

# Why You Should Care

## It's Your Information!

Ultimately this information is you. There are things we want others to know and there are things we don't want others to know. You have the power to decide who knows what. On the internet that is tougher and requires some knowledge and caution. Your concern for your information should stem from your concern for your safety and from what you consider fair. Too much information, or just enough public information could fall into the wrong hands. You at least want to be able to have some defense against that. You also have to keep in mind that companies profit off your information. Are you getting a fair trade or even the best deal?