



INTERNET SECURITY BASICS

Search

by Acronis

INTERNET SECURITY BASICS



by Acronis

Introduction

To succeed in the modern world we believe certain things are essential. These include being able to read, write, count, speak English, and use computers. These are the keys to knowledge and opportunity that Acronis strives to provide to all those who need them.

Acronis leads the world in cyber protection - solving safety, accessibility, privacy, authenticity, and security (SAPAS) challenges with innovative backup, security, disaster recovery, and enterprise file sync and share solutions that run in hybrid cloud environments: on-premises, in the cloud, or at the edge. Enhanced by AI technologies and blockchain-based data authentication, Acronis protects all data, applications, and systems, in any environment, including physical, virtual, cloud, and mobile. With 500,000 business customers and a powerful worldwide community of Acronis API-enabled service providers, resellers, and ISV partners, Acronis is trusted by 100% of Fortune 1,000 companies and has over 5 million customers. With dual headquarters in Switzerland and Singapore, it is a global organization with offices worldwide and customers and partners in over 150 countries.

Since 2018, to demonstrate its belief in the power of knowledge, Acronis has run the Acronis Cyber Foundation. The Foundation supports multiple initiatives designed to stimulate education in order to gain and protect knowledge. It funds schools, research, and training programs in communities around the world. This book is the result of joint forces between the Foundation and Acronis employees. We think you'll enjoy it and your journey into the world of computer literacy will be off to a great start!

SINCERELY,
ACRONIS



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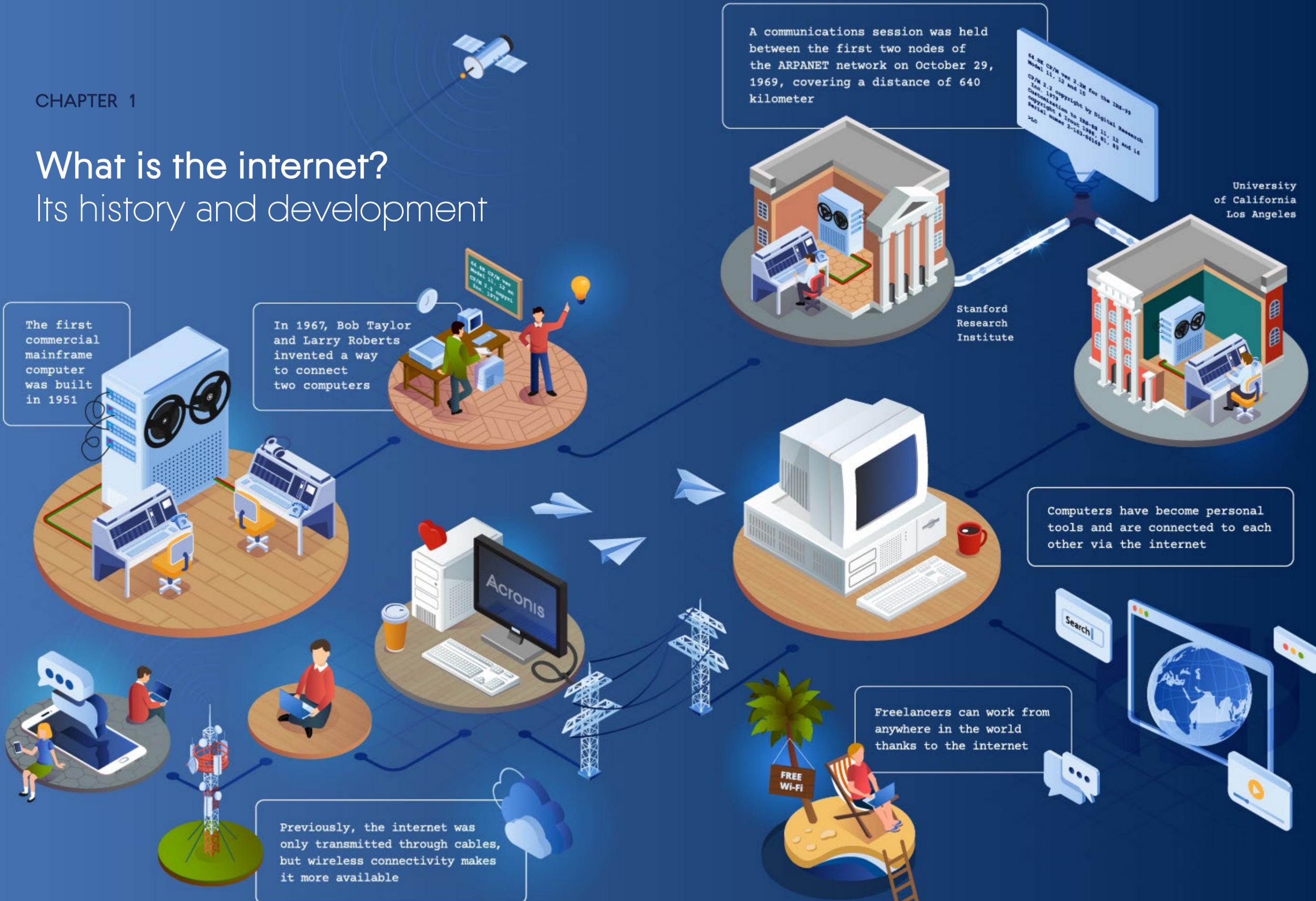
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CHAPTER 1

What is the internet?

Its history and development



A communications session was held between the first two nodes of the ARPANET network on October 29, 1969, covering a distance of 640 kilometer

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64.0K CP/M ver 2.2M for the IBM-PC  
Model 11, 12 and 16  
CP/M 2.2 copyright by Digital Research  
Inc. 1979  
Customization to IBM-PC 11, 12 and 16  
copyright & from 1980, 81, 83  
Serial number 2-103-05165  
>LO
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University of California
Los Angeles

Stanford
Research
Institute

The first commercial mainframe computer was built in 1951

In 1967, Bob Taylor and Larry Roberts invented a way to connect two computers

Computers have become personal tools and are connected to each other via the internet

Freelancers can work from anywhere in the world thanks to the internet

Previously, the internet was only transmitted through cables, but wireless connectivity makes it more available

SECTION 01

What is the internet?

The internet is a global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication protocols.

Why it is needed and how it is useful?

The internet enables you to find information, take educational courses, apply for a job, communicate with friends, make new friends, visit museums, let the world know about your products, conduct research, and purchase products.

The easy access to the internet from any spot of the Earth allows **people to work as freelancers**, get information, and even control processes remotely.

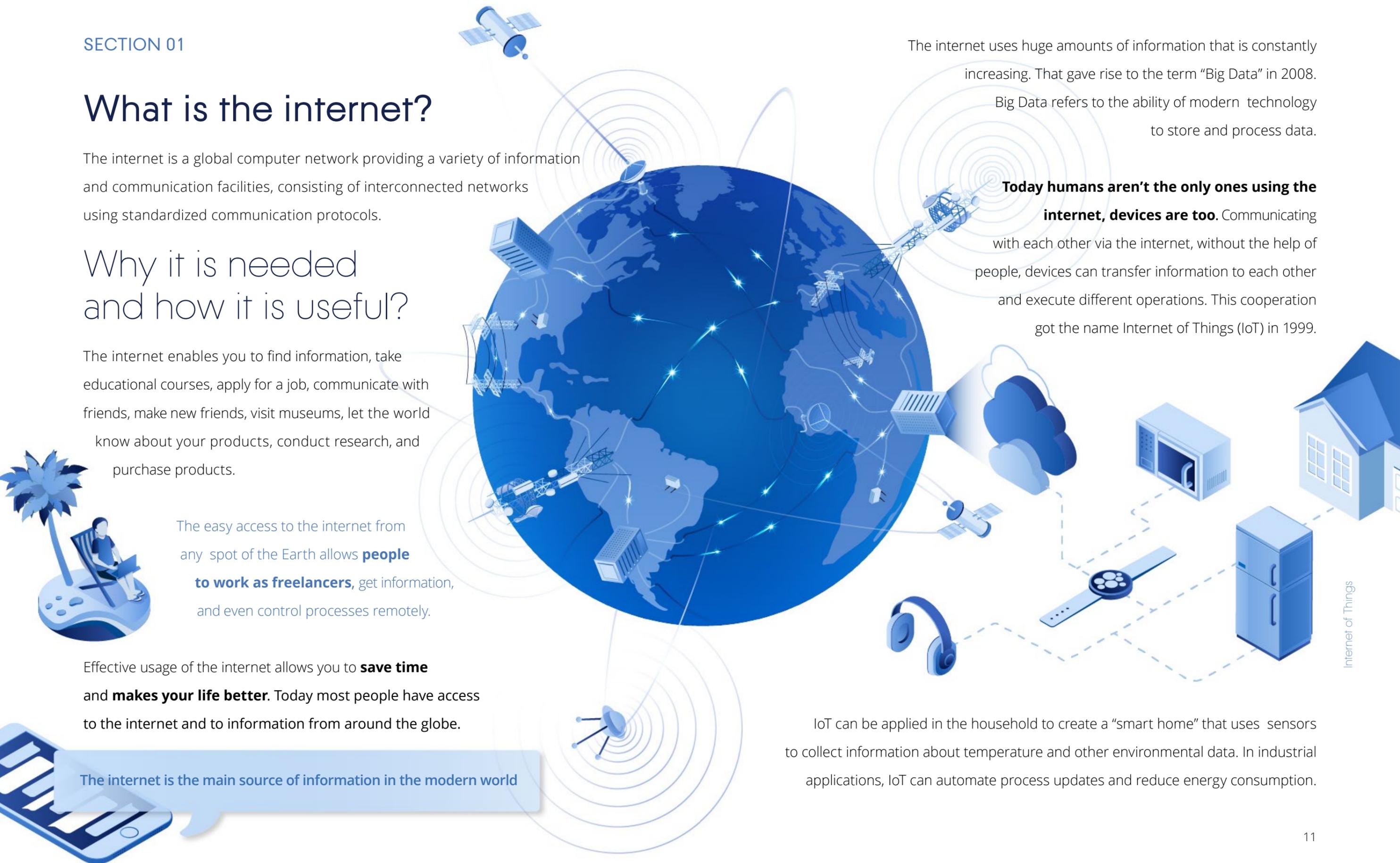
Effective usage of the internet allows you to **save time** and **makes your life better**. Today most people have access to the internet and to information from around the globe.

The internet is the main source of information in the modern world

The internet uses huge amounts of information that is constantly increasing. That gave rise to the term “Big Data” in 2008.

Big Data refers to the ability of modern technology to store and process data.

Today humans aren't the only ones using the internet, devices are too. Communicating with each other via the internet, without the help of people, devices can transfer information to each other and execute different operations. This cooperation got the name Internet of Things (IoT) in 1999.



IoT can be applied in the household to create a “smart home” that uses sensors to collect information about temperature and other environmental data. In industrial applications, IoT can automate process updates and reduce energy consumption.

SECTION 02

A history of the internet's development

1967 — ARPANET

The internet is an innovation that many scientific groups have been developing for years. The first prototype of the internet appeared in 1967. American scientists **Bob Taylor** and **Larry Roberts** named it ARPANET (which stands for Advanced Research Projects Agency Network).



