

# PERSONAL SAFETY & SECURITY ONLINE

Scams, Surveillance, & Tracking

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# WHAT IS A SCAM?

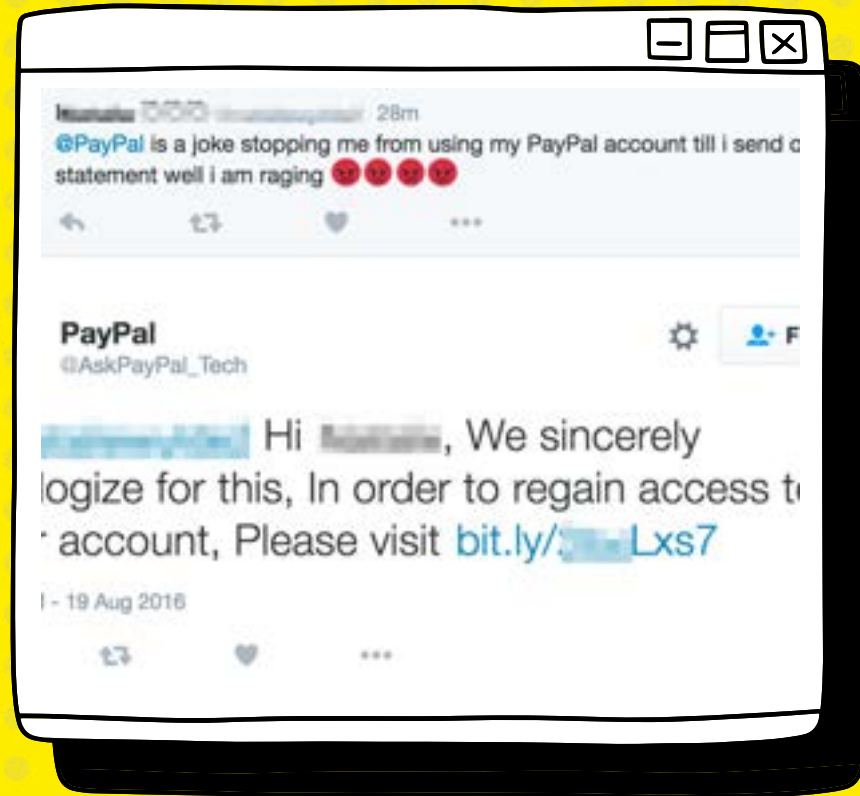
An online scam is a crime where the perpetrator develops a scheme using the internet to deprive a person of property, money, intellectual property, time, resources, etc. By falsely representing circumstances or facts.

## IN OTHER WORDS...

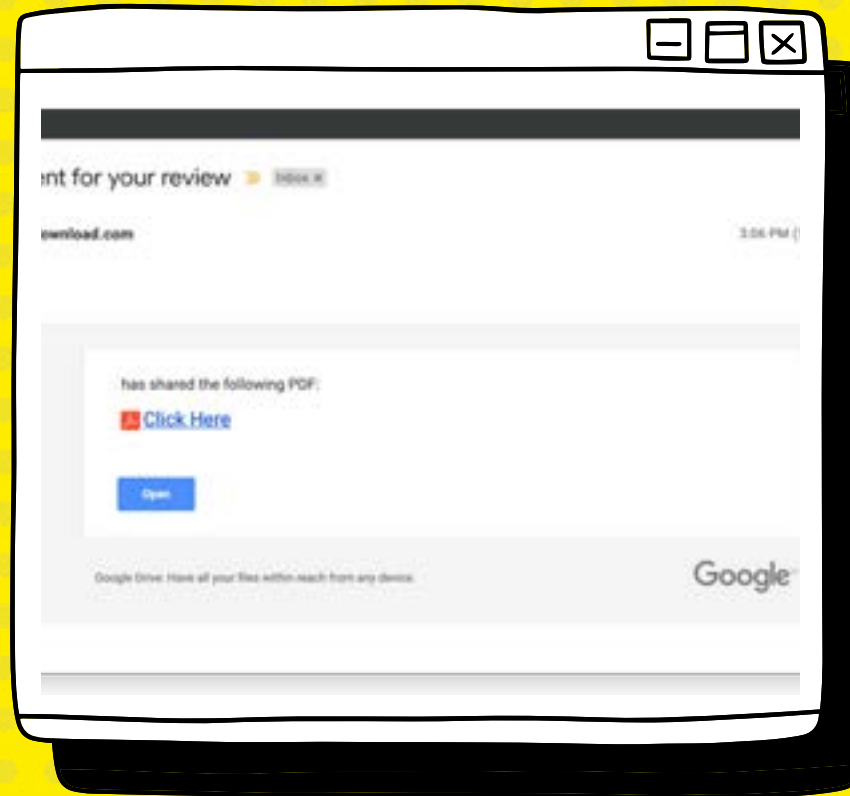
A scam is when someone uses the internet to lie to you in order to gain something from you.



