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## Internet Privacy

By Steve

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Privacy on the internet,

Over the past few years as the internet has become more and more popular, privacy has become a major issue.

Just as if you are walking down the street and can be watched, every click of your mouse every website you browse, or file you download, is traceable. In recent years this has become a major issue.

Spyware:

The most currently talked about privacy issue at the moment.

Spyware are little programmes that can easily be picked up by surfing any website or downloading files. Spyware can pickup information from where you surf to your credit card details, this information then can be sold.

Generally only the "Dodgy" websites give you Spyware but people are now creating harmless looking websites with real content but only offering a download that may be Spyware. There are many developers trying to create software that will infiltrate the Spyware and take it out, but just as smart these coders are so are the Bad guys.

Microsoft are waging war on Spyware by developing their own free downloadable Spyware remover, but already in the beta stages, viruses have been made to stop Microsoft's Anti-Spyware programme in its tracks. This is the lengths these malicious coders will go to, to keep their piece of the pie.

Cookies:

Cookies sounds like something yummy, but on the internet cookies can be the opposite. Cookies are

great tools as they allow websites to recognise you when you come back to view their pages. The major issue with this is some webmasters collect data on you from passwords to private and personal information. Cookies can even help nasty people to steal your identity.

In 2003 Identity Fraud World Wide was estimated to be approximately \$100 Billion USD. By the end of 2005 it is estimated identity fraud will cause up to 5 Trillion Dollars World Wide.

It is totally important to protect yourself online. There are plenty of decent quality Spyware removal tools. My current favourite is Ad-Aware, which does a very good job of removing Spyware, and the programme even keeps it self up to date with the latest definitions.

A few more things to keep in mind:

Keep your Anti-Spyware and Anti-Virus software up to date.  
Regularly run your Anti-Spyware and Anti-virus programmes.  
Only submit Private and Personal information to Secure Websites.  
Never give out any personal information to non trusted websites.  
Clear your internet browser cache regularly.  
Never assume anyone is as honest as you.

Steve

<http://www.Private-services.com>

Steve Private Mail services <http://www.private-services.com>

### **Kiss (Keep It Simple Stupid)**

**By Rose DesRochers**

Not every web surfer is going to understand lawyer talk. Most online privacy policies are written by lawyers and as a web user we don't know half of what it means. Therefore I suggest that you write a privacy policy that people can understand. Phrase your policy as a FAQ with questions like

1. Do you sell my personal information to third parties? 2. How do you secure my personal information? 3. Why do you need my information/why do I need to register? 4. Do you collect information from children? 5. What other information do you collect and how is it used? 6. What are my options to control the use of my personal information? 7. What is a cookie?

When writing your company's Privacy Policy make sure that you have covered the following topics

1. The "we collect" statement 2. If you save, share, or sell your customers' email addresses.  
3. If your site uses cookies ,what information is collected with the cookie. 4. Your site's security , what steps you take to protect from hackers. 5. Coppa ( Statement Regarding Children) 6. How you protect their privacy. 7. Changes to your policy 8. Links 9. Updating your information 10. Your business

contact information.

My advice on writing your efficient Privacy Policy can be summed up in one word , as my husband Shawn DesRochers web developer, free lance programmer and owner of inversion–graphics.com would say " Kiss" ( Keep it simple stupid).

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Rose is a

published author and web columnist. She is also the founder of Today's Woman a supportive online community for men and women over 18. Their goal is to help writers succeed in the writing industry by offering a useful selection of services including author interviews, regular columns, interactive forums, and a place to share your writing for critique by your peers.

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