Bob Taylor



Larry Roberts

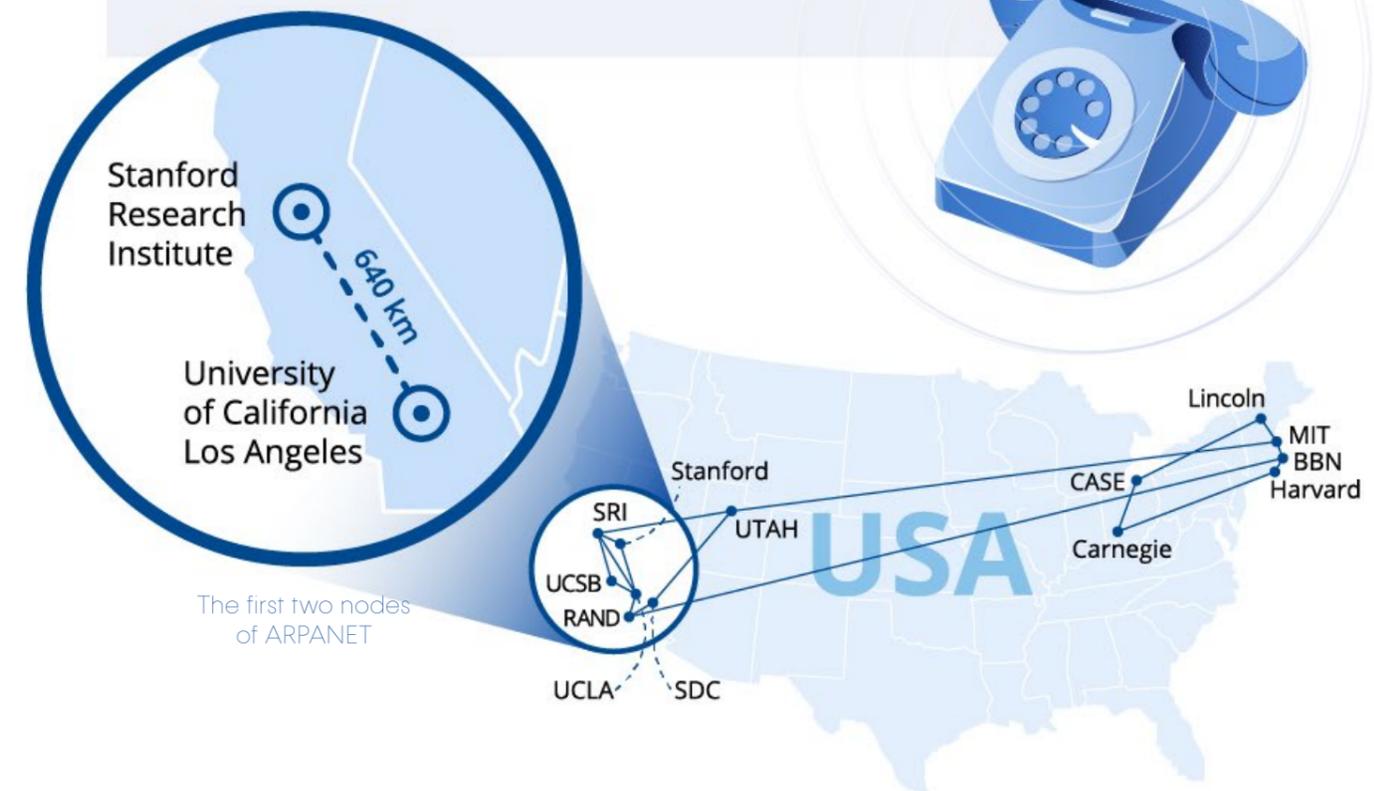
1969 — THE INTERNET'S BIRTHDAY

On October 29, 1969 at 21:00, a communication session was held between the first two nodes of the **ARPANET** network located at the University of California Los Angeles (UCLA) and the Stanford Research Institute (SRI) — that's a distance of 640 kilometers.



This date can be considered **the birthday of the internet**

The **computer network ARPANET** belonged to the U.S. Department of Defense. The government created the reliable, decentralized system that remains the foundation of the internet today. Such a system relieves any person of centralized control while working on the internet. To start, they connected mini-computers at the university to industrial PC systems via telephone lines. Later they started calling these mini-computers "routers". The task of the mini-computers was to assign the data within the computer network. The main channel of data transmission was telephone lines.



ARPANET in 1970



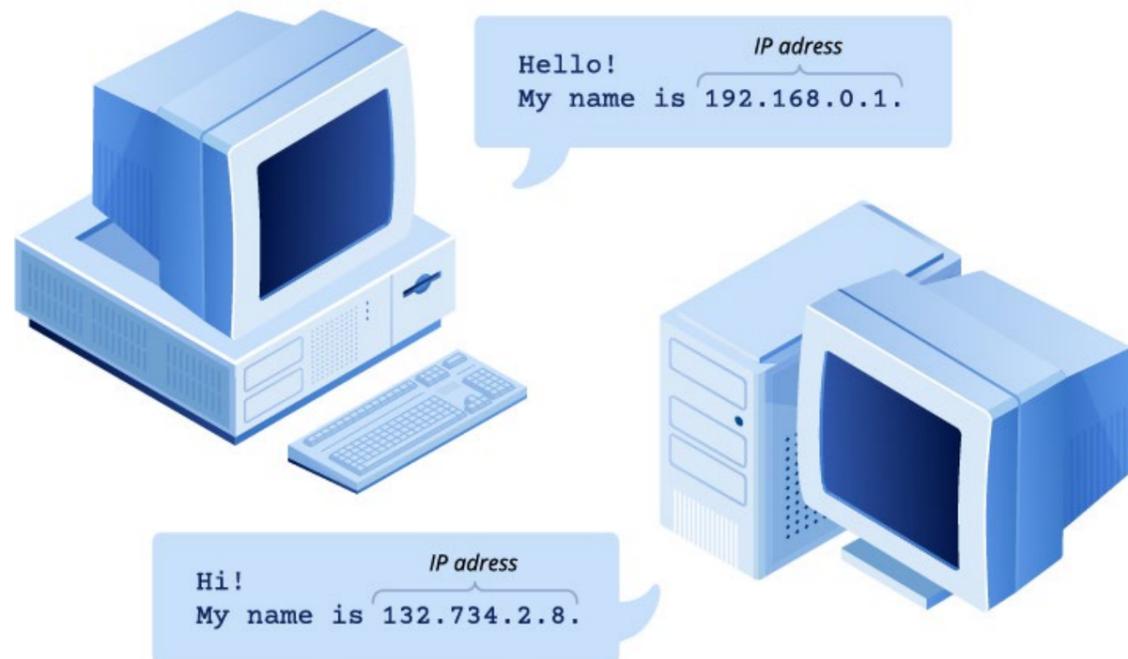
Robert Kahn



Vinton Cerf

1983 — INTERNET PROTOCOL

American scientists **Robert Kahn** and **Vinton Cerf** created internet-protocol (IP) and data transmission control protocol (TCP). IP-protocol is responsible for transmitting data to its destination, and TCP-protocol checks the delivery and completeness of the transmitted data. Since 1983, TCP/IP-protocol has been the standard of data transmission on the internet. Several years passed before the internet became available to anyone, and it is mostly the achievement of **Timothy Berners-Lee**.



A "chat" between computer programs



Tim Berners-Lee

1989 — WWW (World Wide Web)

Working at the European Organization for Nuclear Research CERN, Berners-Lee developed the search system Enquire for CERN employees. **This system became the basis for the technology behind the World Wide Web (WWW)**, which is a HyperText markup language. With its help, it is possible to "connect" documents to each other using links. Such links are also known as hyperlinks.



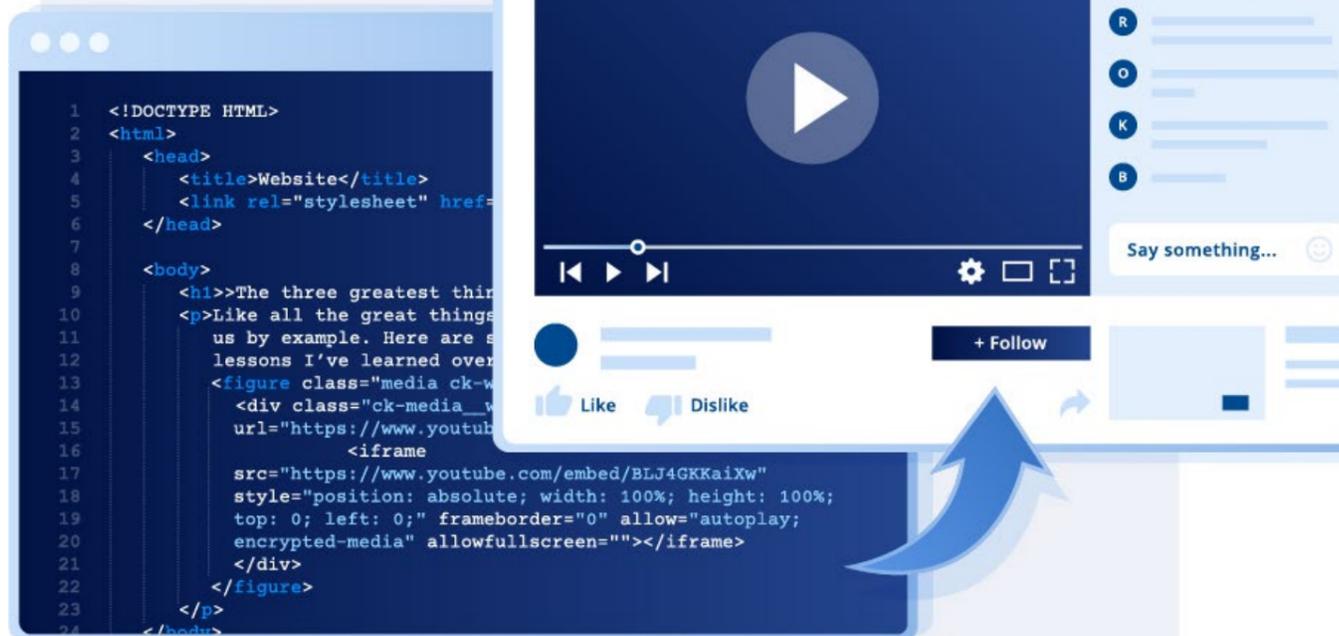
1990 — URL, HTTP, HTML

Tim Berners-Lee, together with his associates, invented the Uniform Resource Locator (URL) identifier, HyperText Transfer Protocol (HTTP), and HTML language for WWW technology applications.

EVERY SERVICE OR DOCUMENT HAS A UNIQUE ADDRESS
UNIFORM RESOURCE LOCATOR (URL)

- For presenting information on the WWW, the computer language HyperText Markup Language/Cascading Style Sheets (HTML/CSS) is used, allowing the creation of hypertext documents.

Language HTML/CSS



- For data transmission between devices within the network, HyperText Transfer Protocol (HTTP) is used. Many web sites are working on the protocol "https://". The "s" in this abbreviation stands for "secure".

HOW DO COMPUTERS ON THE INTERNET COMMUNICATE WITH EACH OTHER?