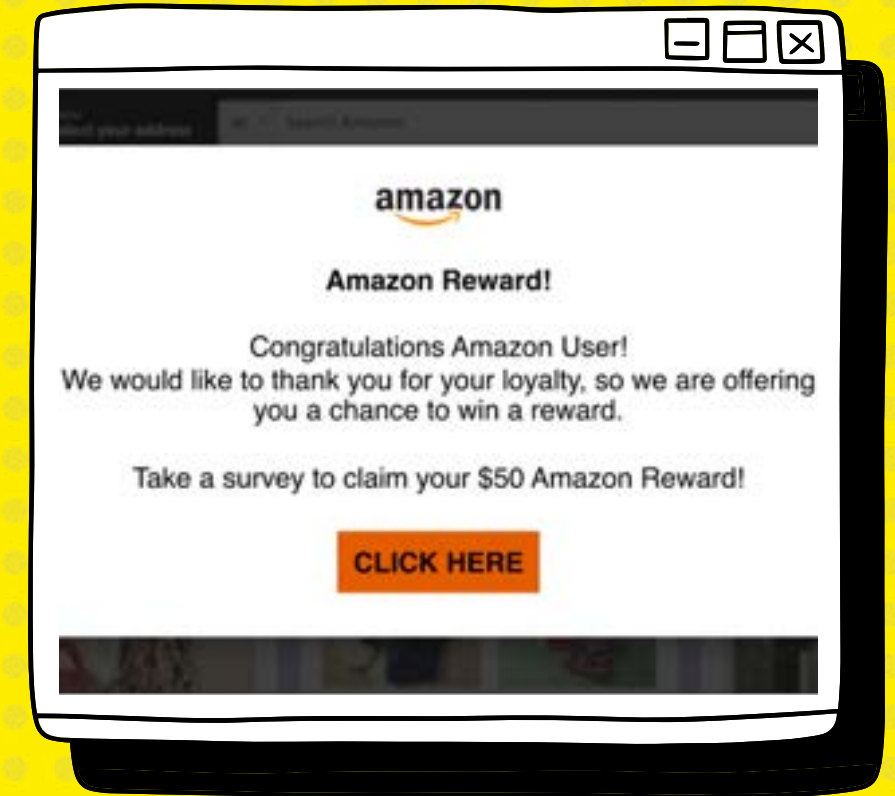
# PHISHING



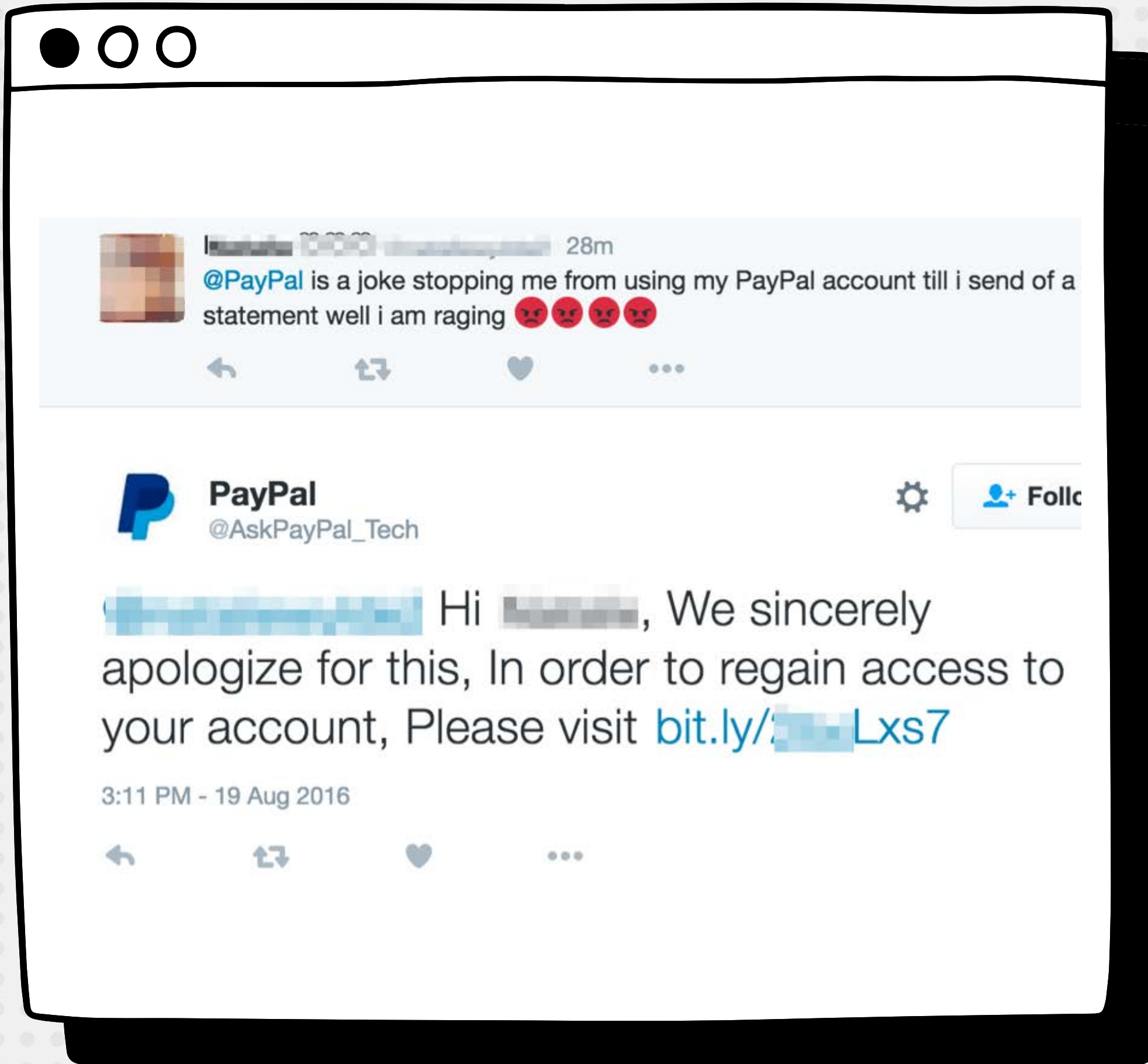
**Social Media**



**Email**



**Pop-ups**



# SOCIAL MEDIA PHISHING

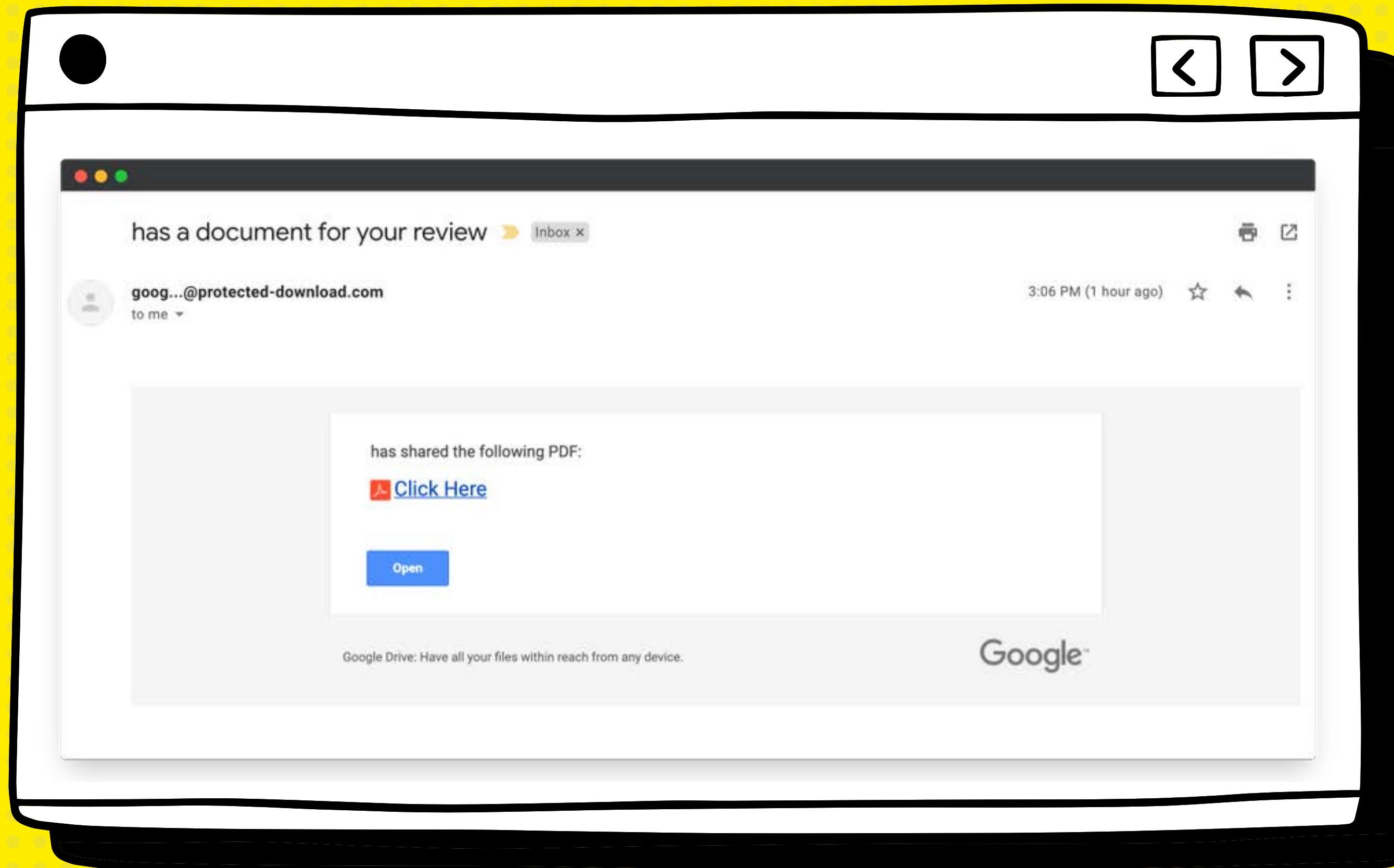
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- Are you friends with this person?
- Is their profile super generic?
- Are there typos or misspellings in the link or the message/post?
- Any other sketchy things?



# EMAIL PHISHING

- Shortened link?
- non-domain email address?
- spelling/grammar errors?
- file attachments?





## Amazon Reward!

Congratulations Amazon User!  
We would like to thank you for your loyalty, so we are offering  
you a chance to win a reward.

Take a survey to claim your \$50 Amazon Reward!

