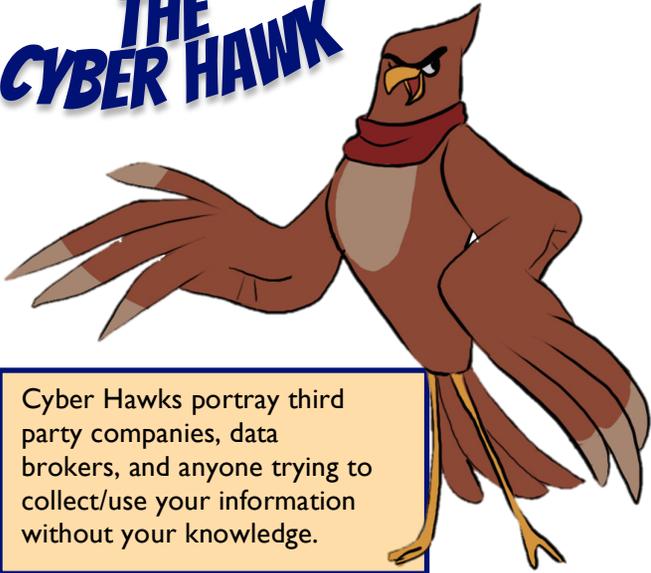


LET'S MEET THE CHARACTERS

**THE
CYBER HAWK**



Cyber Hawks portray third party companies, data brokers, and anyone trying to collect/use your information without your knowledge.

GOT A STORY LIKE KIT'S?

**THEN CLICK CLICK
YOUTHPRIVACYPROTECTION.ORG
TO SHARE!**

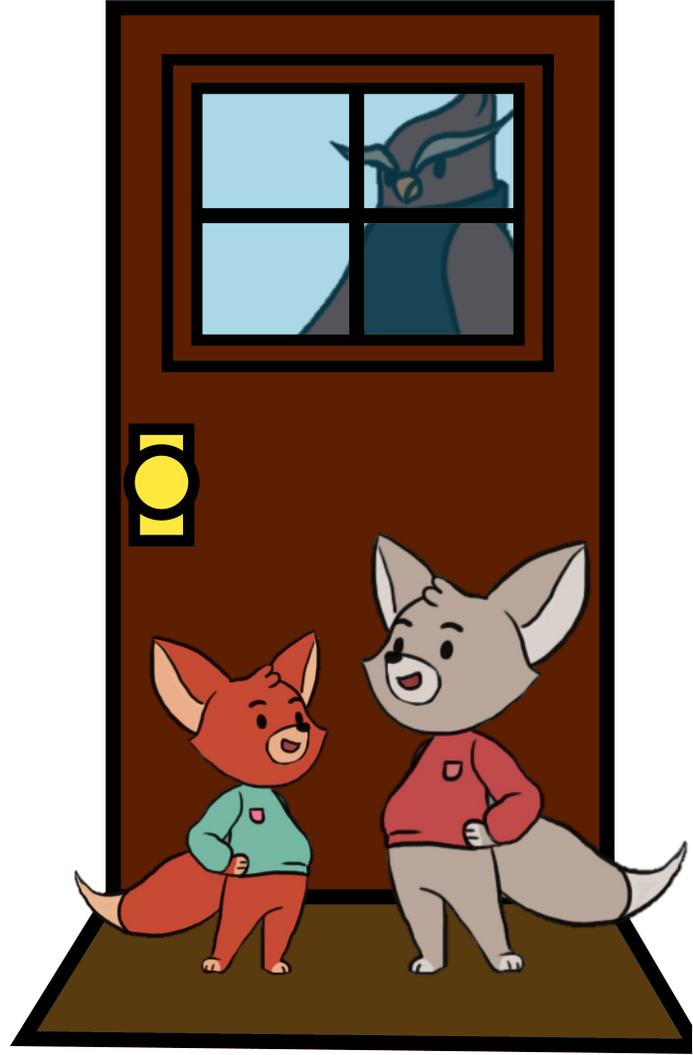


**WATCH THE
ADVENTURES OF
KIT THE FOX
VS THE
CYBERHAWKS!**



YOUTUBE.COM/YOUTHPRIVACYPROTECTION

CLICK, CLICK...



KNOW WHO'S THERE

**PROTECT YOUR
INFORMATION TO OUTFOX
THE CYBER HAWKS**

KIT THE FOX



Kit the Fox is just like you – young and curious about the world. Kit loves interacting on the Internet. Kit has lessons to learn about being smart when sharing information online.

CYBER HAWKS ARE ALWAYS WATCHING



Why does this matter?

Cyber Hawks lurk in the background to watch your every move when you are online. When you are online, they fly by and take your information! You may not even see them fly by! Once they have it, you no longer have control over what happens to your information.

WHO ARE THESE CYBER HAWKS TAKING MY PERSONAL INFORMATION?

Data Brokers

Data brokers are companies that collect consumer information and then resell the data they have compiled to other companies (Privacy Rights Clearinghouse, 2015). (Watch “Data Brokers” on 60 minutes). They gather your information through sources like social media sites you have signed up for, contests you entered where you provided your personal information, government public records or by purchasing them from other data brokers.

Third Party Companies

Data brokers also give access to your personal information to third party companies. They analyze your information and add it to other information they have about you. They also share and/or sell this information with advertisers and marketers.

YOUR INFORMATION IS NOT THE ONLY THING THEY'RE AFTER

Everything & anything you do online can be tracked and used to target you for advertisements. Here are some examples:



• If you **like** an article on Facebook, Facebook will place similar articles on your timeline.



• If you **screenshot** a friend's story on Snapchat, Snapchat will remember that.



• If you **pin** a picture to your board on Pinterest, Pinterest will show you similar posts.



• If you **favorite** a tweet, your followers will see that.



• If you **Geotag or hashtag** your location on Instagram, anyone can see your post even if you have a private account.



• If you **watch** a video on YouTube, YouTube recommends videos based on what you have watched.



THE DANGERS OF SIGNING UP UNDERAGE

You must be **at least 13 years old** to sign up for social media sites or make an account online. When you **lie** about your age when signing up for an account, you are opening yourself to be targeted like an adult.

PROTECT YOUR INFORMATION



When you are online you are vulnerable to unknown threats. Your activity is monitored, collected, sold, and combined with other information about you.

Think of how much you share online that tells everyone about you. Your name, addresses, birthdays – your past schools and current employment, the things you like, the pages you search, the friends you keep, the places you've been – even where you are and what you're doing right now.

Educate yourself to stay safe online and you can outfox the Cyber Hawk from taking your information!