Every computer is a host of the network. To make it possible to find the host, it is given a global unique name or IP-address. There are two formats for writing these addresses.

IPv4 — Unique numbers are written as four groups of digits spanning from 0 to 255. The digits are written in a format divided by periods, for example, **192.168.0.1**. In this format, there is no number exceeding 255.

IPv6 — This type consists of eight 16-bit blocks, divided by a colon, such as **2dfc:0:0:0217:cbff:fe8c:0**. The obvious benefit of IPv6 is that it increases the number of possible addresses so more hosts can be connected to the global network.



IPv4 creates a limited number of addresses, while IPv6 is infinite

The internet still works in accordance with these technologies today. The only difference is that the hosts are connected to each other not by telephone lines, but fiber-optic lines. This protects the transmitted data from noise and increases the speed of data transmission. **The internet is a global computer network, but it is not the only global network in the world.** There are some corporate networks, where only authorized users have access — such as bank or company staff, for example.

SECTION 03

How to use the internet

You need two things to get on the internet: **a physical connection** to the internet and **a browser**, which is a program that can recognize HyperText.

The physical connection to the internet is offered by internet service providers. The fee for access depends on the amount of traffic consumed and the speed of the data transmission. The **traffic is the information** transmitted via a channel within a determined time span. The speed of data transmission is measured in kb/s or mb/s (b/s = bits per second).

**CONNECTION TYPES: CABLE AND WIRELESS.**

THE CHOICE OF CONNECTION TYPE DEPENDS ON THE USER'S LOCATION AND REASON FOR GETTING ON THE INTERNET.

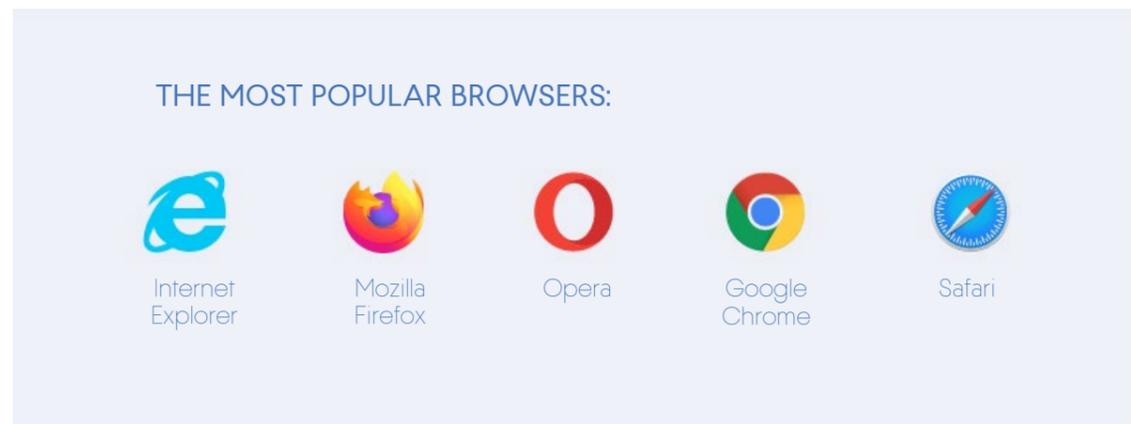


◆ **Cable connections** protect and screen the transmitted information better, increasing the speed of data transmission. Such a connection is better suited to stationary computers. An internet service provider (ISP) installs a fiber-optic cable to the building through which the information is transmitted. A commutator is then installed to distribute the network to different spots in the building (i.e. offices and residences).



◆ **Wireless connecting** is primarily a mobile connection. Smartphones and tablets have a mobile internet connection by means of their SIM cards. A SIM card not only allows the device to make phone calls, but also surf the web. It also enables the use of Wi-Fi technology (Wireless Fidelity) to connect without any wires. Wi-fi modules are installed into practically all devices and can connect to these networks.

Even if a computer is physically connected to the internet, a user still will not be able to surf it. They must have a special program installed in their computer called a web browser. **A browser allows users to search, save, and read the information written in HTML and web-apps.** By installing an operating system on a PC, a browser is installed by default.



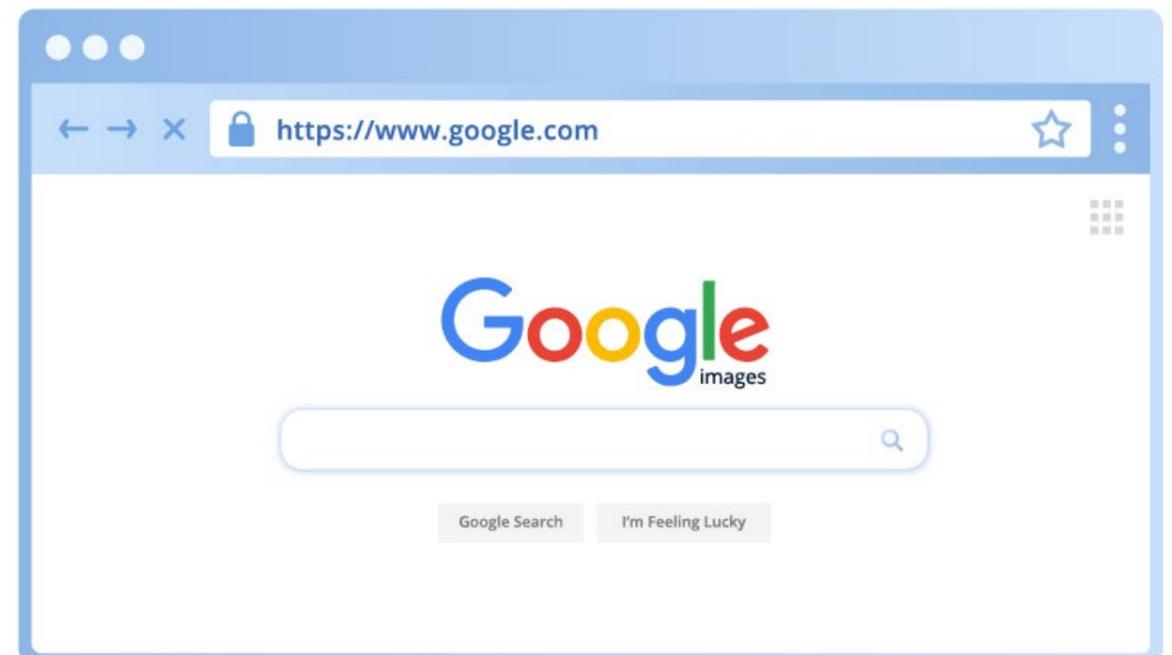
If a user knows the exact address of the site, its URL, then they can type it into the address bar and press enter. The user will be led to the site right away. The URL contains the name of the resource it belongs to, as well as specific categories.

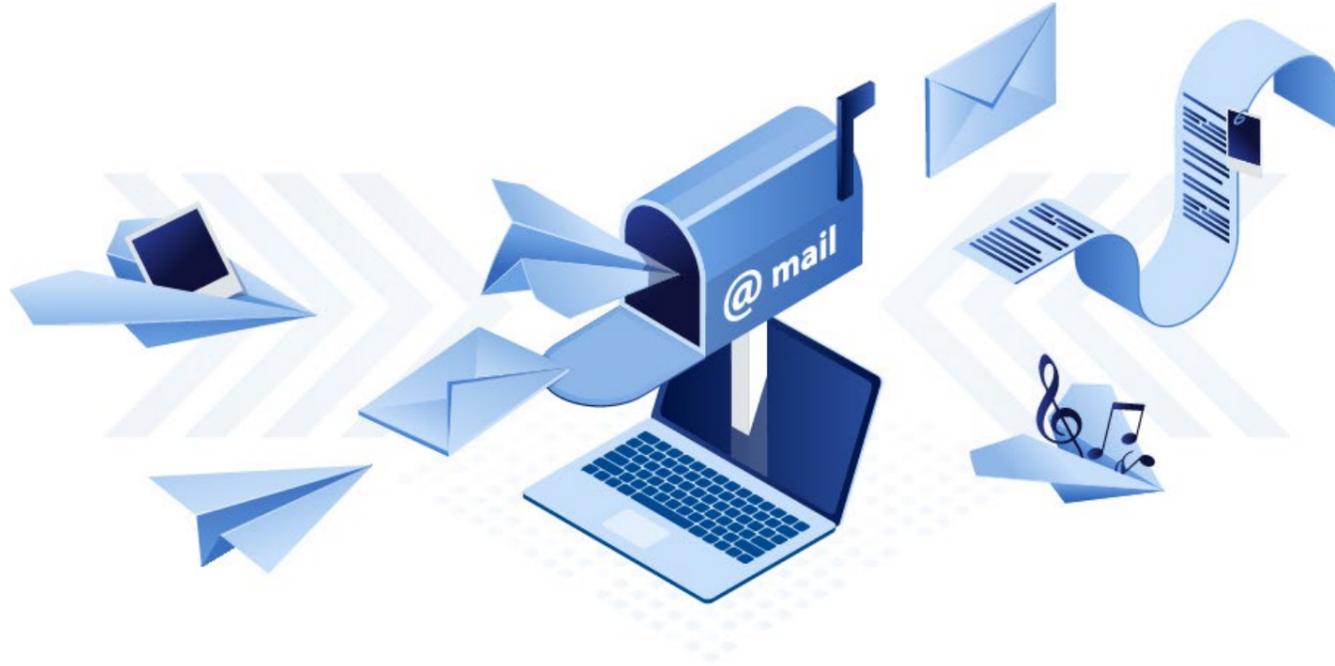


DOMAIN CATEGORIES:

- 1 **Common domains are based on organization type:**
.com (commercial), .gov (governmental), .aero (connected with aero transport), and others
- 2 **Domain by country and cities:**
.jp (Japan), .uk (Great Britain), .mc (Monaco), .barcelona or .moscow, and others
- 3 **Domains by nationality, using national languages:**
(.рф (Russia), .新加坡 (Singapore), .한국 (Korea Republic))

Search engines such as Google.com allow you to look for information on the internet when you don't know the URL. Such websites collect information about the internet so the search process can be really fast.