[CLICK HERE](#)

POP-UP  
PHISHING



WHAT IS THE EMAIL BEING SENT FROM?

IS IT TOO GOOD TO BE TRUE? SENSE OF URGENCY?

WHAT ARE THEY ASKING YOU TO DO/GIVE?

From: thomas jefferson <thomasjefferson18809@gmail.com>

Sent: Sunday, April 23, 2023 6:39 PM

To: Emily Marie Coate (emcoate) <emcoate@memphis.edu>; Emily Melonas Smith (emelonas) <emelonas@memphis.edu>; Emily Rose (enrose) <Emily.Rose@memphis.edu>; Emily Ridgeway (epilant) <Emily.Ridgeway@memphis.edu>; Emily Paige Gillo (epsmith2) <epsmith2@memphis.edu>; Emily Rose Lovell (erclapp) <Emily.Lovell@memphis.edu>; Emily Regan Patty (erpatty) <erpatty@memphis.edu>; Emily Rachel Liddell (erward) <erward@memphis.edu>; Emily A Thrush (ethrush) <ethrush@memphis.edu>; Emily Lane Cox (eweide) <eweide@memphis.edu>; Emily Saybra White (ewwhite6) <ewwhite6@memphis.edu>; Emily Jackson (jackson33) <jackson33@memphis.edu>; Emily K Mcfarland (kmcfrind) <kmcfrind@memphis.edu>; Emily Lynn Byrd (lhggnbth) <lhggnbth@memphis.edu>; Emily Lauren Tennial (ltnnial1) <ltnnial1@memphis.edu>

Subject: [SPAM:###68] Residual Income

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and trust the content is safe.

Hello,

I am THOMAS JEFFERSON, from VistaPrint Inc, I'm extremely in need of your assistance in your geographical location, Our Company has been on the internet for networking to seek people who are responsible and ambitious to gain part of the part-time position I'm offering.

We are in need of someone who will only Initiate Supplier's payment, and Tracking Raw Materials, and supplies (online) to ensure on-time delivery of Products to Bookstores, Libraries/customers when needed, This employment takes 2 hours a day and 3 times a week for \$350.00 weekly ( You will be paid in advance for all tasks and purchases to be done as a company representative).

This position doesn't cost you any money to start with and all expenses needed will be provided by me, if interested kindly get back with the details requested below and I will get back to you with more information and we shall proceed on working together.

NAME:  
CONTACT ADDRESS (NOT PO BOX):  
CITY:  
STATE:  
ZIPCODE:  
MOBILE:  
D.O.B:  
GENDER:  
ALTERNATIVE EMAIL:  
PRESENT OCCUPATION:

Please ignore it if you are not interested. Thanks for your understanding.

Warm Regards,  
VistaPrint Inc

From: thomas jefferson <thomasjefferson18809@gmail.com>

Sent: Sunday, April 23, 2023 6:39 PM

To: Emily Marie Coate (emcoate) <emcoate@memphis.edu>; Emily Melonas Smith (emelonas) <emelonas@memphis.edu>; Emily Rose (enrose) <Emily.Rose@memphis.edu>; Emily Ridgeway (epilant) <Emily.Ridgeway@memphis.edu>; Emily Paige Gillo (epsmith2) <epsmith2@memphis.edu>; Emily Rose Lovell (erclapp) <Emily.Lovell@memphis.edu>; Emily Regan Patty (erpatty) <erpatty@memphis.edu>; Emily Rachel Liddell (erward) <erward@memphis.edu>; Emily A Thrush (ethrush) <ethrush@memphis.edu>; Emily Lane Cox (eweide) <eweide@memphis.edu>; Emily Saybra White (ewhite6) <ewhite6@memphis.edu>; Emily Jackson (jckson33) <jckson33@memphis.edu>; Emily K Mcfarland (kmcfrlnd) <kmcfrlnd@memphis.edu>; Emily Lynn Byrd (lhggnbth) <lhggnbth@memphis.edu>; Emily Lauren Tennial (ltnnial1) <ltnnial1@memphis.edu>

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GENDER:  
ALTERNATIVE EMAIL:  
PRESENT OCCUPATION:

Please ignore it if you are not interested. Thanks for your understanding.

