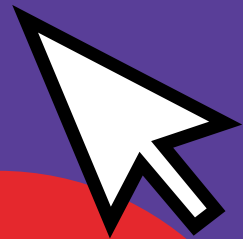


# IDENTITY THEFT IS NO JOKE!



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.

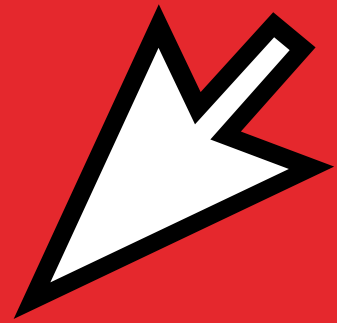
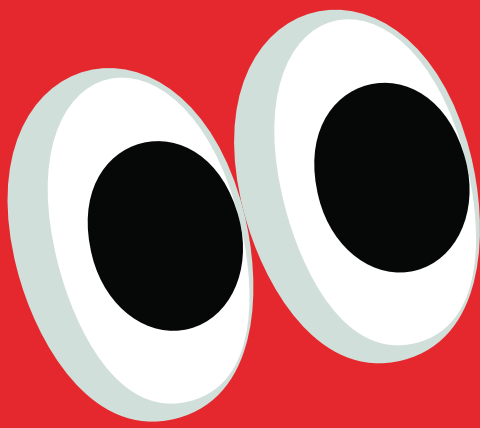


**ONLY 17%**

of Canadians feel it's  
likely that their personal  
information will be  
compromised from  
a cyber threat<sup>i</sup>

**BUT 42%**

of Canadians have  
experienced at least  
one type of cyber  
security threat within  
the past year<sup>ii</sup>



**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 security<sup>iii</sup>



**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