SECTION 04

Electronic mail

Electronic mail (email) sends messages via the internet to anywhere in the world. You can send almost any type of file through email (photo, text, table, etc.). **Any user can create an email account absolutely free of charge.** This service is provided by a number of internet portals (Google, Yahoo, and others).

username_1@e-mail.com

login already exists

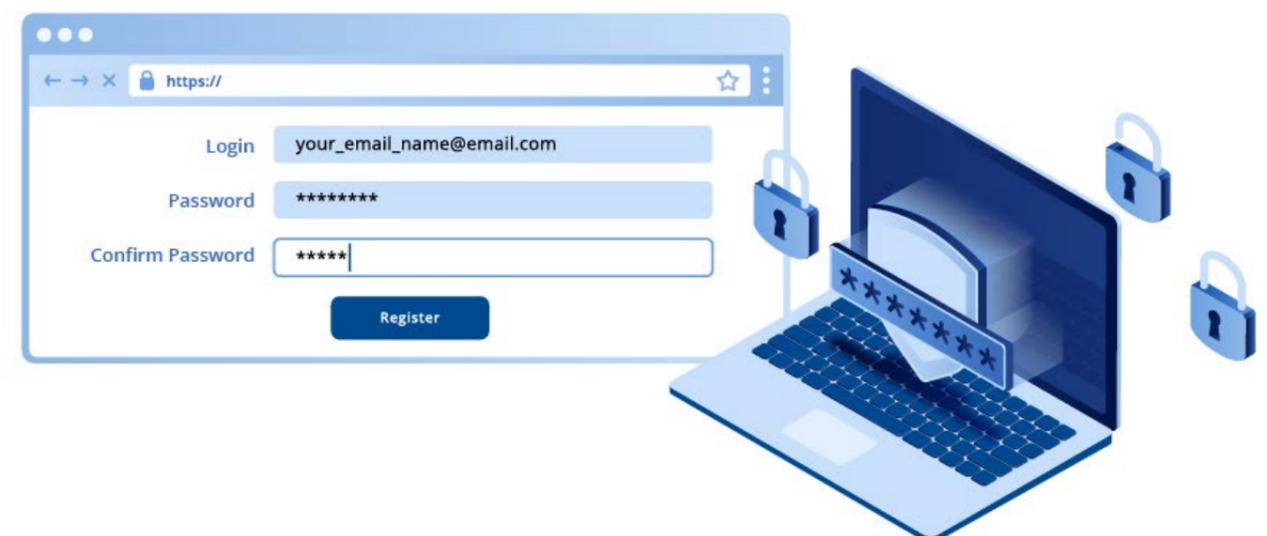
When creating an email account, a user must make up a unique address for the account. What is the best way to choose one? Try to make it easy to remember but associated personally with you, and not with anyone else.

If you have made up an address, but it is already in being used, then you can add some numbers or symbols to it to make it unique so you can use it.

WE BELIEVE IT IS NECESSARY TO INFORM YOU THAT YOU WILL PROBABLY NEED TWO EMAIL ADDRESSES:

-  A main address for communicating with people
-  An “advertising address” to use when registering on different websites

Pay attention when creating a password. It should include both upper and lower case letters and special symbols as well. Do not tell anyone your password and commit it to memory so you don't have it written down where someone else can find it.



SECTION 05

Services for communication

Increasingly, we are sending messages and making phone calls via the internet.

THE MOST POPULAR SOCIAL MEDIA SERVICES ARE:



Facebook



Twitter



Instagram



YouTube



Tumblr



Pinterest



LinkedIn

► **Social networks** — A registered user can place information about themselves, communicate with other users, add people to their list of friends, share news about themselves or events, publish pictures, search music and video materials, and subscribe to different information channels. Social media platforms are used not only for entertainment but also as a tool for work. Social networks allow you to create public groups for people who share common interests. They are used to promote businesses, sell goods and services, advertise, and for education and learning. Registering on social networks is free of charge, as well. Today every social network is backed up by a mobile application that you can download and install on your smartphone or tablet. These applications are supported by almost all operation systems.



► **Messengers** are applications that allow you to send text messages as well as audio and video materials. Contacts from your phonebook are added to your messenger apps automatically. You can communicate only with those users who have already installed the application on their devices.

THE MOST POPULAR MESSENGERS ARE:



WhatsApp



Viber



Telegram



Skype



Facebook Messenger



Hangouts Google



Zoom



Periscope



Slack



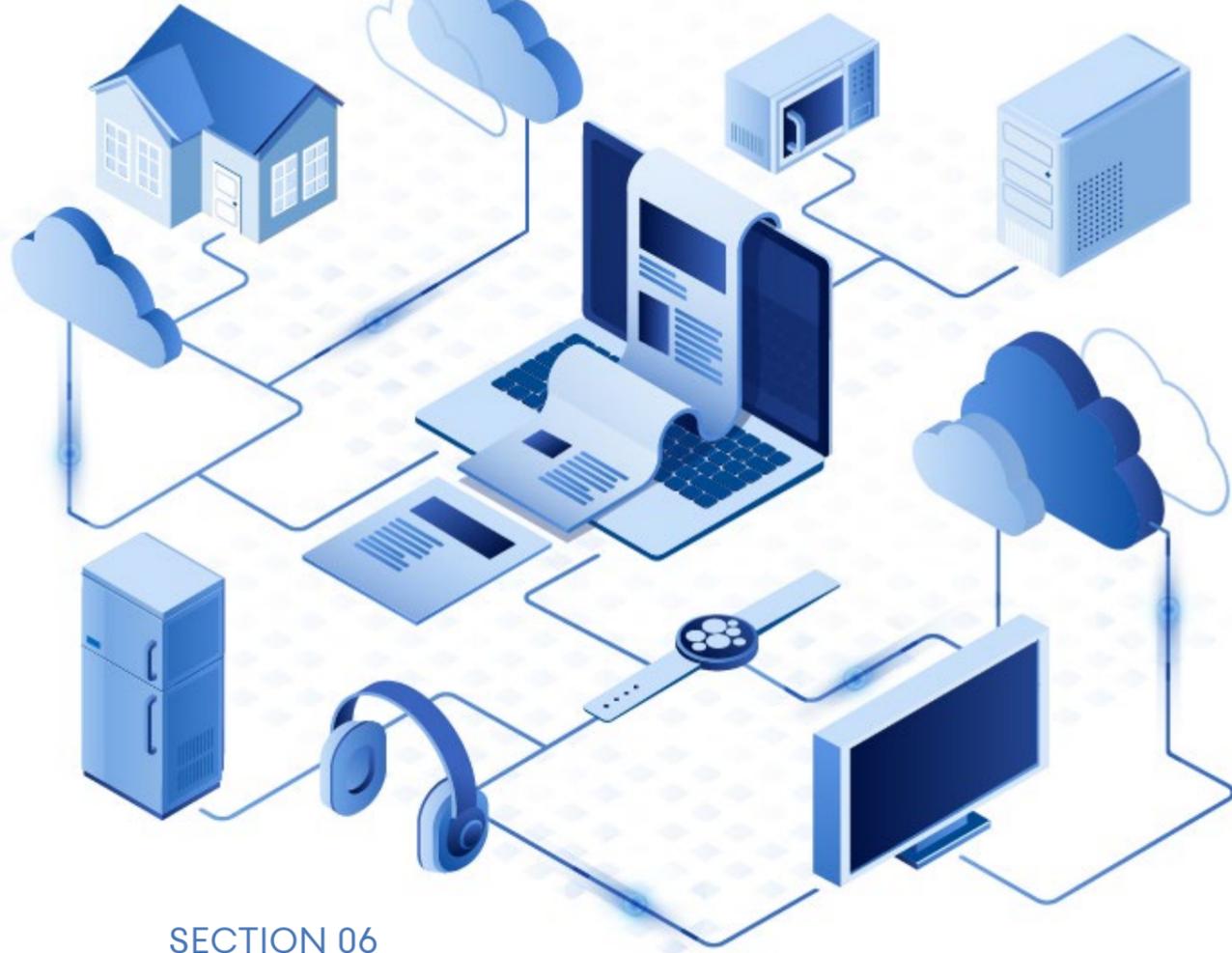
Tencent QQ



WeChat



Sina Weibo



SECTION 06

The future of internet development

The world offers a lot of digital technologies that allow many devices to use the internet. At home and in business, the IoT era has already begun, where smart devices and gadgets communicate with each other over the internet to make decisions without a human being involved.

In the future you will not need to install an application on your PC, but instead any program or document will be opened online using web-based applications.

The majority of users will keep their information not on their PC, but in the cloud. The growing popularity of cloud technology will lead to increasing safety of cloud-based data so it becomes practically flawless.



CHAPTER 2

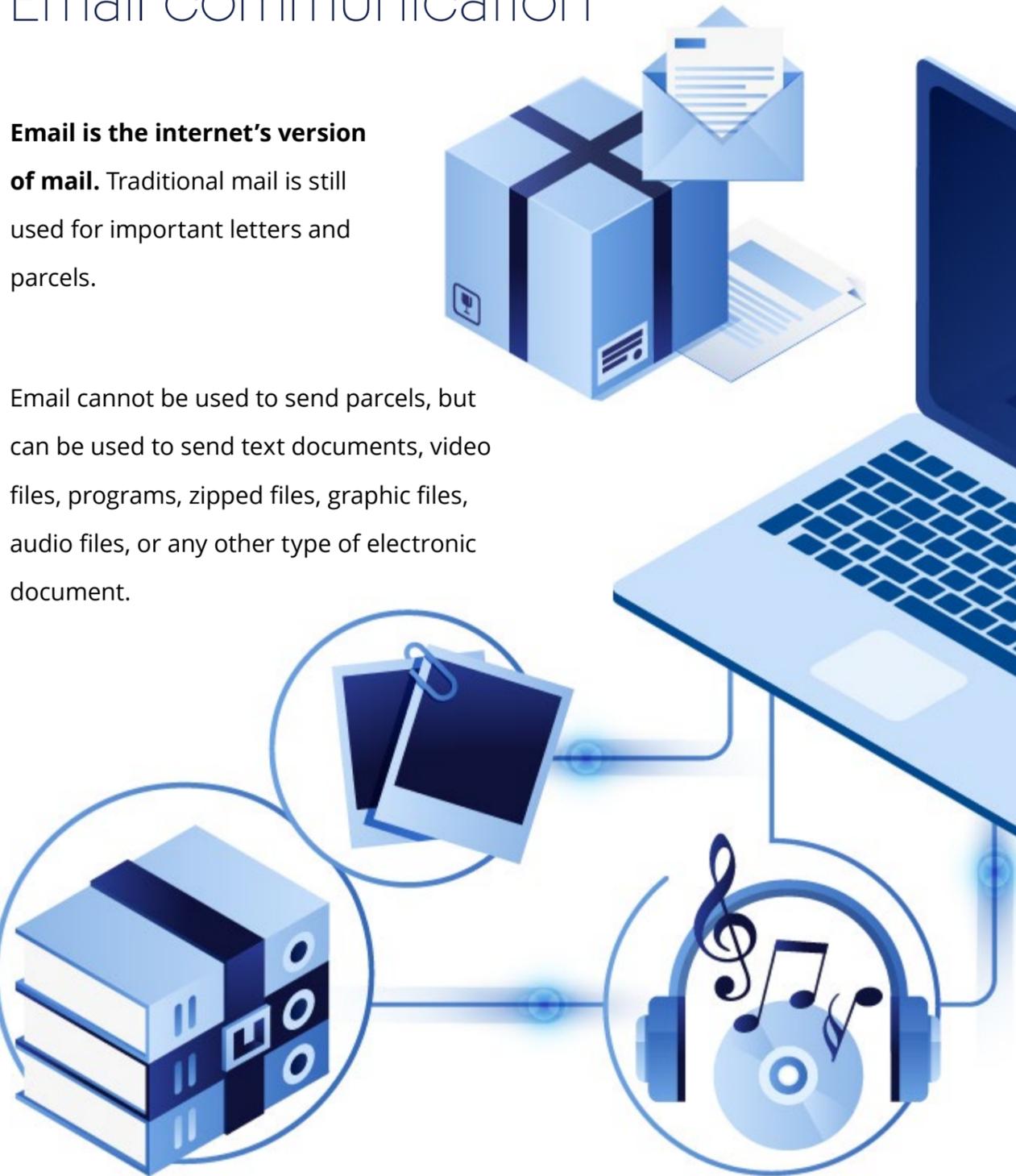
Communication

SECTION 01

Email communication

Email is the internet's version of mail. Traditional mail is still used for important letters and parcels.