Warm Regards,  
VistaPrint Inc



Microsoft Team <no-reply\_msteam2@outlook.com> 0 Wed 8:54 AM  
**Windows Error Report**

Windows User Alert

# Unusual sign-in activity

We detected something unusual to use an application to sign in to your Windows Computer. We have found suspicious login attempt on your windows computer through an unknown source. When our security officers investigated, it was found out that someone from foreign I.P Address was trying to make a prohibited connection on your network which can corrupt your windows license key.

**Sign-in details:**  
 Country/region: Lagos, Nigeria  
 IP Address: 293.09.101.9  
 Date: 09/07/2016 02:16 AM (GMT)

If you're not sure this was you, a malicious user might trying to access your network. Please review your recent activity and we'll help you take corrective action. Please contact Security Communication Center and report to us immediately. [1-800-816-0380](tel:1-800-816-0380) or substitute you can also visit the Website: <https://www.microsoft.com/> and fill out the consumer complaint form. Once you call, please provide your Reference no: AZ- 1190 in order for technicians to assist you better.

Our Microsoft certified technician will provide you the best resolution. You have received this mandatory email service announcement to update you about important changes to your Windows Device.

[Review recent activity](#)



Microsoft Team <no-reply\_msteam2@outlook.com> Wed 8:54 AM  
Windows Error Report

## Windows User Alert

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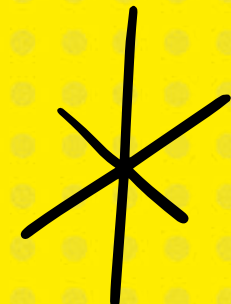
If you're not sure this was you, a malicious user might trying to access your network. Please review your recent activity and we'll help you take corrective action. Please contact Security Communication Center and report to us immediately. 1-800-816-0380 or substitute you can also visit the Website: <https://www.microsoft.com/> and fill out the consumer complaint form. Once you call, please provide your Reference no: AZ- 1190 in order for technicians to assist you better.

Our Microsoft certified technician will provide you the best resolution. You have received this mandatory email service announcement to update you about important changes to your Windows Device.

[Review recent activity](#)



# SURVEILLANCE & DATA COLLECTION



## COOKIES

a technology that is used by websites to remember things about you. I've seen websites compared to goldfish, meaning that they forget everything about you instantly without some technology that helps it remember.

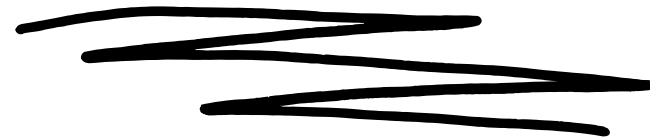
## TRACKING

Your online browsing behavior is stored in these cookies and all of the companies of these websites are able to track your movement/behavior, as could your Internet Service Provider, or ISP.

## SCRAPING

"automatically downloading and processing web content or converting online text and other media into structured data that can then be used for various purposes"

WHAT TO  
LOOK FOR:



## Cookies

### Cookies Settings

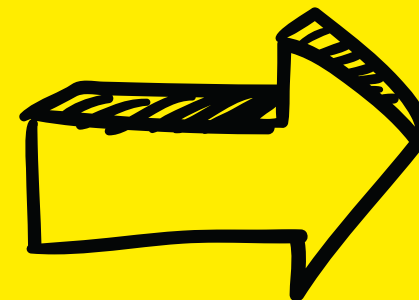
We use cookies and similar technologies to help personalize content, tailor and measure ads, and provide a better experience. By clicking accept, you agree to this, as outlined in our Cookie Policy.

