

Good to Know

How to be safer on the Internet and manage
the information you share online



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So what's this all about?

Google's Good to Know campaign aims to help you stay safer on the Internet and manage the data you share online. We have partnered with Citizens Advice to provide tips and advice. You can get free, confidential and impartial help about everything from finances to staying safe online from your local bureau in person, on the phone or online.

For in depth information on all of the topics in this booklet and more, visit the Good to Know website,

www.google.co.uk/goodtoknow



1. How to stay safer on the Internet

There are so many fascinating things to do and explore online, but there are also times when the Internet can be a bit scary. Just like in the offline world, it's important to keep yourself safe and secure.

Whether you're a new Internet user or an old hand, it's good to stay updated on the best practices when it comes to sharing your data online and browsing safely.

Here you'll find some security tips and some of the security tools that Google offers.

First you need a really strong password

Passwords are your first line of defence to keep yourself safe online. Here are some ideas to help create strong passwords.

One idea you can try is to choose a line from your favourite song, film or play, like "To be or not to be, that is the question."

Then use numbers, symbols and letters to recreate it: "2bon2btitq" is a password with quadrillions of variations.

The more unusual the phrase you choose the better!

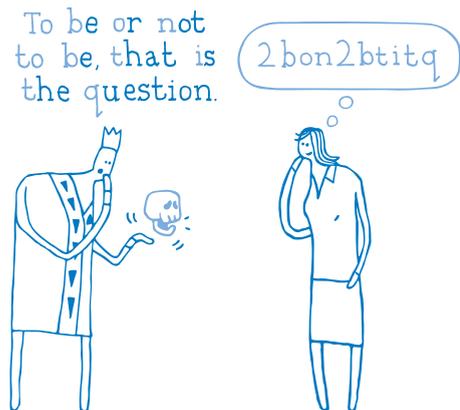
More tips:

- The longer your password is, the harder it is to guess.
- Use a password with a mix of letters, numbers and symbols.

Use different passwords for different accounts

If you use the same password across the web someone can learn the password from a less secure site and then use that password to get into your important accounts.

Some passwords to avoid:
password... letmein... 123456



Always remember to sign out of public computers

Ever gone out for the day and left your front door wide open? Exactly. The same principle applies when you leave yourself signed in to public computers.

You should always sign out of your accounts and shut down your browser when you have finished using the web on a public computer, such as in a cybercafe.



Be extra careful when using public computers

Don't save the login details.

Don't leave the computer unattended.

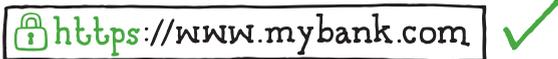
Make sure no-one's watching you.

A browser is the program on your computer that you use to visit websites. Popular browsers include Windows Internet Explorer, Mozilla Firefox, Google Chrome, Safari and Opera.

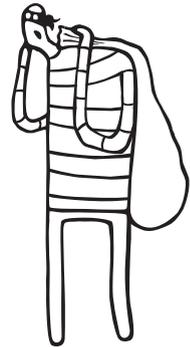
It's good to know if a website is safe

When you go into a branch of your bank, you recognise the official staff by their name, their uniforms and the services they offer you. Having this level of reassurance shouldn't be any different for online banking or other sensitive sites.

There are 2 ways to check that a site is safe:



1. Look for a URL (a website's address) that starts with https.
The 's' stands for 'secure'.
2. Look for a padlock icon in your browser.
This is a good indication that the site is safe for you to pay online or share other information.



How to spot phishing

Phishing is a type of online fraud where someone tries to trick you into revealing sensitive details such as a username, password or credit card details by appearing to be from a legitimate source, such as a bank, social network, or even Google.

Follow these tips to stay safe

- Never reply to suspicious emails with your personal or financial information.
- Never enter your password after following a link in an email that you don't trust.
- Check the web address carefully & beware of fake URLs e.g: www.goog.le.com
- Install browser updates immediately.

Keep your Google Account extra safe

When you leave your house you feel a bit safer knowing the door's locked. But imagine how much safer you'd feel if the door was guarded too?

The same goes for the information in your Google Account. By switching on 2-step verification you'll have not one, but two security measures to help prevent someone from breaking in.

Step 1

Sign in to your Google Account with your username and password.

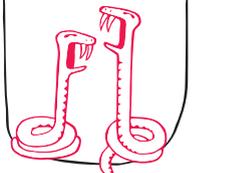


Step 2

Enter your verification code*



1. GET PAST BEAR



2. ESCAPE FROM SNAKE-PIT

* If you get your verification code wrong you won't really end up in a pit of snakes.

Good to know. Good to keep

5 takeaway tips to help you stay safer online.

For more safety tips visit www.google.co.uk/goodtoknow



Always sign out and shut
down your browser

Google www.google.co.uk/goodtoknow



SafeSearch allows you
to filter adult content from
your Internet searches

Google www.google.co.uk/goodtoknow



Look for 'https' and a padlock to check
a site is secure

Google www.google.co.uk/goodtoknow

To be or not
to be, that is
the question.

2bon2btitq

Your favourite line from a
song, film or play can make
a really strong password

Google www.google.co.uk/goodtoknow

2-step verification gives your Google
Account an extra layer of security

Google www.google.co.uk/goodtoknow

Keep your kids safer online

We build tools and controls into our products that help you manage your family's online experience, such as SafeSearch and YouTube Safety Mode.