Email cannot be used to send parcels, but can be used to send text documents, video files, programs, zipped files, graphic files, audio files, or any other type of electronic document.



The main advantages of email are its high speed of data transmission and the reliability of its delivery. It is necessary for both the email sender and receiver to have an internet connection.

It is possible to send a message to several people at the same time.

Email can be created by any user **absolutely free** of charge. The most popular email services are:



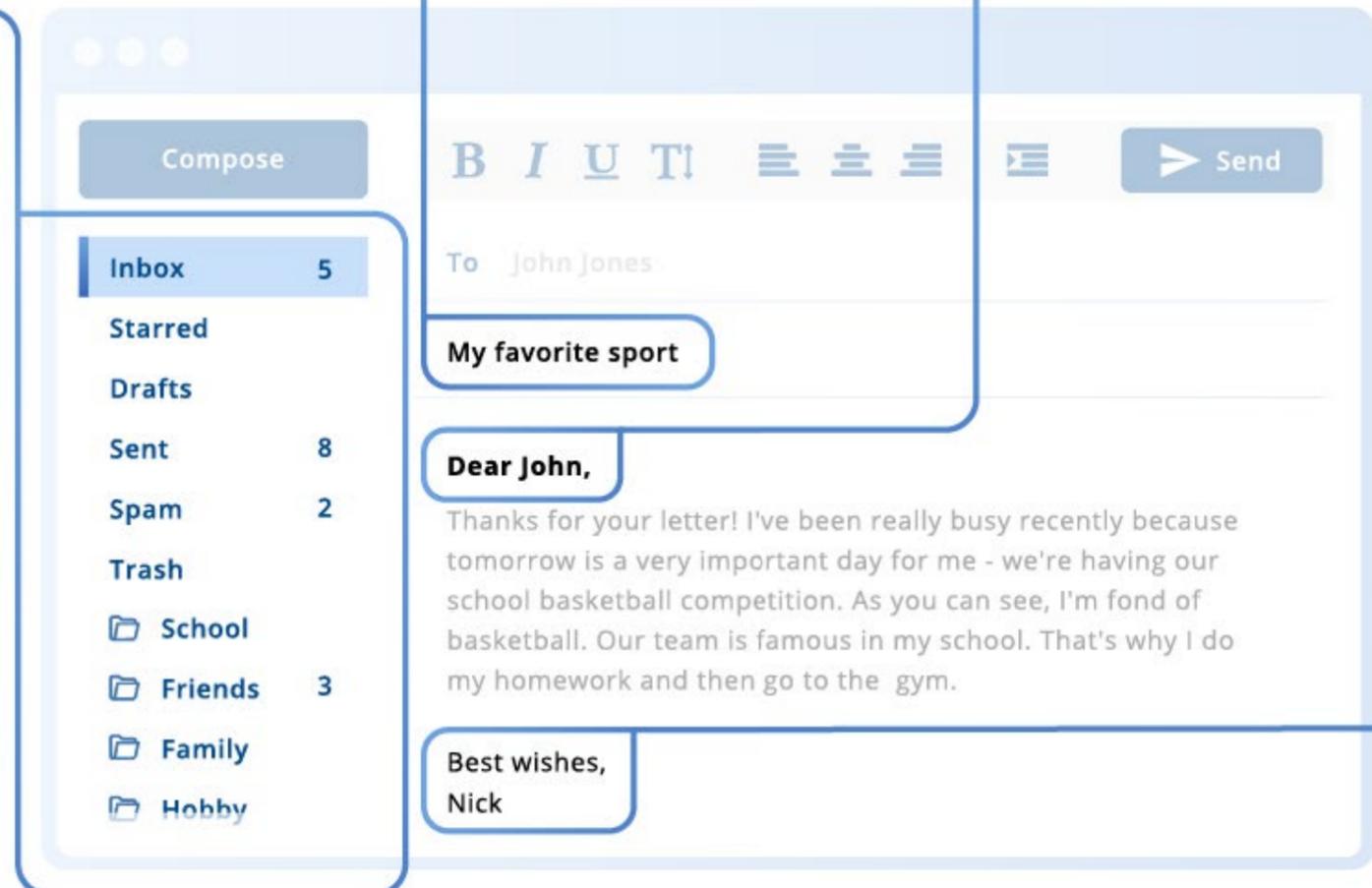
Your email will be used for registration on different websites, software activation, social media logins, and more.

Email is often used for work and formal communication.

FOLLOW THESE RULES TO SEND PROFESSIONAL BUSINESS EMAILS:

✉ **Fill in the subject field** with a relevant message so the recipient can easily find and understand your message.

📁 Keep your email in order. **Sort your messages into folders.** To keep your inbox from getting cluttered, sort unwanted messages into the Spam folder and unsubscribe from services that send you excessive emails you aren't interested in. For example, if you are getting annoying advertising messages, you can find a small "unsubscribe" link typically at the bottom of the email. Click on the link to remove your address from their sending list. This will stop emails without closing your access to the site that sends them. When in doubt, follow the OHIO method: only handle it once.



😊 **If you use emojis**, think carefully about how they will be interpreted by the recipient.

💬 Be sure to **greet the recipient** at least in your first email to them.

💡 Keep your message short, clear, and to the point.

🎀 **For a polite, professional tone**, be sure to end your emails with an appropriate closing message and signature.

🕒 Try to **answer emails you receive as soon as possible. Be responsive.** Even if you don't have time for a detailed answer, a short "I got your

message and will reply as soon as possible." will be enough. That way you will not break the chain of communication.



SECTION 02

Communication on messenger apps



Messenger apps allow you not only to share text messages with others, but also to make phone calls and video calls, and to send recorded audio messages.



Messenger app accounts are generally linked to users cell phone numbers. What's more, these apps often provide "message delivered" and "message read" information, making the rules for conversation slightly different from emailing.

KEEP IN MIND:

- 🕒 **What time you're sending the message.** It is alright to send messages to your friends and relatives on the weekend, late in the night, or early in the morning. Your co-workers likely won't have the same flexibility.
- 📍 **Check the addressee.** You can keep several conversations active in one app. Double-check who you are sending your message to before sending it.

Group chat behavior comes with its own rules. It is possible to create group chats in messenger apps. That means that the message sent by you can be seen by several people at once. Group chats combine the conversation of all invited members into a single dialogue.

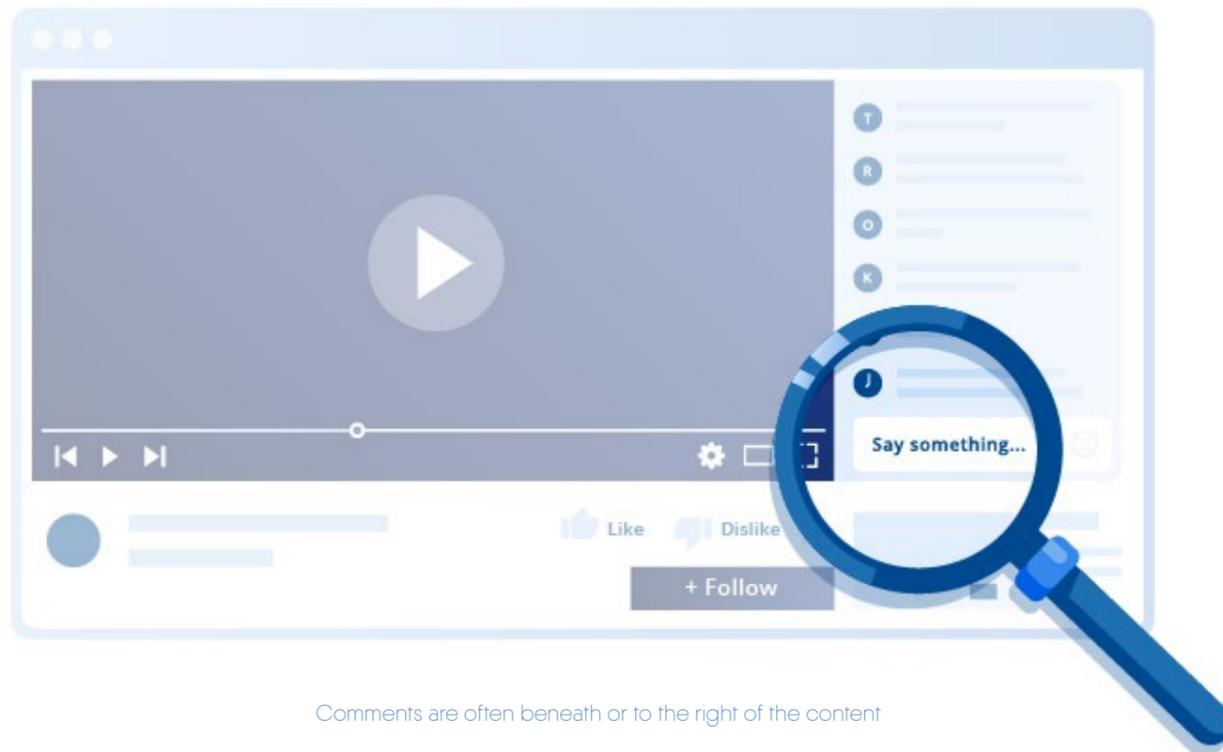
Group chats are created with a particular aim. They can be for friends, parents, special topics, working groups, etc.



SECTION 03

Commenting on the internet

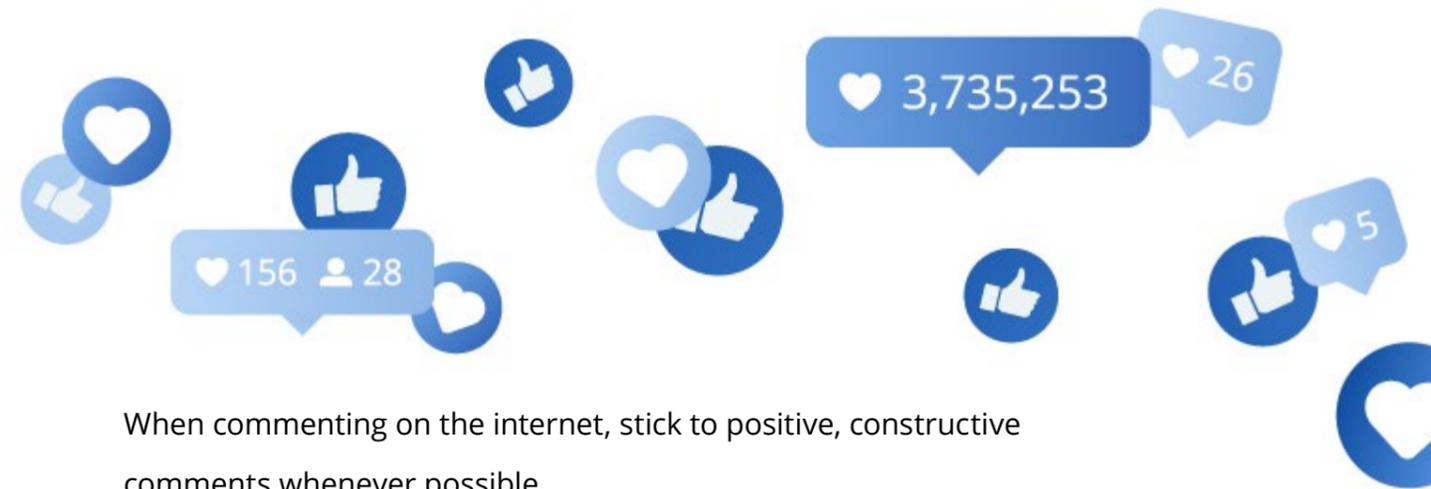
To express your opinion on something you find online, you'll almost always be able to leave a comment. Comments are open to everyone and can serve as a dialogue if people respond to existing comments.



