

IT'S YOURS **TAKE CONTROL!**

INTERNATIONAL DATA PROTECTION DAY 2024

Data Protection Day commemorates the anniversary of Convention 108 of the European Council, the first international treaty on privacy and data protection, signed on 28 January 1981.

Data about our purchases, interests, behaviour and even our health is collected continually by various websites, apps, devices and services. In this 2024 observance of Data Protection Day we emphasize the importance of safeguarding your personal data, and encourage you to “Take Control of Your Data.”

1. Privacy vs. Convenience

Evaluate whether an app’s demand for personal data is justified, especially if it seems to collect personal data excessively, such as a gaming app requiring access to your contacts. Remove any unused apps to prevent unnecessary data collection and sharing.

2. Review Privacy Settings

With so many online services available, take a moment to ensure that your privacy and security settings are adjusted to your preference, opting for settings that share the least amount of data.

3. Maintain Control of Your Data

Maintain control of your personal data online by only providing essential information, browsing anonymously with VPNs or privacy-friendly browsers, steering clear of unsecured Wi-Fi, and reviewing the privacy policies of the services you utilize.

4. Protect Your Data

Protect your personal data by creating long, unique passwords, and use a password manager, enable multifactor authentication (MFA), and set your devices and applications to receive automatic security updates.

5. Exercise Your Rights

The Data Protection Act grants you the right to access your personal data, correct inaccuracies, stop/restrict processing, and stop direct marketing, with some exceptions.

6. Inform Yourself and Help Others

Inform yourself about the risks to your personal data and actively protect it against misuse. Recognize phishing attacks via email, text messaging, or social media, and help others in the community to navigate technology securely and keep their information safe.

For more information, visit us at
<https://ombudsman.ky/data-protection>