SafeSearch allows you to filter adult content from your search results so your family can enjoy the wonders of the Internet more safely. For extra peace of mind there's SafeSearch Lock, which ensures it can only be turned off with a password.

Here are a few tips from parents who work for us here at Google:



“Turning on Safety Mode on YouTube is incredibly easy to do and will filter out racy content.”

Anna Bateson, Director of Marketing for YouTube



“We leave the computer in an open space where we can see, like in the kitchen or in the living room.”

Patrick Walker, Director Of Video Partnerships



“We use SafeSearch Lock – you can check it's on by looking for the coloured balls.”

Matt Brittin, MD of UK and Ireland



2. How knowing you better makes your Internet better

Say you go to the same coffee shop every morning for a latte and the same barista makes it for you every day. Chances are he'll know your order before you even walk through the door. Websites, including Google, have learnt a lot from this relationship.

We've learnt that we can serve you better if we get to know you better.

How does the web remember what you like?

Cookies

One of the most common ways is by using cookies. These are small pieces of data that live in your browser and mean you don't have to repeat yourself every time you go back to a website.

IP Addresses

Your computer's IP address is used by the Internet to send the webpage you want to view to the right computer (and not one halfway round the world).

It's a number like this:

168.212.26.20

It often includes some information about your location so websites can use it to guess roughly where you are (a bit like the first part of your postcode).

This helps them guess what language you want to read the page in or to give you content relevant to your location.

So when you search for 'plumbers in Birmingham' they know to give you results in the UK, not Alabama.

3 ways you can spot that a cookie might be at work:

1. Your username is automatically filled in.

username

2. Shopping sites remember what is in your basket.



3. Weather sites remember where you want your forecast.

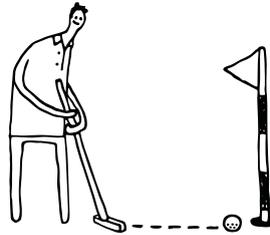


How data makes Google Search more relevant

Knowing a little bit about you helps Google give you better search results. Say you were searching for 'golf', were you looking...



...to drive a car...



...or drive a ball?

If we know you've searched for golfing equipment before we can guess you meant the clubs and not the car. It makes things a little bit quicker and a whole lot easier for you, which is good to know.

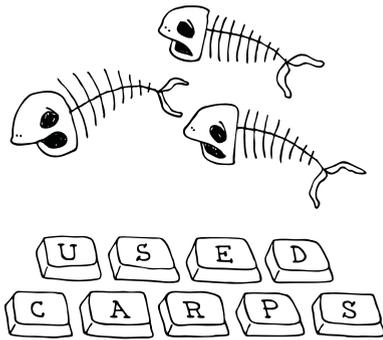
When it comes to looking after your data on Google, we have 5 privacy principles

1. Use information to provide our users with valuable products and services.
2. Develop products that reflect strong privacy standards and practices.
3. Make the collection of personal information transparent.
4. Give users meaningful choices to protect their privacy.
5. Be a responsible steward of the information we hold.

How data makes Google Search faster

Have you ever wondered how we can guess what you really mean when you've accidentally made a typo or spelling mistake? Or guess the right word before you've even finished typing it? No, we're not psychic. Over the years we've studied how people search and we can use what we've learnt to make it quicker for you to get the information you want.

For example, we've learnt that most people who type [used cars] in the search box search for [used cars] almost immediately after. So we suggest the spelling correction. And we use exactly the same principle to correct other spelling mistakes or suggest related searches.



Autocomplete works in a similar way

It learns from how millions of people search every day to bring up search queries as you type. Say you start typing [new york] or even just [new y].

You'll immediately be able to pick from a list of searches for New York City, New York Times and New York University (to name just a few).

3. How to manage what you share online

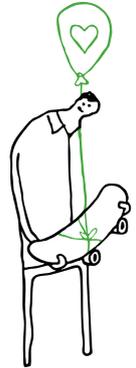
We believe it's important for you to have the controls you need to manage your data online. There are many different settings and tools out there, so to make it a bit simpler, here is an overview of some of the ways that you can manage what you share online, with Google and with others.

How to manage cookies

You can delete cookies any time you want by using the settings in your web browser. You can also disable cookies, although many websites won't function properly if you do this. For example, you may not be able to put items in an online shopping cart or to sign in to your favourite site.

Go Incognito

Imagine if you were organising a surprise present for that special someone. It wouldn't be much of a surprise if the special someone found out. That's why sometimes you may prefer to keep your browsing private. Incognito mode in Google Chrome offers anonymous browsing so the pages you open and files you download aren't recorded in your history.



Go to Google Dashboard

If you have a Google Account, Google Dashboard helps you answer the question, "What does Google know about me?" It shows you the information stored in your Google Account, like your last Blogger blog or your uploaded photos, and enables you to change your privacy settings for many products from one central location.

.....and go to Me on the Web

Our tool, Me on the Web, makes it easier to monitor your identity online. It helps you set up Google Alerts, so you receive notifications when you are mentioned on websites or in news stories, and it automatically suggests some search terms you may want to keep your eye on.



For more information on how to stay safe online visit
www.google.co.uk/goodtoknow