





Tech Talks: Data Privacy (Apple)

Know the apps and settings for increasing your privacy

Apple Settings

 Privacy	Settings > Privacy <ul style="list-style-type: none"> • Location Services • Tracking • Photos, Camera, Microphone, etc. • App Privacy Report
 Safari	Settings > Safari > Search Engine > DuckDuckGo Settings > Safari > Privacy & Security <ul style="list-style-type: none"> • Clear History and Website Data
 iCloud	Settings > Apple ID > iCloud+ Features <ul style="list-style-type: none"> • Private relay • Hide my email

Privacy Apps (Search, Share, Store)

Type	Example	Benefit
Virtual Private Network (VPN)	CyberGhost	Encrypt your data and mask your location for anonymous browsing
Browser	Brave	Blocks ads, pop ups, and trackers
Messaging/Calling	Signal	Private conversations using encrypted direct messaging
Email	ProtonMail	Private and secure communications with encrypted email service
Storage/Sharing	Tresorit	Files encrypted in transit and rest - Standard storage services reserve the right to access/scan files for illegal content



Tech Talks: Data Privacy (Apple)

Know the apps and settings for increasing your privacy

Vocabulary

- **Advertising Identification** - Unique identifier used to build personal ad profile
- **Behavioral Advertising** - Ads served based on data collected over time
- **California Consumer Privacy Act (CCPA)** - Provide CA residents with following abilities:
 - Know what personal data is being collected about them
 - Know whether their personal data is sold or disclosed and to whom
 - Say no to the sale of personal data
 - Access their personal data
 - Request a business to delete any personal information collected from them
 - Not be discriminated against for exercising their privacy rights
- **Contextual Advertising** - Ads served based on keywords used
- **Cookies** - Data packets exchanged between servers and browsers to identify users and track activity
- **Data Mining** - Finding patterns and connections in data to create new information
- **DNS (Domain Name Server)** - Phone book of the Internet, translates human readable domain names to computer readable IP addresses
- **End-to-End Encryption (E2EE)** - Data encrypted in a way that allows only the unique recipient of a message to decrypt it
- **Internet Browser** - Software application used to access information on the Internet
- **IP (Internet Protocol) Address** - Identifying number assigned to each device
- **ISP (Internet Service Provider)** - Business providing access and use of the Internet
- **Metadata** - data about data
- **TOR (The Onion Router)** - Data encapsulated in layers of encryption and routed randomly through a network of servers to ensure anonymity
- **VPN (Virtual Private Network)** - Service that encrypts your data and masks your location for anonymous browsing

Resources

- Privacy Planner - <https://securityplanner.consumerreports.org>
- Virtual Privacy Lab - <https://www.sjpl.org/privacy>
- Electronic Frontier Foundation - <https://act.eff.org>