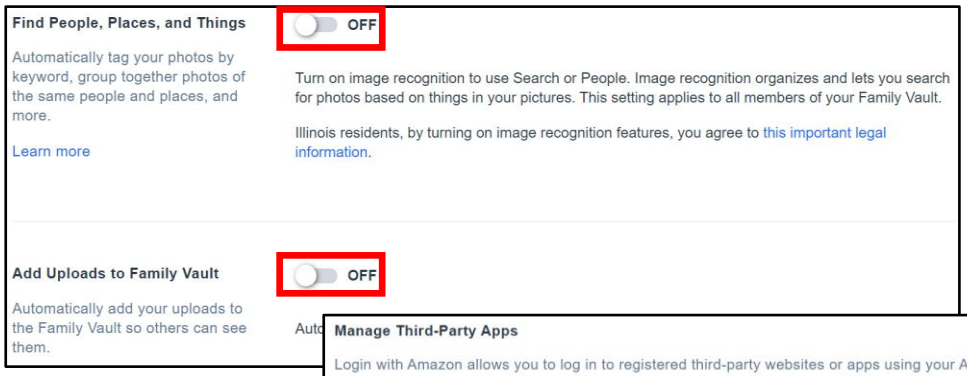
Each Amazon account comes with an “Amazon Drive.” In order to lock down your “Amazon Drive,” navigate to “Digital content and Devices” from the “Account” menu and select “Manage Amazon Drive and Photos.”

On the top right of the screen, select your profile picture to open the “Drive” menu. Next, select “Settings” and review each section presented on your screen.

It is important to note there is a new section titled “Use your Alexa Contacts.” It is not recommended that you allow Alexa to obtain access to your contacts, so be sure this function is “Off.” Be sure to visit other sections, such as: “Add Uploads to Family Vault;” as well as the “Manage Third-Party Apps” sections.







Your Public Profile

Amazon provides you with your own “Public Profile.” This “Profile” and your entire “Amazon Account” can be linked to any of your social media accounts. It is important to review your profile and its settings to ensure it is locked down, not linked to other social media accounts, and not searchable by the public. See the next page for guidance