Accept

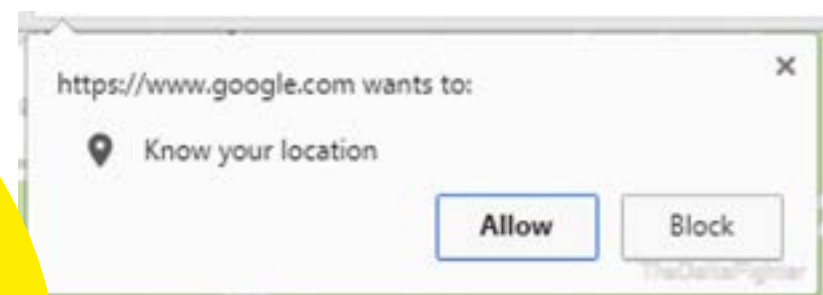
Preferences

## Scraping

Let's conduct a personal  
audit!



## Tracking

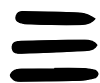




<i>TYPE/METHOD</i>	<i>HOW DATA IS GATHERED</i>	<i>WHAT IS DONE WITH THIS DATA?</i>	<i>HOW DO I PROTECT MYSELF?</i>
<b>Cookies</b>	through your direct browsing activity	stored on individual websites, but sometimes a website uses third-party cookies that send that information to other sites	turn off third-party cookies on your browser; if a website pops up to give you options, always choose "strictly necessary only"
<b>Tracking</b>	through cookies	any number of things, namely this information could be sent to your ISP or sold to data brokers	Turn off geo-location, use a VPN service, log out of accounts when you're not actively using them, use a browser extension like Ghostery
<b>Scraping</b>	you hand over your personal information to a website (i.e. filling out tons of personal information fields on your facebook account)	any number of things; see above, but if a data breach happens, then whoever hacked the company now has your information	minimize the amount of personal information you put online

# **SURVEILLANCE & DATA COLLECTION**

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## **PERSONAL INFO**

full legal name/aliases?  
employment/education history?  
family information?  
home address(es)?  
Date of birth?



## **GEO-LOCATION HISTORY?**

Social media "check-ins"?  
Google reviews?



## **MARKETING INTERESTS**

Hobbies/interests?  
Facebook groups?  
Page likes/follows?



# **PERSONAL AUDIT**

Open a browser you don't normally use and search yourself. What comes up? How much personal information can you find about yourself? What should you consider removing from the internet? How can you go about removing that information? How can you make your social media profiles more private?



## GHOSTERY

Ghostery is a browser extension that blocks ads and stops trackers.

## INCOGNI

Incogni is a personal data removal tool. It sends data removal requests on your behalf to data brokers to prevent data scraping and identity theft.

## BRAVE

Brave is a private, ad-free, and secure web browser.

## VPNs

A VPN is a tool that creates secured connections between your device and your network. They mask your IP (Internet Protocol) address, thereby blocking your online behavior from being viewed by your Internet Service Provider (ISP), hackers, and data collectors.

# RESOURCES FOR FURTHER INQUIRY

disclaimer: I am not sponsored by any of these companies/resources and I gain nothing from suggesting them. In my research on data privacy and online safety/security, I have personally found these to be reputable tools. Your use of these tools is your choice and I encourage you to look further into each of these tools before deciding to use or pay for them.

## READING RESOURCES

"Learning the Landscape of Digital Literacy" - Southern Poverty Law Center, Learning for Justice

Pew Research Center's 2023 Report on How Americans View Data Privacy

"What is Digital Literacy, Its Importance, and Challenges?" - EdTechReview

"How to Read a Privacy Policy" - State of California Department of Justice

"How to Quickly Read a Terms of Service" - Lifehacker

Scan the QR code to download the presentation:



[memphis.edu/english/community](https://memphis.edu/english/community)

# QUESTIONS?



**Presented by:**

Emily Gillo

PhD student - Writing, Rhetoric, &  
Technical Communication

epsmith2@memphis.edu

