

IDENTITY THEFT IS NO JOKE!

With social media, Canadians are sharing more personal information online than ever before, which means there's more for cyber criminals to steal. Learn how to protect yourself and your personal information from cyber criminals who are trying to steal your digital identity.

There's probably a lot of information about you available online, like your:

- Full name
- Work history
- Birthday
- Social Insurance Number
- Phone number
- Login credentials

That information makes up your **digital identity**. And you might be sharing it without even realizing.



ONLY 17%

of Canadians feel it's likely that their personal information will be compromised from a cyber threatⁱ

BUT 42%

of Canadians have experienced at least one type of cyber security threat within the past yearⁱⁱ



Whenever you use



Social media



Financial services



Cloud services



Web browsers



Online databases



Online subscriptions

your data is collected.

76%

of Canadians rank identity theft as their biggest concern when thinking about cyber securityⁱⁱⁱ

And it should be.



Cyber threats can leave your data and identity exposed to:

PHISHING



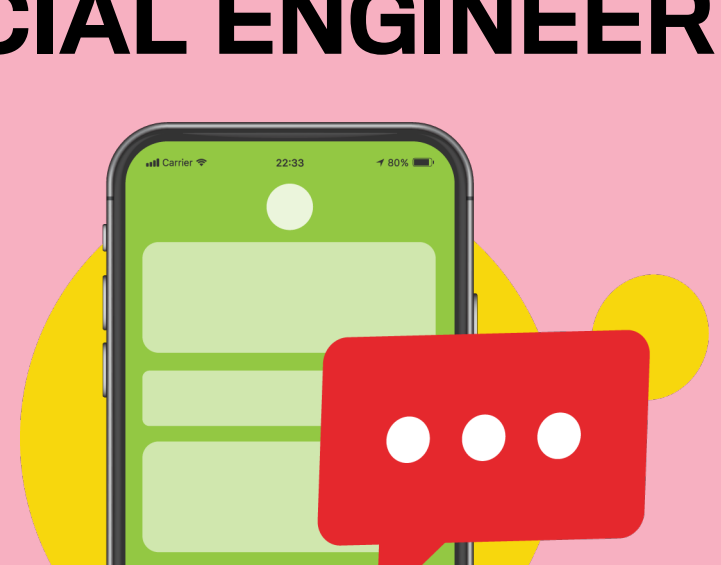
Phony messages designed to trick you into clicking links or sharing information

DATA BREACHES



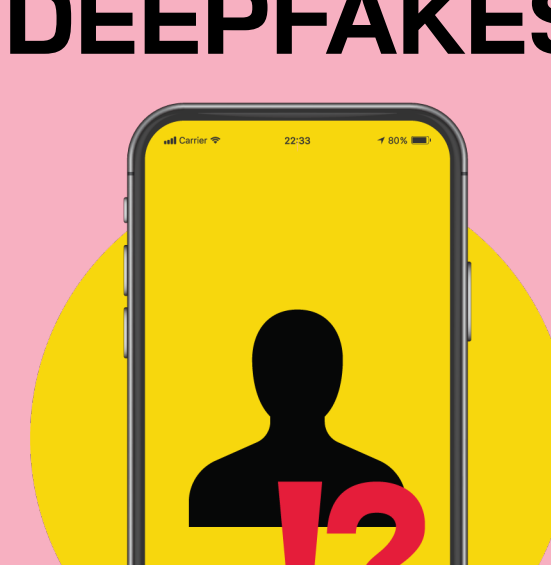
Information stolen from companies you've shared information with

SOCIAL ENGINEERING



Like phishing, but more personalized to manipulate you

DEEPFAKES



Media created to impersonate you using your face or voice

PROTECT YOUR DIGITAL IDENTITY

- Secure your Wi-Fi
- Install anti-virus software
- Use strong passphrases or passwords
- Update devices and software often
- Limit how much personal information you share online
- Watch out for suspicious activity on your accounts

GET MORE TIPS TO PROTECT YOURSELF AND YOUR DEVICES AT

[GETCYBERSAFE.CA](https://getcybersafe.ca)

 Communications Security Establishment Centre de la sécurité des télécommunications



i Get Cyber Safe Awareness Tracking Survey, EKOS, 2020

ii Web Panel Survey on Cyber Security during the Pandemic, Statistics Canada, 2020

iii Survey of Internet Users Regarding Cyber Security, EKOS, 2018