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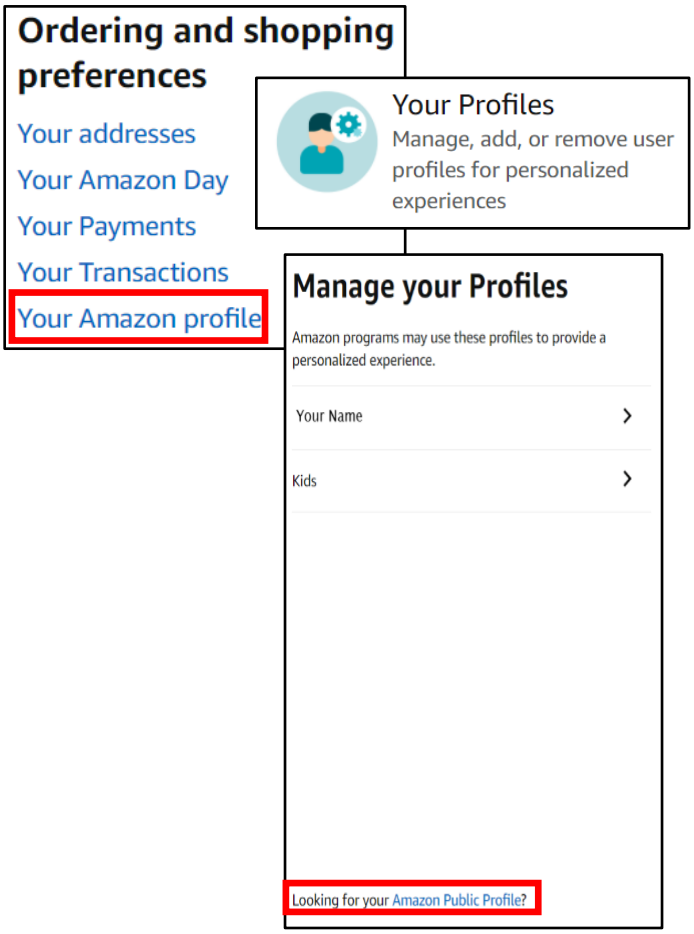
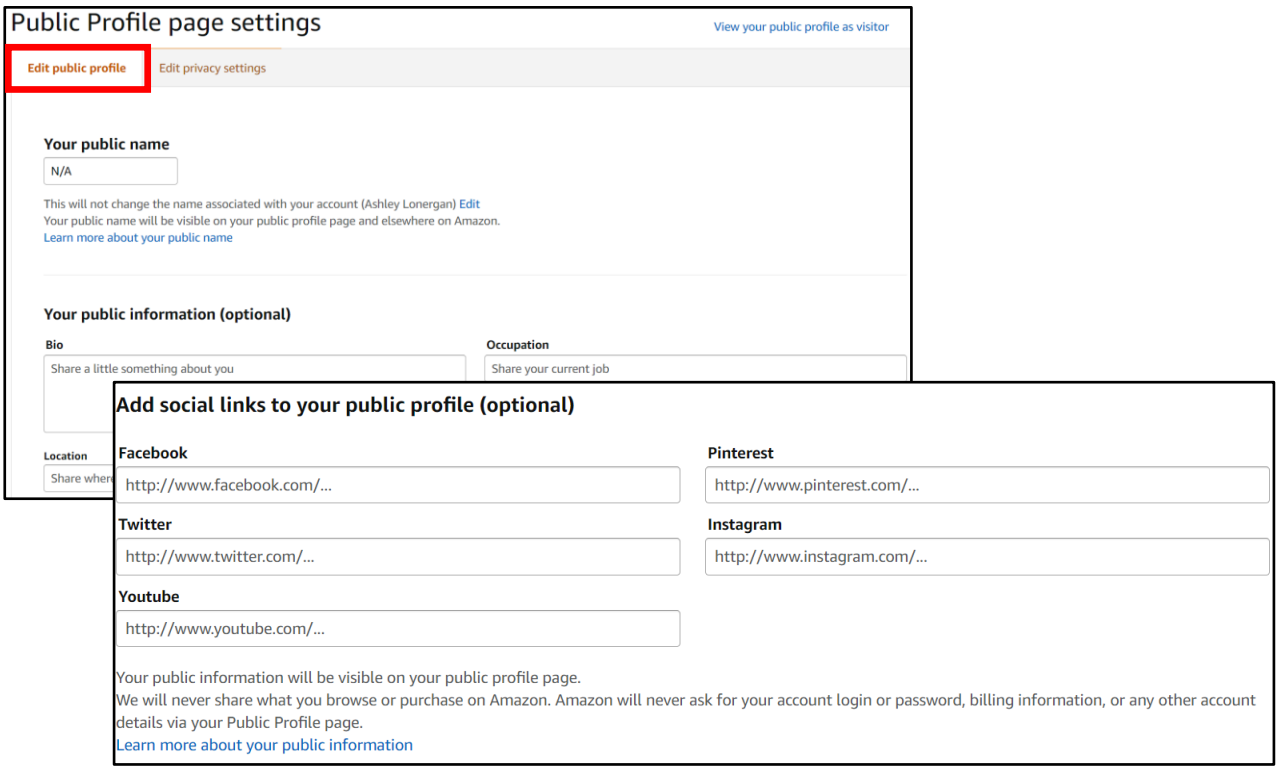
Your Public Profile

In order to lock down your public profile, go back to “Your Account,” then select “Your Amazon Profile” under the “Ordering and shopping preferences;” or you can choose the “Your Profiles” icon at the top of the page. From there, follow the steps below and on the remaining pages to best secure your profile.

Select “Edit your profile.” In the “Profile page settings” review all your information to make sure only information you want on a public profile is present. It is recommended you not display your full name in the “Your public name” section.

Scroll down on the page and find the “Add social links to your profile” section to make sure you have not linked any of your social media accounts to your Amazon account.





