





Privacy and sharing concerns



A definition

Sharing information online and being digitally present on online platforms, including social media, raises concerns over privacy and potential risks among digital users. Some of the most common social media privacy risks are hacking and account takeovers; social media phishing scams; shared location data used by predators; data mining leading to identity theft.



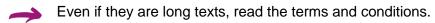
Why is this important?

According to the 2020 report <u>"Your rights matter: Data protection and privacy"</u> published by the EU Agency for Fundamental Rights, Europeans share the following concerns:

- 41% do not want to share any personal data with private companies, almost double the number compared to public bodies;
- 55% fear criminals or fraudsters accessing their personal data. Around 30% worry about advertisers, businesses, foreign governments' access to information without them knowing;
- Only 51% are aware that they can access their personal data held by companies.
 According to <u>Statista</u>, during the first quarter of 2023, more than six million data records were exposed worldwide through data breaches.



Tips and tricks



Check the privacy settings of your social media: turn it into private to avoid risks. Each social media provides instructions, for example Facebook (Adjust your Facebook privacy settings | Facebook Help Centre) or Instagram (Help Center (instagram.com))



Useful resources and tools











SAFETY RESOURCES



<u>behavior</u> – A <u>systematic literature review</u>, published an article on how to find a balance between privacy and sharing.