Comments are often beneath or to the right of the content

In addition to comments, you can often express your opinion through reactions (like, dislike, laugh, etc.). For example, if you appreciated a video on YouTube and want the author to publish more like it, you can click the "like" button and leave a comment that they can see.

The number of "likes" content receives used to indicate the popularity of the content and the author. Today, however, this number can be inflated artificially and they're not seen as a reliable way to judge popularity.



When commenting on the internet, stick to positive, constructive comments whenever possible.

TYPES OF COMMUNICATION TO AVOID:

- × personal attacks (bullying)
- × defamation
- × misinformation
- × plagiarism
- × off-topic messaging
- × overquoting
- × advertising



In some cases, engaging in negative types of communication like those listed above can lead to consequences ranging from comment removal and account bans to losing your job or even being arrested.

YOU MAY NOT BE ABLE TO STOP CYBERBULLYING, BUT YOU CAN PREVENT IT AND PROTECT YOURSELF FROM IT:

- ◆ Set a unique, difficult-to-guess password on each of your devices and accounts
- ◆ Carefully consider what personal information, photos, documents, and videos you share online
- ◆ Do not make your social media accounts public
- ◆ **Do not add strangers to your friend list.** Before adding anyone as a friend or connection make sure you know who they are and are ok with them accessing everything you've ever shared
- ◆ **Do not respond to cyberbullies' messages. Ignore them.** Often they're looking for a reaction and may move on if they don't receive one
- ◆ **Block and ban cyberbullies' accounts**
- ◆ Notify site administrators if you feel cyberbullied
- ◆ **Install antivirus software on your devices.** It will help you protect your passwords and your private information



Don't avoid electronic communication because of potential cyberbullying. It is much **better to learn how to protect yourself and others** from cyberbullying.



A positive internet user acts with global civic consciousness. They interact with others with respect and humanity.

SECTION 05

Using online information for commercial and non-commercial projects

Electronic communication is a powerful tool for business development, commercial and non-commercial projects, and promotion of goods and services.

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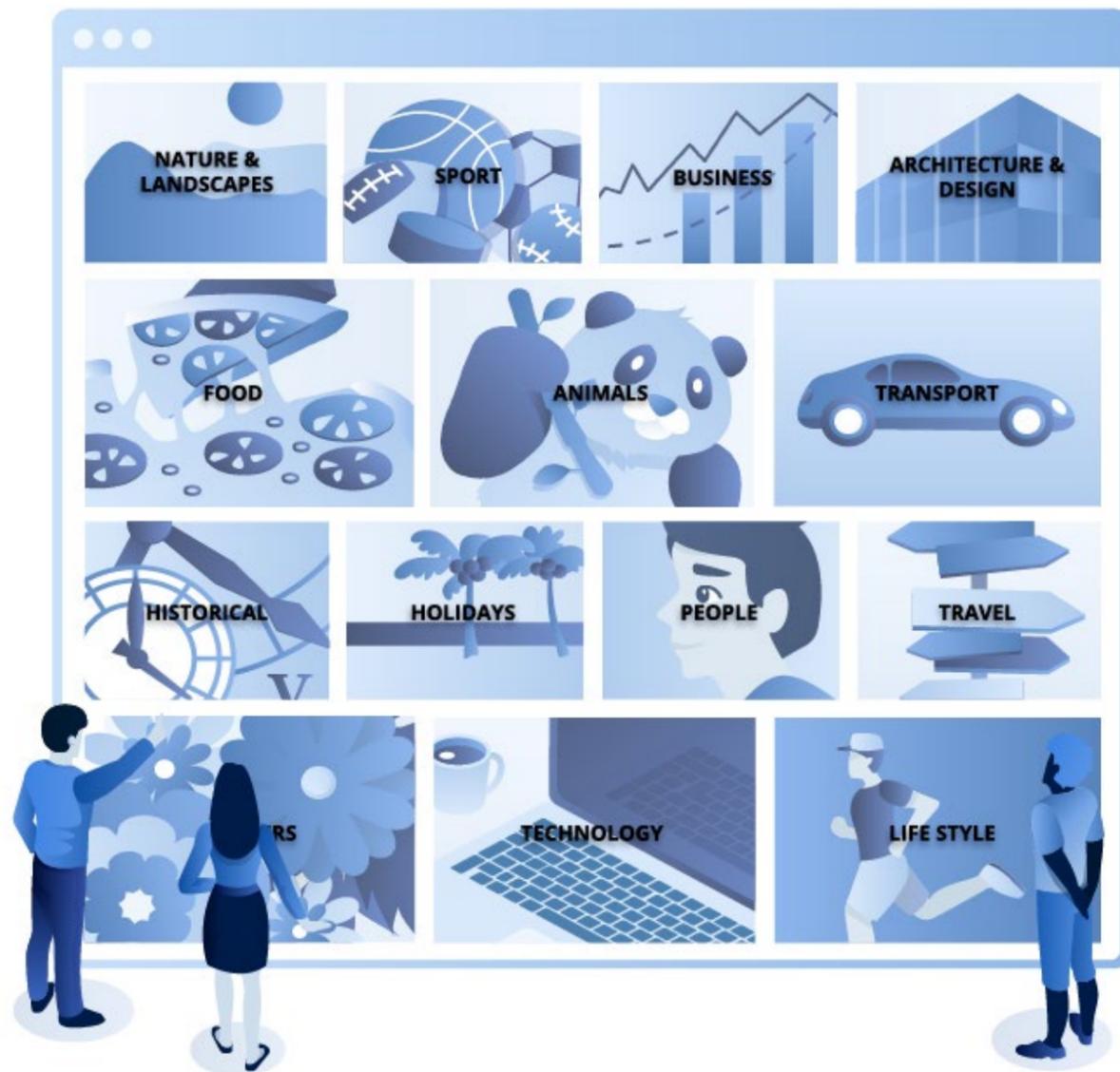
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Because of the internet's openness, it's very easy for material to be copied and shared without permission or attribution. As a result, content can be presented as someone's intellectual property even if it isn't.



Copyright laws are written to protect wide varieties of intellectual property and protect the rights of those who created it from others who may try to steal it for their own purposes.

Everything that has been published on the internet was created by a unique author. By default, when an author creates and publishes content for the first time they (or the organization they represent) hold a copyright on that content. To establish a public record of that copyright, many authors register their copyright with the appropriate government office and display a special C on their content. Authors can also set their own rules for commercial and non-commercial use.

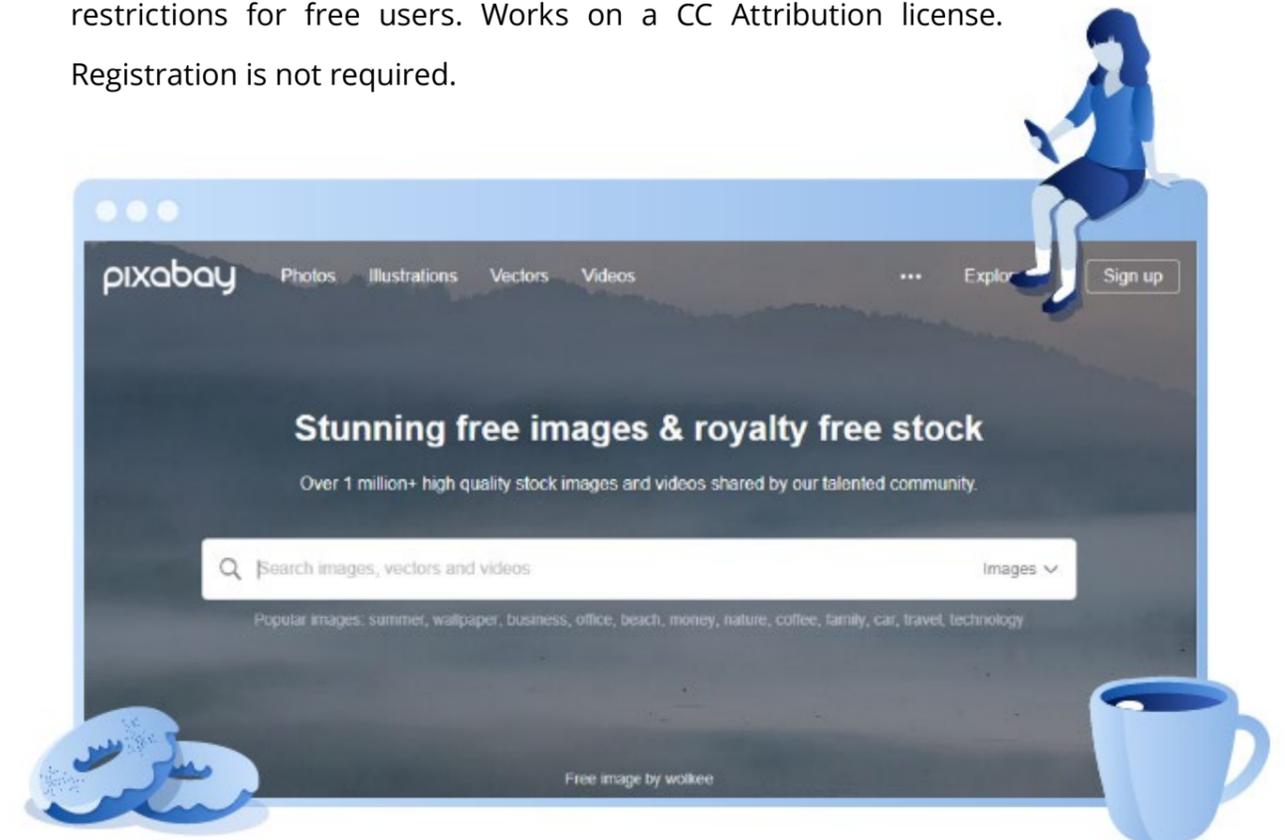


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They offer both free and paid subscription options with some restrictions for free users. Works on a CC Attribution license. Registration is not required.



PIXABAY — a stock of free pictures, vector graphics, and short videos. Works on a CC0 license. Registration is required to download pictures.

FREESTOCKIMAGES — a photo bank of free high quality pictures. Works on a CC0 license. Does not require registration to download pictures.