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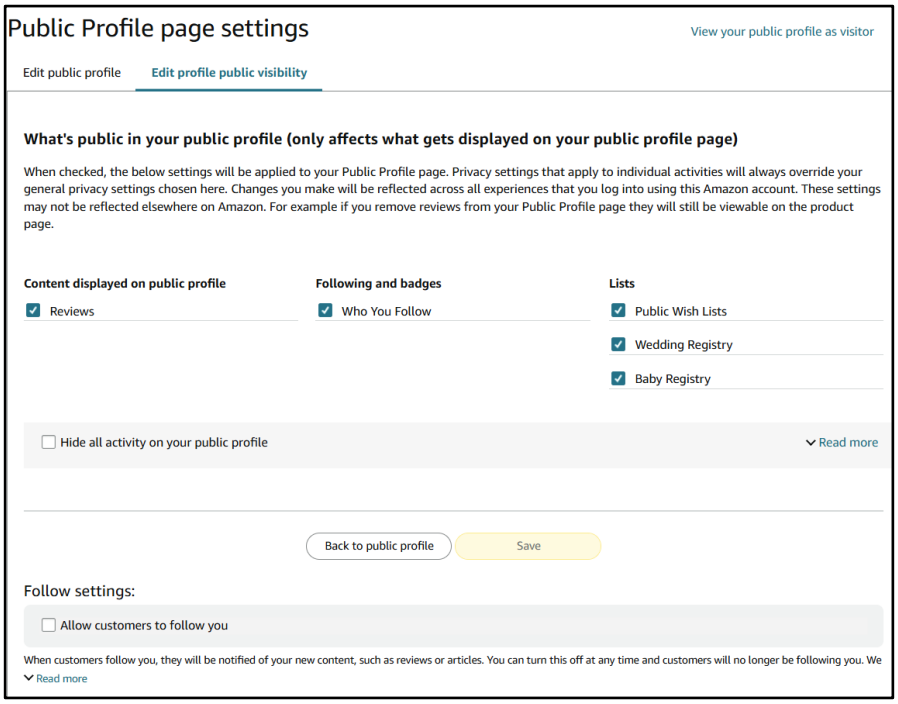
Public Profile – Privacy Settings

Now let's go to the "Edit privacy settings" to review and ensure they are appropriately set. Once selected, review how they are presently configured. It is recommended that you select the box "Hide all activity on your profile" as well as "Hide sensitive activity." Users can view their "Profile" as a visitor would see it, by selecting "View your profile as visitor" from the top right of the "Profile page settings." This capability allows you to ensure their profile is properly locked down so that information specific to you is not readily available to anyone. Next, scroll down to the bottom of the "Edit privacy settings" and make sure the box titled "Allow customers to follow you" is not checked. It is also important to click on the "See who is following you" link to make sure you have not allowed anyone to follow you that you do not know or trust.



Follow Settings

If you do have any followers, you can delete them from this link and then update your privacy settings to preclude any future followers. It is recommended you do not let people follow you on Amazon, especially if you do not know and trust them. Although not recommended, allowing followers on Amazon is personal choice to be made in accordance with your comfort level.

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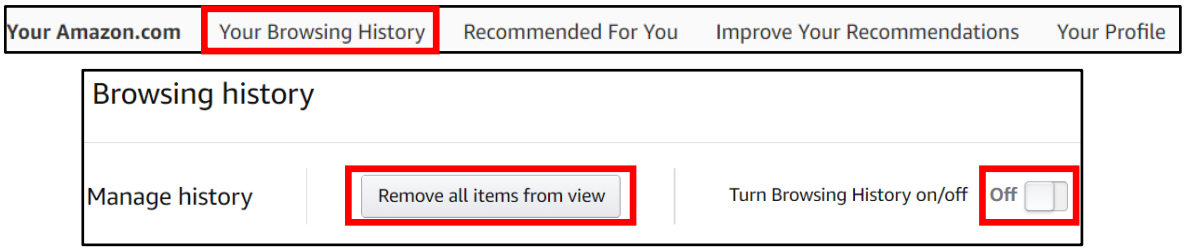
Browsing History

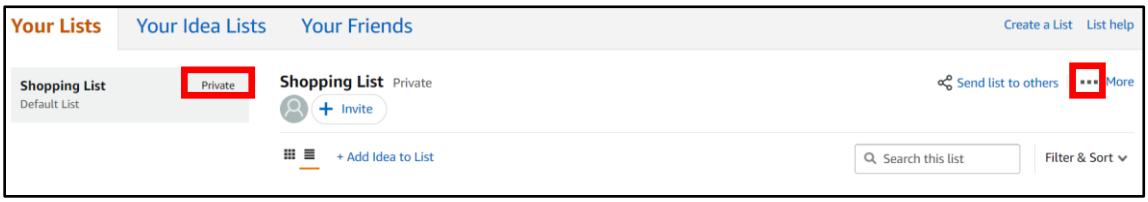
Now let's take a look at "Your Browsing History." Go to the top menu bar, from either the "Your Profile" section or the "Your followers" page and select "Your Browsing History." From here, look at the right side of your screen and select the drop-down arrow next to "Manage history." From here, it is recommended you remove all items and "Turn Browsing History" to "Off."

