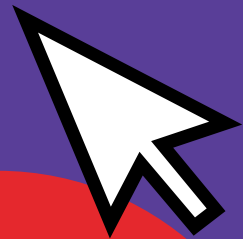


IDENTITY THEFT IS NO JOKE!



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.

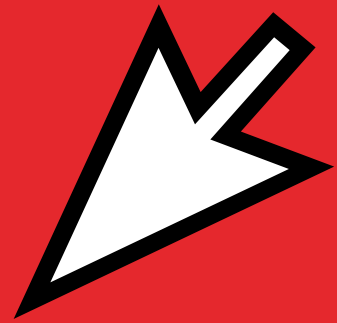
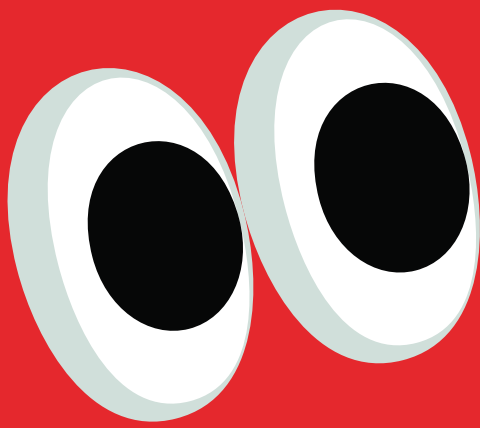


ONLY 17%

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**

Sign Up

**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



Communications
Security Establishment

Centre de la sécurité
des télécommunications

Canada

- 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