SECTION 01

Personal data: Details and protection

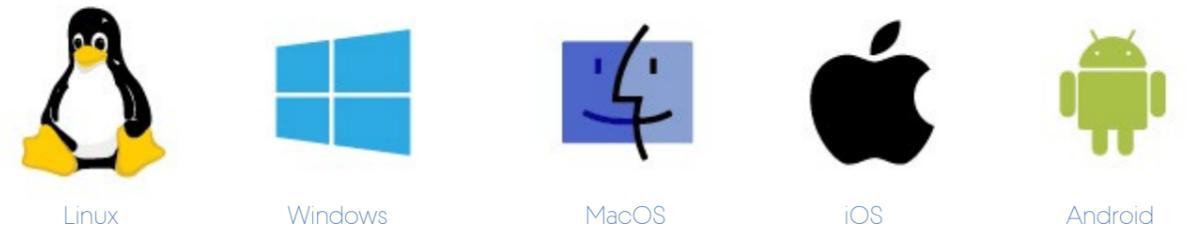
WHAT DATA IS PERSONAL

The history of personal data as a civil right dates back to the end of the 19th century in the USA. Originally, this right was called a “right to be let alone”.
Nowadays, the most concrete regulatory right in this area is the GDPR (General Data Protection Regulation) a European Union law aimed at personal data protection.

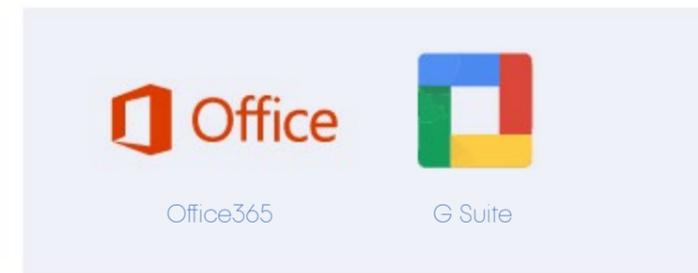
According to the GDPR, **personal data is any information related to an identified or identifiable natural person.** Examples include name, date of birth, phone number, social security number, health information, and more.



To protect this personal data, defense approaches need to be comprehensive. **Acronis products are the leading solutions in the cyber protection market.** They provide robust cybersecurity and data protection for all your devices driven by [Linux](#), [Windows](#), [Macintosh](#), and [mobile operating systems](#).



For all these systems, and platforms like [Office365](#) and [G Suite](#) that run on them, this protection begins with a backup copy of all your important data.



CONSEQUENCES OF DATA DIFFUSION

In the modern world, information plays a vital role. If a criminal acquires your data, it may lead to problems ranging from obtrusive advertising of goods and services to being burgled if your vacation plans leak.
Additionally, cyberbullying and blackmailing based on stolen personal data are now very common and very damaging.



PERSONAL DATA PROTECTION.

PERSONAL DATA MUST BE TREATED VERY CAREFULLY.

Fortunately, **there are some simple steps to protect yourself and your personal data:**

- ◆ Limit the data you share, where you share it, and whom you share it with. Avoid relying on and spreading altered files and information with Acronis solutions. Their distributed cryptographic architecture allows you to take control of data privacy.
- ◆ Make sure you can follow where your data goes after it has been sent.
- ◆ Pay attention to what you and your friends publish on social networks.
- ◆ Use your email account carefully. Your personal email is a stockpile of personal information. If a site requires an email and looks unreliable, use a temporary email.



Passwords are precious. Choose and use them with care. ◆

Use only reliable networks to transfer your data. ◆

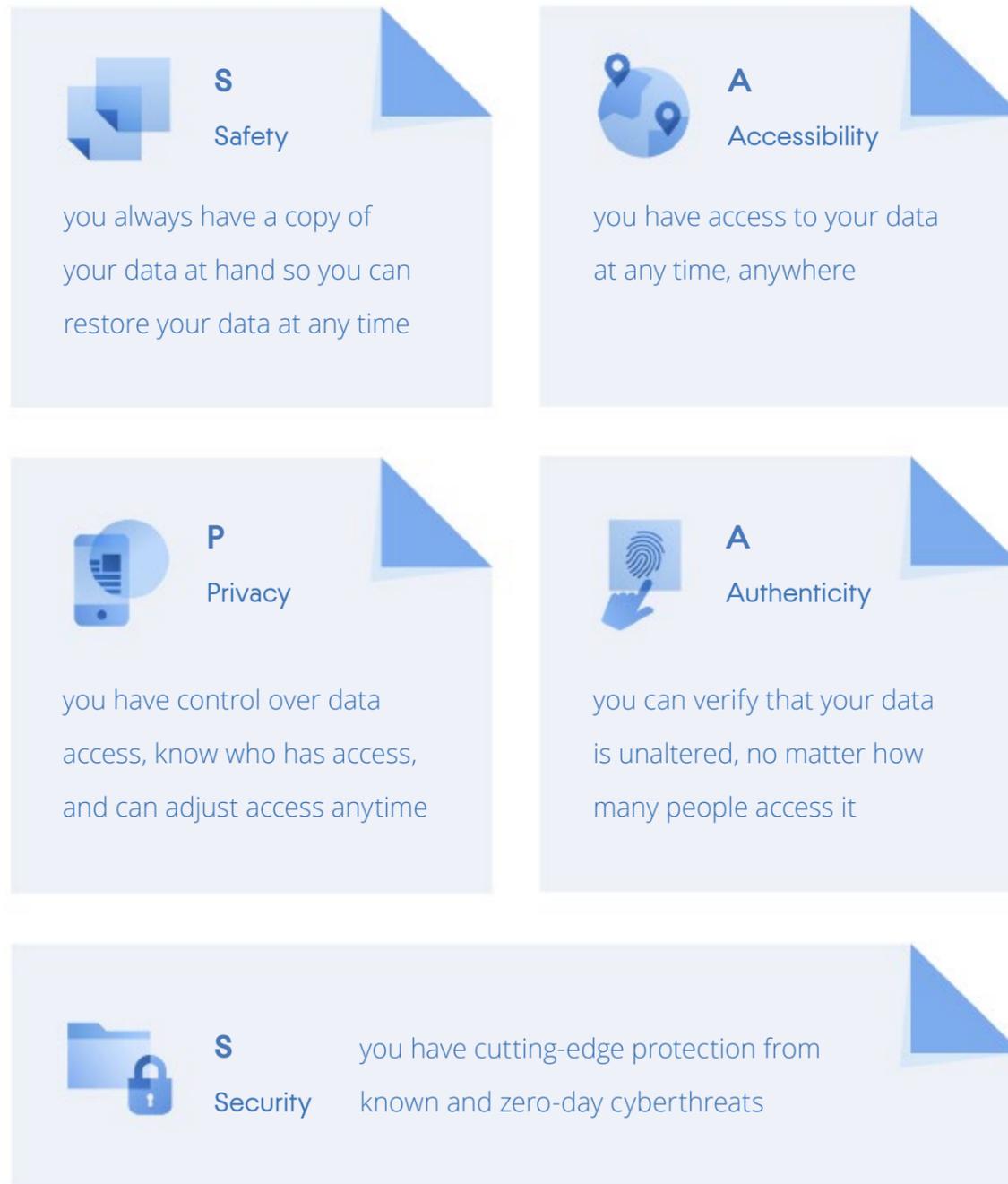
Innovative technologies from Acronis use algorithms based on artificial intelligence to protect your data. These algorithms classify and sort data in an autonomous mode. Bear in mind that personal data is not just information about your private life, it's also the electronic and hard copies of your personal documents. Keep them in a safe place! ◆

Use reliable IT solutions that deliver comprehensive protection for your personal data. The Five Vectors of Cyber Protection: safety, accessibility, privacy, authenticity, and security (SAPAS) offer exactly this level of protection. Keep your personal data safe with backups. ◆

Acronis' innovative technologies allow you to have reliable protection for any size load, through a scalable multipurpose infrastructure that makes this solution suitable for nearly any purpose. ◆

SAPAS: THE FIVE VECTORS OF CYBER PROTECTION

By balancing the Five Vectors of Cyber Protection, Acronis provides a comprehensive defense for all your data. The Five Vectors are:



Acronis cyber protection benefits customers on five levels, offering:

- 1 A single business to rely on for all cyber protection needs**
- 2 A consistent user Interface across products**
- 3 A single management console for all products and devices**
- 4 A common data format, easy data exchange, and common APIs**
- 5 A single technology platform with a common service interface**

Some of the key products that provide cyber protection include: Acronis Cyber Platform, Acronis Cyber Infrastructure, Acronis Cyber Protect, Acronis Cyber Cloud, and the Acronis Cyber Protection Operations Center.

SECTION 02

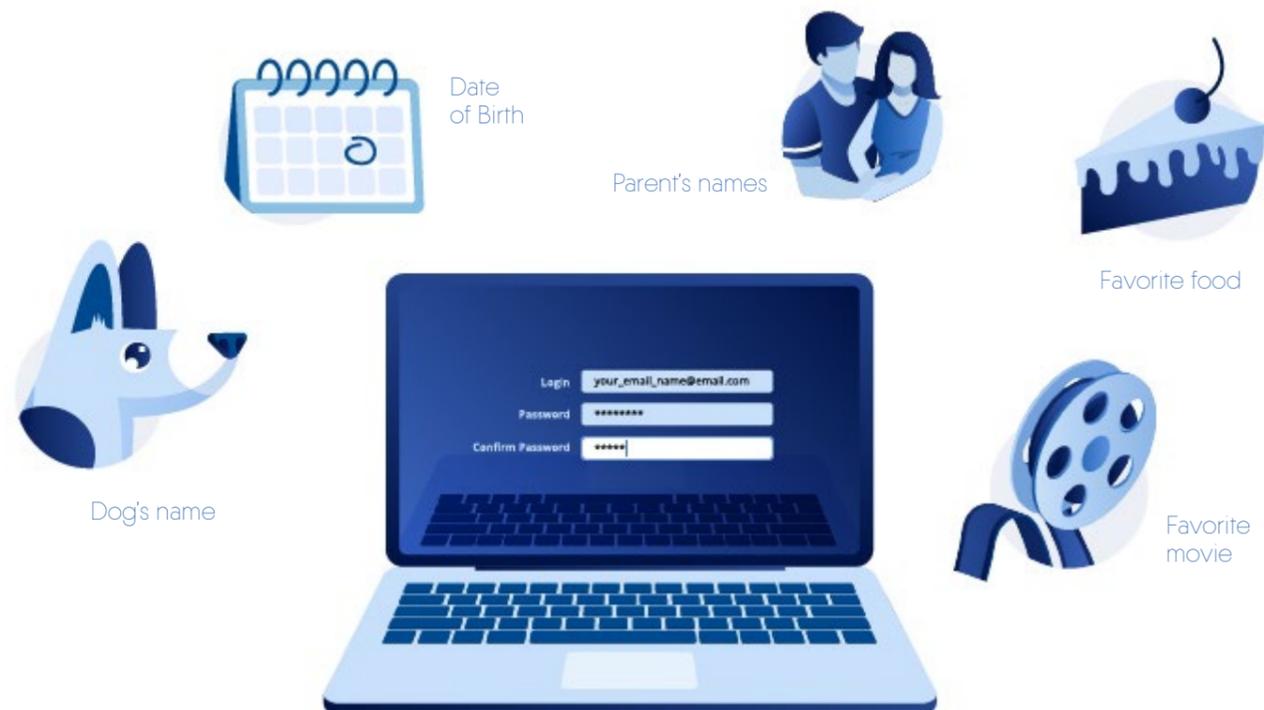
Passwords: How to choose one and not forget it

WHY DO WE NEED PASSWORDS?