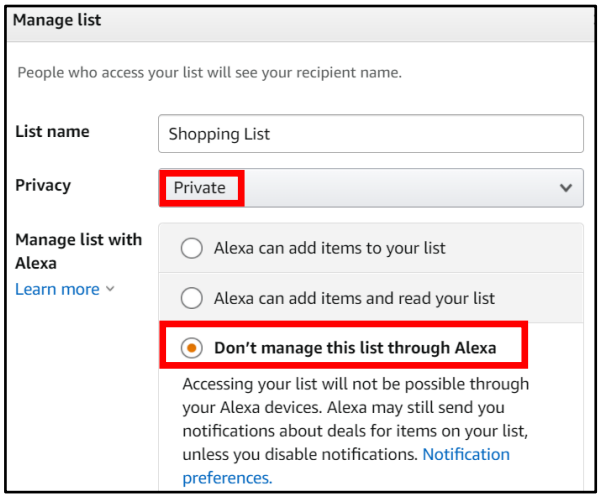


Wish Lists

One of the most public sections of Amazon is the "Wish Lists." If not made private, anyone can view your lists and gain information about who you are or who the people in your family are (how many, gender, age, etc.). People use "Lists" for making Christmas lists, birthday lists, or even grocery lists. The titles of these lists are revealing (e.g., a child's name for birthday or Christmas gifts). These bits of information pose an unnecessary risk as they could be useful to a social engineer or identity thief when combined with other bits of data on you.

Amazon has recently changed its privacy options for "Wish Lists," requiring users to enter an email address in order to access any "Wish List," so make sure that information is locked down. New to the "Wish List" is the option to provide Alexa with access to your "Lists." It is not recommended you authorize such access, instead set each list to "Private."





Select the "Your Lists" icon on the "Account" screen in order to begin the process of locking down your lists. Once there, your "Wish Lists" will be on the left-hand side of the screen (see above). In order to review and change these settings, select the ellipses and select "Manage List." From there, select "Privacy" and select "Private" from the options provided. Be sure to select "Save Changes."

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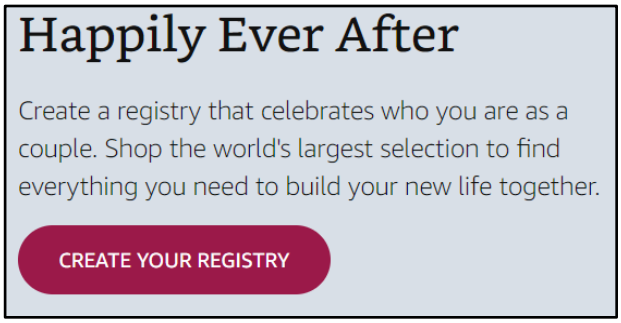
Registries

Much like a “Wish List,” your registries can also be displayed publicly, therefore it is important to check the “Settings” for any registry you build on Amazon.

While still in your “Wish List,” go to the top menu and select a Registry to create. To create your “Registry” select “Create a new Registry” from the center of your page. Scroll down to “Who can see your registry” and select “Shared” or “Private” for the visibility of your registry. It is important to note that if you decide to make your registry “Public,” it may be shared on a third-party website – e.g., TheBump or TheKnott - unless you “Unselect” that option.

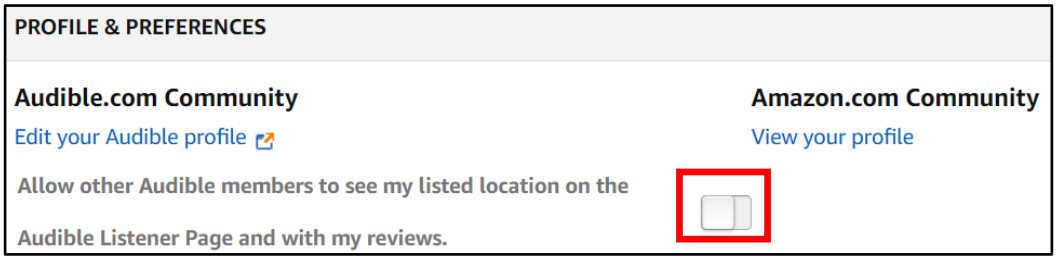
Amazon has created a new registry for birthdays which has many of the same lock down features as the Wedding and Baby registries. Once a registry has served its purpose, it is recommended that you go in and delete the registry from Amazon. Same for Wish List, once they have served their purpose, delete them.



