

CHOOSE YOUR CHARACTER

Our characters Katie & Scott are just like you! They are trying to survive the game and avoid the shadows. The shadows are trying to steal their personal online information. Their goal is to keep their information private!



RULES OF THE GAME



This is your Power Bar and you want to keep it at 100! The more personal information you give out, the more you drain your Power

STAY AWAY FROM THE SHADOWS!



The shadows are third party companies and data brokers who want to collect and use your information.

The more information you feed the shadows, the more you drain your Power Bar. You do not want the shadows to drain your power or its
GAME OVER!

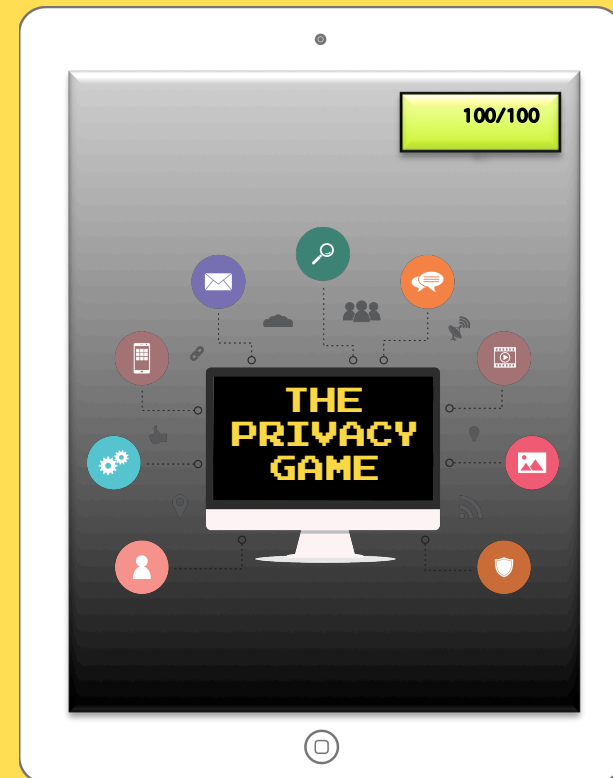
LEARN MORE ABOUT THE PRIVACY GAME & HOW TO SURVIVE THE SHADOWS AT

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YOUR PRIVACY ISN'T JUST A GAME



THE SHADOWS ARE ALWAYS FOLLOWING YOU

Why does this matter?

100/100

Shadows will be watching your **every move**. Once you share your personal information online, they drain your Power Bar of its Privacy Power. When they have your information, you will have **no control** over what happens to it.

WHAT ARE THE SHADOWS DOING WITH MY 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.

SHADOWS FOLLOW WHEREVER YOU CLICK



Your personal information is not the only information wanted by the shadows.

Everything & anything you do online can be tracked and used by companies. 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.

HOW TO LEVEL UP!

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 the shadows cannot take your information!



IT'S NEVER GAME

Be cautious of where you provide your private and personal information. When companies collect information, you no longer have control over what happens to the information. Your personal information can be used against you in ways that hurt you in the future. Then it could be...

GAME OVER

