



WHAT IS PUBLIC EXPOSURE – AND WHY SHOULD YOU CARE?



Even without passwords or breaches, your **public social profiles** can give away a lot about you. OSINT (Open-Source Intelligence) tools can **link your identity** using:

- Reused **usernames** across platforms
- Publicly available **bios, photos, comments, or tags**
- Combined data like full name + email + location

This info can be used to:

- Build a detailed profile of your habits or identity
- Track your activity across the web
- Enable social engineering or impersonation

KEY PUBLIC DATA THAT REVEALS MORE THAN YOU THINK

Data Type	What It Reveals	Why It Matters
Username	Your digital alias across platforms	Reuse links accounts, even across sites
Full Name	Real-world identity	Searchable in people-finder or breach databases
Profile Photos	Facial identity, locations, friends	Enables facial recognition and reverse image search
Bio/Posts	Job, school, location, habits	Can identify patterns, lifestyle, or physical location
Follows/Comments	Network of contacts	Reveals interests or associations
Public Email/Phone	Contact info	Enables spam, scams, or cross-site lookups
Metadata in Uploads	Location, device info from images or docs	Hidden data that can be extracted

HOW TO REDUCE SOCIAL & OSINT EXPOSURE

- **Use Unique Usernames per Platform**
 - Makes it harder to link profiles
- **Make Profiles Private**
 - Limits data visibility to strangers
- **Remove Personal Info from Bios**
 - Reduces exposure of location, age, job
- **Scrub Metadata from Uploaded Media**
 - Removes hidden location/device info
- **Limit Public Comments/Tags**
 - Prevents data trails in public threads
- **Use Alias/Avatar Photos**
 - Avoids facial recognition and reverse image lookups

TOOLS FOR OSINT AWARENESS & DEFENSE

- **Have I Been Pwned** – Check if email/username was in a data breach
- **ExifCleaner / mat2** – Remove metadata from photos & files
- **DuckDuckGo Search** – Private search engine for checking exposure
- **AccountCleaner / Jumbo** – Clean up old or unused social accounts

Try out our OSINT tool and Privacy Checklist!