Audible

Head back to the “Account” section and select “Audible Settings” from the “Digital content and devices” menu. Note: this section is only for users who have also signed up for and use Audible. In the “Audible Settings” review each section but pay special attention to the “Profile & Preferences” section.

Here you will want to ensure that the “Allow other Audible members to see my location on the Audible” is toggled to the “Off ” position. At the bottom of this page, you can also review what devices are registered and authorized to use your Audible account. If you notice any device that you do not recognize, simply select “Deregister” next to that device’s name.



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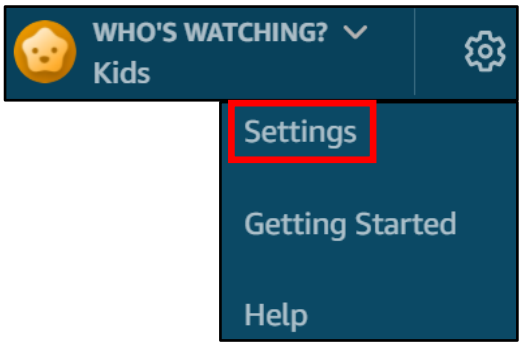
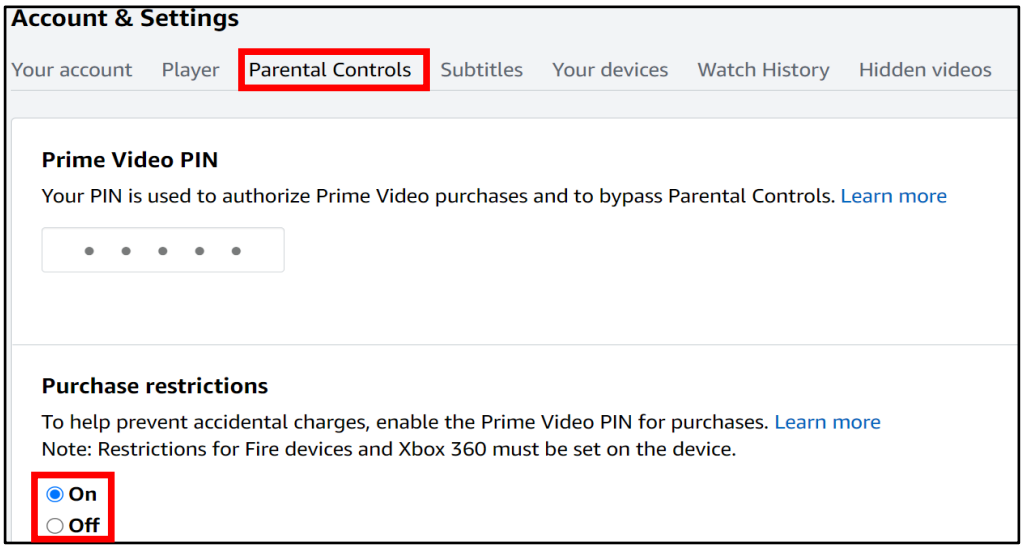
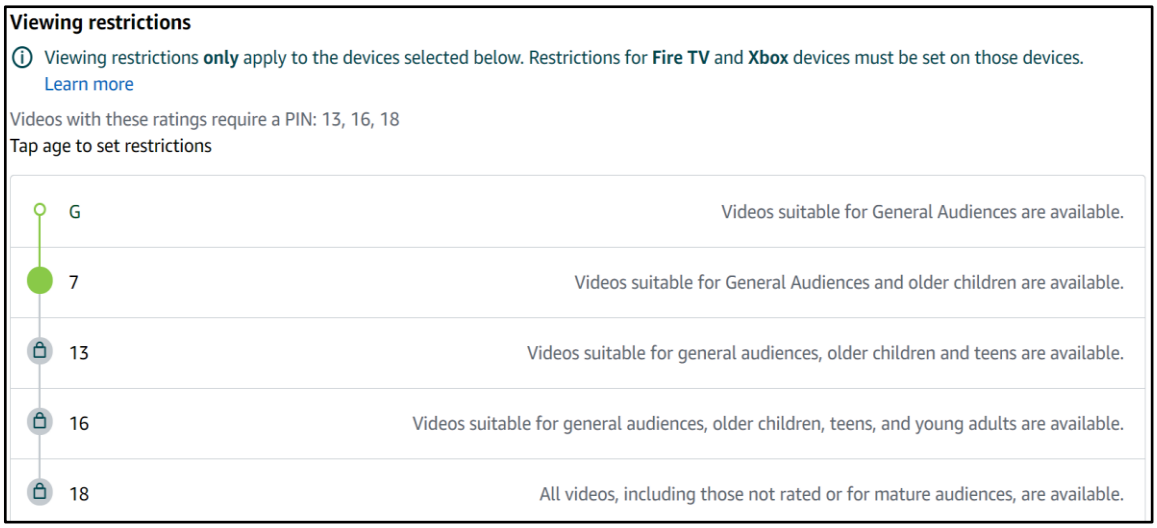
Parental Controls

