

# THE EVOLVING MANDATE OF DATA PROTECTION

As technology and society evolve, securing personal and sensitive data becomes more crucial. This can overwhelm most people.

However, understanding these fundamental measures can help you remain secure, preserve your privacy, and exercise your rights. In recognition of International Data Protection Day, here are a few easy ways to protect your personal data.

## BE CAUTIOUS ABOUT WHAT YOU SHARE

Be cautious about sharing personal information online, especially on social media. Without need, do not share your birthday, home address, or financial information.

Think before posting. Remember that anybody may see your online content. Even after deletion, it may still be online.

## CREATE STRONG PASSWORDS

Make your passwords complex and hard to guess. Long passwords including capital, lowercase, numerals, and special characters are strong. Avoid using simple information like your name or birthday. Add security with two-factor authentication (2FA). A verification code provided to your phone is needed to access your accounts when using 2FA.

## BEWARE OF SCAMS

Do not trust unsolicited emails and texts. Emails or texts claimed to be from banks or companies requesting personal information or money are common frauds. Contact the company to confirm the message.

Check the email or message for phishing or questionable material before clicking on any links.

## BE CAREFUL WHILE USING PUBLIC WI-FI

Avoid using public Wi-Fi at coffee shops or airports for confidential information like online banking. Hackers may target these networks. When using public Wi-Fi, utilise a Virtual Private Network (VPN) to safeguard your internet connection.

## SUPPORT DATA PROTECTION EFFORTS

Be a privacy advocate: Support legislation safeguarding personal data and educate yourself about its usage. More individuals understanding and prioritising data protection strengthens protections.

## YOU HAVE CONTROL OVER YOUR DATA

You control your personal data under the DPA. Eight personal data rights exist. These rights are limited and excluded in certain situations.

**FOR MORE INFORMATION, VISIT US AT**  
<https://ombudsman.ky/data-protection>