

FIRSTST-PS

O N L I N E

Module 5: Importance of Staying Safe Online



Your identity is one of your greatest assets!

As you consider the prospects of working online, please put safety and security right at the top of your priority list.

Serious harm has happened to unsuspecting victims who were preyed upon by unscrupulous people in the online space.

In the “real” world, you can lock your valuables in a heavy-duty, metal safe with titanium locks and keys or combination codes that even you have a hard time remembering. In the “virtual” internet world, the digital personal information you share can be stolen and be used against you many times without your knowledge.

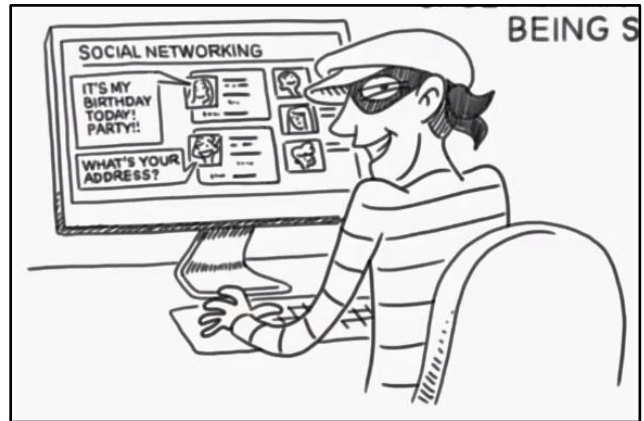
Your “valuables” include personal information like your full name, your family members’ identities, addresses, phone numbers, email addresses, user logon identities and codes, passwords, credit card numbers, bank account numbers, social security and governmental ID numbers, financial data.

Identity theft is the No. 1 Crime in the US... and the fastest growing crime in the US.

Victims average about \$6,400 in losses *before they even knew about the theft*, and 41% of those who did *not* have ID theft protection in place are *still* dealing with the issue more than two years after discovering it!

An ominous fact: **Every 3 seconds, someone's identity is stolen!** This means thousands of people, every day, are feeling the frustration of the exposure of their private information being used and abused in the hands of someone else... not just a robber in the neighborhood. A den of thieves in Nigeria!

Becoming a victim of identity theft is a frightening, frustrating experience. It can happen to *anyone* at *any* time. Every day you work to build an online business, you expose your information to fraud, theft, abuse, and irreparable damage. Please take the necessary precautions for your future online business. You'll thank me and thank yourself if you do!



Online marketers need to implement identity protection even more carefully than the average online person. Why? Because we are **engaged in practices** which make us *even more susceptible!*

What practices? Should I stop practicing?

No, no, no! These practices are essential for marketing your business. Just beware. Be aware. I think my grandmother said this, and she never heard of the internet: "A pinch of prevention is worth a pound of cure."

1. Online marketers visit many marketing sites.

When you begin working online, you could be looking for free advertising. In this case you'll probably visit "**Free Marketing Sites.**" I'm all for free marketing, but it has inherent risks.

Some sites may be dangerous because they phish for your personal information or may infect your computer with "malware" (short for malicious software) – viruses, worms, spyware, Trojan horses, ransomware, adware, or scareware.

Sound scary? They are. Look up the definitions tonight for your bedtime reading. Leave the light on.

As another old proverb says, "There's no such thing as a free lunch." Your free advertising may not cost money, but it may cost you an inordinate amount of time. You visit many sites, many times. You receive tons of email and earn credits reading those emails or visiting those sites.



2. Online marketers build trust and share personally online.

You want your prospects to be able to *contact you*. You *give out* your email, Skype, hangout, or other information so people can reach you, and *trust you*. You share your social media contacts with prospects so they see you're *a real person* who is engaged in *a real online business*. All this is necessary,

but unfortunately... hazardous!

3. Online marketers send and receive payments on the internet.

Your transactions may be with businesses *not yet verified*. You buy *marketing tools* or *send money* to one of your affiliates. You might use your *credit card* to buy traffic to your website and this service turns out to be unreliable and steals your card info!

4. Online marketers are uniquely vulnerable to fraud.

For the same reason you put yourself out there *to build trust*, you're also at risk to those who would use your openness, honesty, and trust *against you*. Caution is needed when you purchase products from unsecure websites, unknown marketers, and unreliable sources.