If you have children, it is recommended that you review the “Parental Controls” and settings located in the “Video” section of Amazon. To do that you will need to go back to “Your Account” and select “Prime Video Settings” under “Digital content and devices.”

At the top of the page select “Parental Controls.” If you are a parent and want to monitor and protect your child(ren) from age-inappropriate material on Amazon, be sure to check this section in order to set “Prime Video PINs” and “Viewing Restrictions.” Here you can select at what age rating you would like Amazon to require a PIN.







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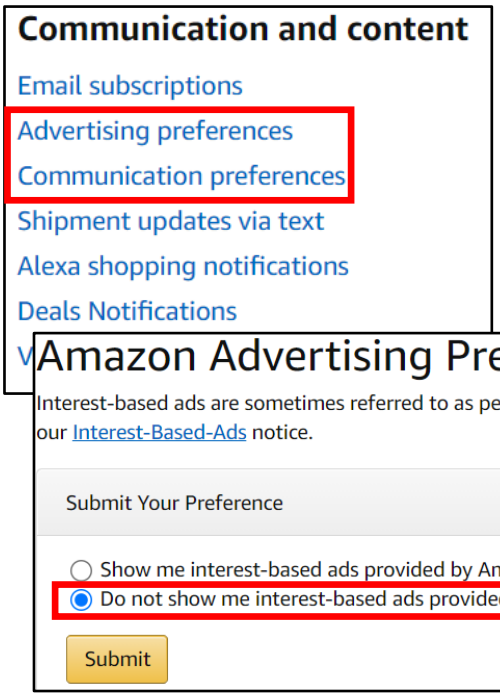


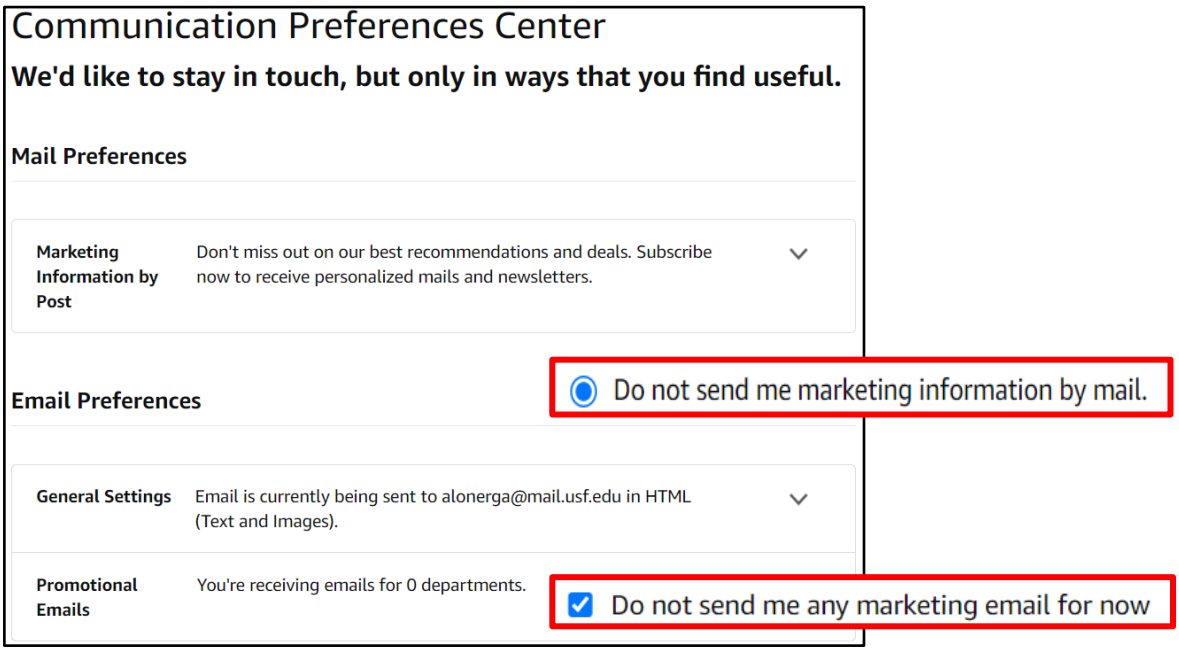
Ad Preferences

Now let's check the security and privacy settings associated with advertising and communications on your account. Go back to "Your Account" and in the "Communication and Content" section, select "Advertising Preferences." Here you can review what Amazon provides to you and to advertisers.

Personalized ads, sometimes referred to as targeted or interest-based ads are built on information about you, such as the products you view, the purchases you make on Amazon, or websites you visit where Amazon might provide ads or content.

Communication Preferences

Go back to "Your Account" and select "Communication Preferences." Select the down arrow to the right of "Marketing Information by Post" and select "Do not send me marketing information by mail" (highlighted in red below). This will help to eliminate spam and other marketing emails from cluttering your inbox. Be sure to select the "Update" button to save these changes.



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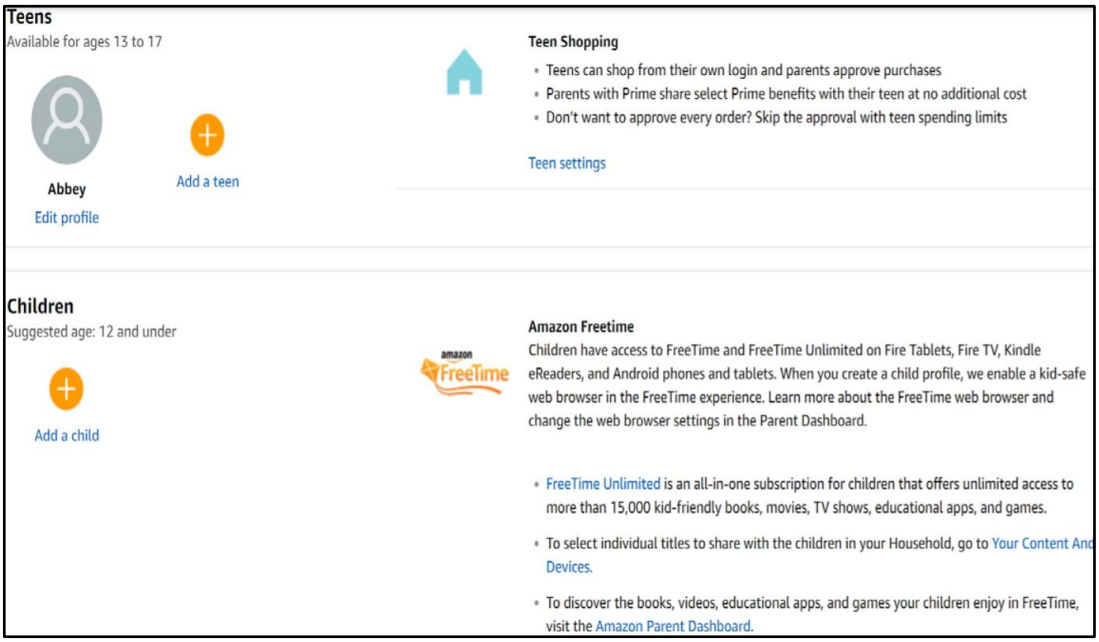
Other Account Considerations

Finally, Amazon has different profiles to help you manage your account and any account you may want to create for your children. For instance, a teenager can have their own log in and purchase ability, while parents maintain control over purchases. Parents can also add any children under 12 to their accounts to help manage the content displayed on certain devices, such as the Fire TV. In order to create or manage these accounts, select “Amazon Household” or “Teens Program” under “Shopping programs and Rentals.”



Definitions/Glossary of Terms

“Ships from” and “sold by” [seller]: This indicates a Third-party seller that ships an item directly to you. Amazon doesn’t touch the item. This is where scammers thrive. These items are not “Prime” eligible.

“Sold by” [seller] and “Fulfilled by” Amazon: A third-party seller sends the product to Amazon’s warehouse, then Amazon ships it to you. These items can be eligible for “Prime,” but are still third-party transactions.