The best time to implement security protocols is now... when you first start to work online. To wait is to expose your efforts, resources, programs, and campaigns to risk and potentially have them undermined, compromised or destroyed.

A practical Application for protecting your Credit Card data, Passports, and Debit Cards

A way to protect your credit card, passport, and debit card data is with RFID protection sleeves. Just slip your cards and other RFID-embedded security items into one of these plastic protective sleeves or a leather RFID blocking wallet.



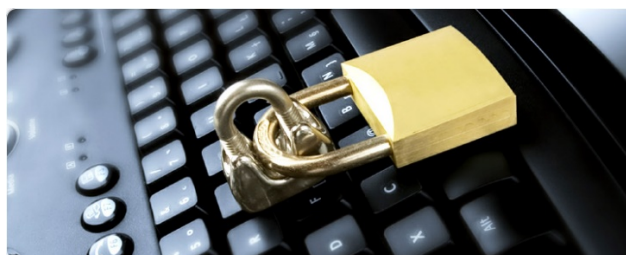
To check out the RFID items, click on the photos above.

Why we need RFID identity theft protection sleeves?

Today, identity theft is at your doorstep - freely people access confidential info, while government expansion on the use of RFID chips to passports, passport cards, traditional debit cards, state id cards creates more opportunity for theft. *New RFID tech can scan chips from 15 feet away in a container.* It's not only necessary, but essential to protect yourself from your identity being hijacked, credit score being trashed, and worse things we're better off not imagining.

How do RFID blocking sleeves work?

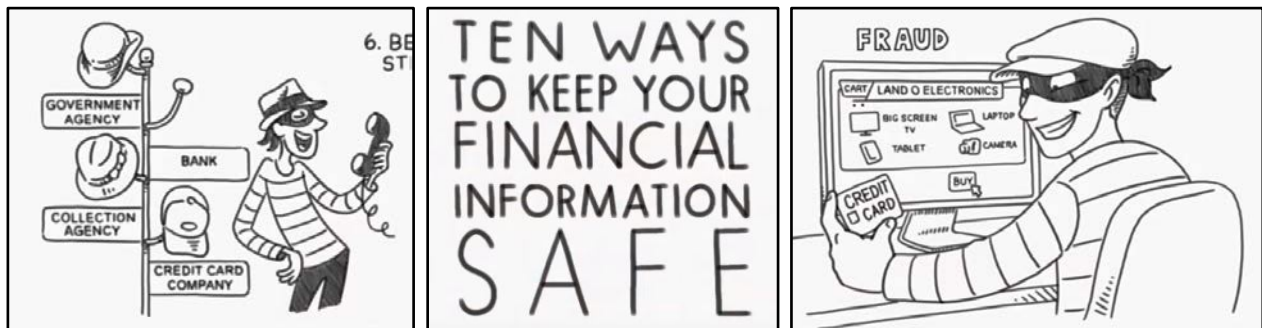
This sleeves equipped with advanced RFID SECURE Technology, a unique metal composite, engineered specifically to block 13.56 MHz or higher RFID signals and protect the valuable information stored on RFID chips from unauthorized scans and block the ability to scan the credit card number, license and passport. You should always have a protective sleeve covering them to avoid identity theft, especially in public transportation.



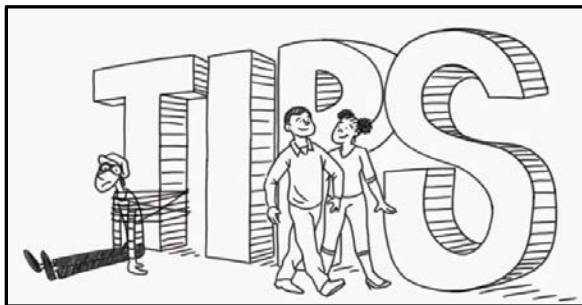


The good news? There are steps you can take to insure your digital identity and details are protected.

Please take the time to watch the following short, seven-minute video produced by one of the largest banks in the US.



VIDEO TUTORIAL: ["10 Ways to Keep Your Financial Information Safe,"](#) is a *must-see* and a great introduction to becoming safer and more secure, in the digital space! (Click the link above to watch!)



My informative email campaign provides additional tips for online security,

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Your purchase of this training tutorial includes free membership to the online version of **First Steps Online** which has more than 20 FREE downloadable resources.

If you have problems with login, please contact walter@firststeps.online