A password is a secret word or phrase that allows you to access a resource. Together with a username (your unique identifier), this information makes up your account data. Do not let anyone know your account data.

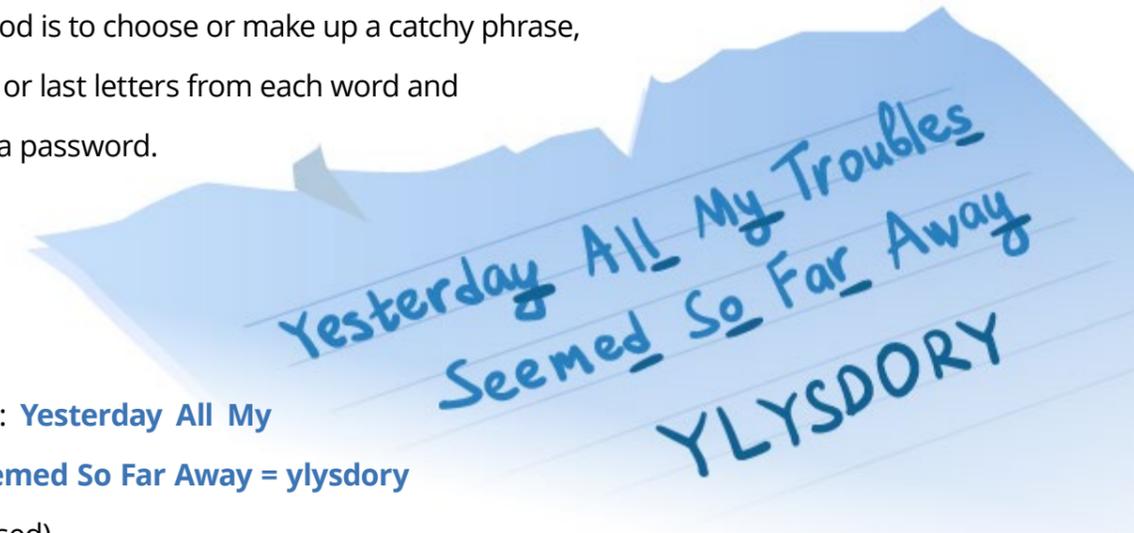
PASSWORD SOPHISTICATION

Usernames are often either publicly available information or they're quite easy to acquire. When criminals get username information they try to guess the password, which is much more difficult.



MNEMONIC SYSTEM

A password must be complicated and must not coincide with dates and names that are important for you. How should we pick a password then? A good method is to choose or make up a catchy phrase, take the first or last letters from each word and use them as a password.



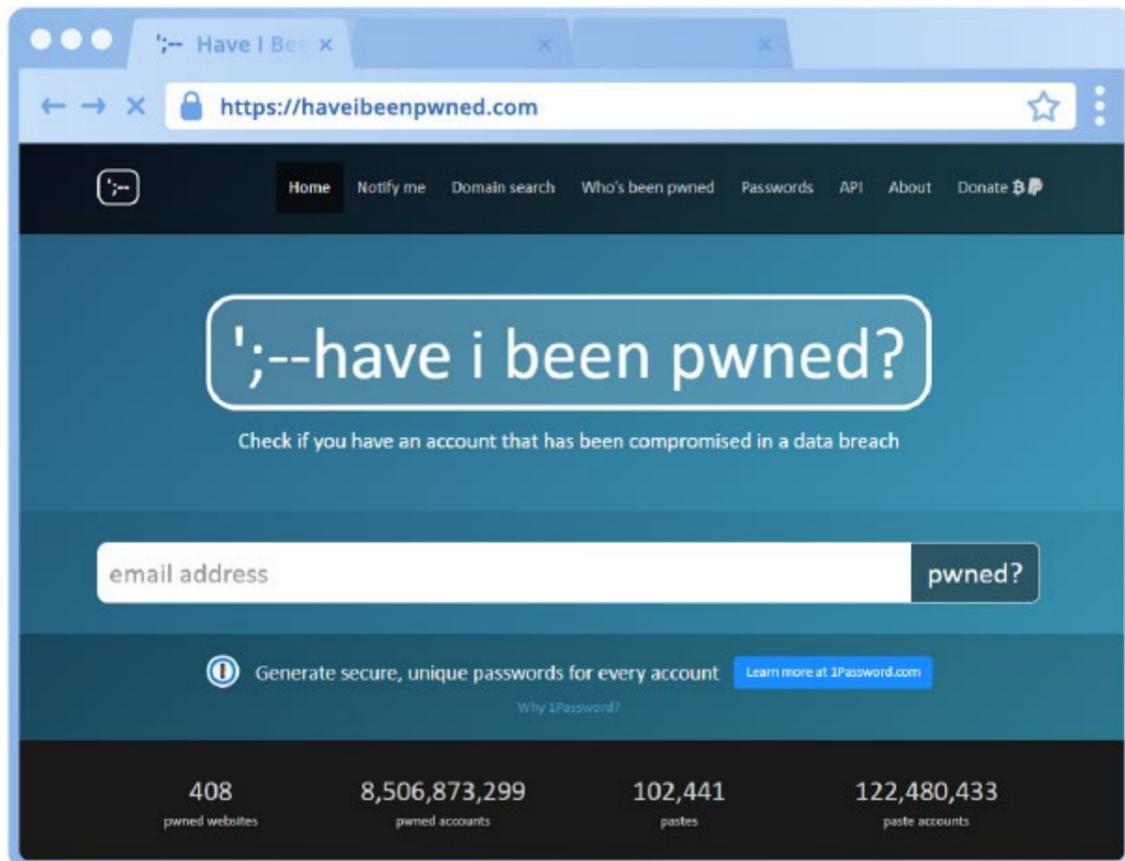
For example: **Yesterday All My Troubles Seemed So Far Away = ylysdory**
(last letters used).

- ◆ **Never use publicly available information as passwords** (for example, date and place of birth, phone number, etc.)
- ◆ **Do not use common words as passwords** (qwerty, home, etc.)
- ◆ **Use a separate password for each resource** so that you will not 'lose' all your accounts at once.

In order to make a password even more complicated, you can add the name of the service where the password is going to be used and capitalize some letters: *ylysdory_gMAil*. Passwords like these are very difficult to guess, both by digital and social predictive methods. You can also use special services for generating passwords – special programs that make up sophisticated passwords.

HOW CAN YOU BE NOTIFIED IF YOUR PASSWORD HAS BEEN STOLEN?

Occasionally, hackers steal databases full of login information. As soon as these databases are compromised, the risk that accounts included on them will be hacked is multiplied (especially if users don't have a unique password for each service). You can check if your information has been leaked at haveibeenpwned.com.



They collect information on all database leaks. If this service reveals that your data has been stolen, change your password on the affected service immediately (and on other services where you use the same password). If you don't come across your account in the leak list, it's not a guarantee that your account has not been hacked.

RESTORING PASSWORDS WITH SECURITY QUESTIONS

If you can't remember one of your passwords you may need to restore it. Many services provide you with security questions to begin this process. These questions are designed so that you can easily answer them. They often refer to your everyday life, for example, license plate number, your dog's name, and so on.



Unfortunately, these are often unsafe. If a criminal looks through your photos they can quickly get your license plate number, your home address, or your dog's name. There are many methods of social engineering wherein you unconsciously give the keys to your account away.

A good solution to this problem is to use complex or alternate answers for standard questions: your dog's name? "Yesterday all my troubles seemed so far away". Your favorite meal? "far away kingdom" and so on.

TWO-FACTOR AUTHENTICATION

Two-factor authentication is a method of getting access to your account, not only with your login and password but also with an additional component. It might be a code sent as a text message to your cell phone, a magnetic card, a Touch ID on your smartphone, etc. This extra step lets the service confirm you're you and not a criminal.



Usually, this second factor is something that you always have on you. Because the second key is impossible for criminals to get, your safety is a hundred-times stronger. That is why it is highly recommended to include two-factor authentication anytime it's an option.

SECTION 03

Web-surfing safety

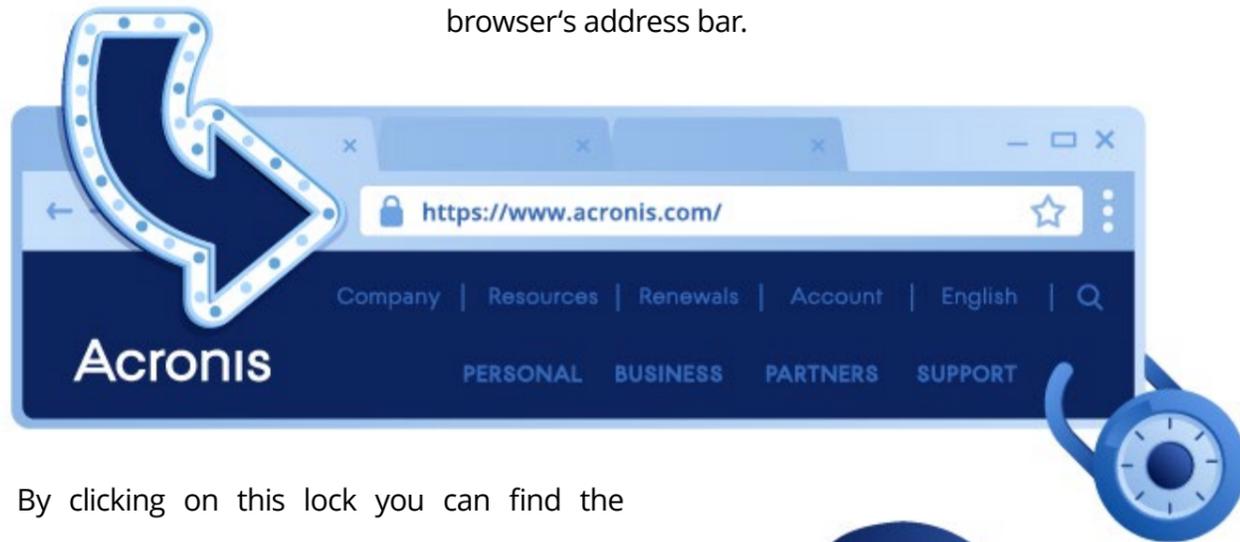
HTTPS

Most of the data on the internet is transferred through http protocol. The problem with this protocol is that data is transferred without being coded. This means any criminal can intercept your connection and see the information you send. If you're posting photos of kittens, that's not a big deal, but if you're checking your bank account or reviewing any kind of personal data, the situation becomes serious quickly.



The https protocol was developed to solve such problems – it codes http traffic between your device and the server of the resource that you're connecting to.

This lock means that the site is protected by http encryption. You can easily check whether https is working on a site by looking for a lock at the beginning of your browser's address bar.



By clicking on this lock you can find the certificate of the protected connection – the certificate needs to be issued on the site you're currently visiting.

I'm covered...

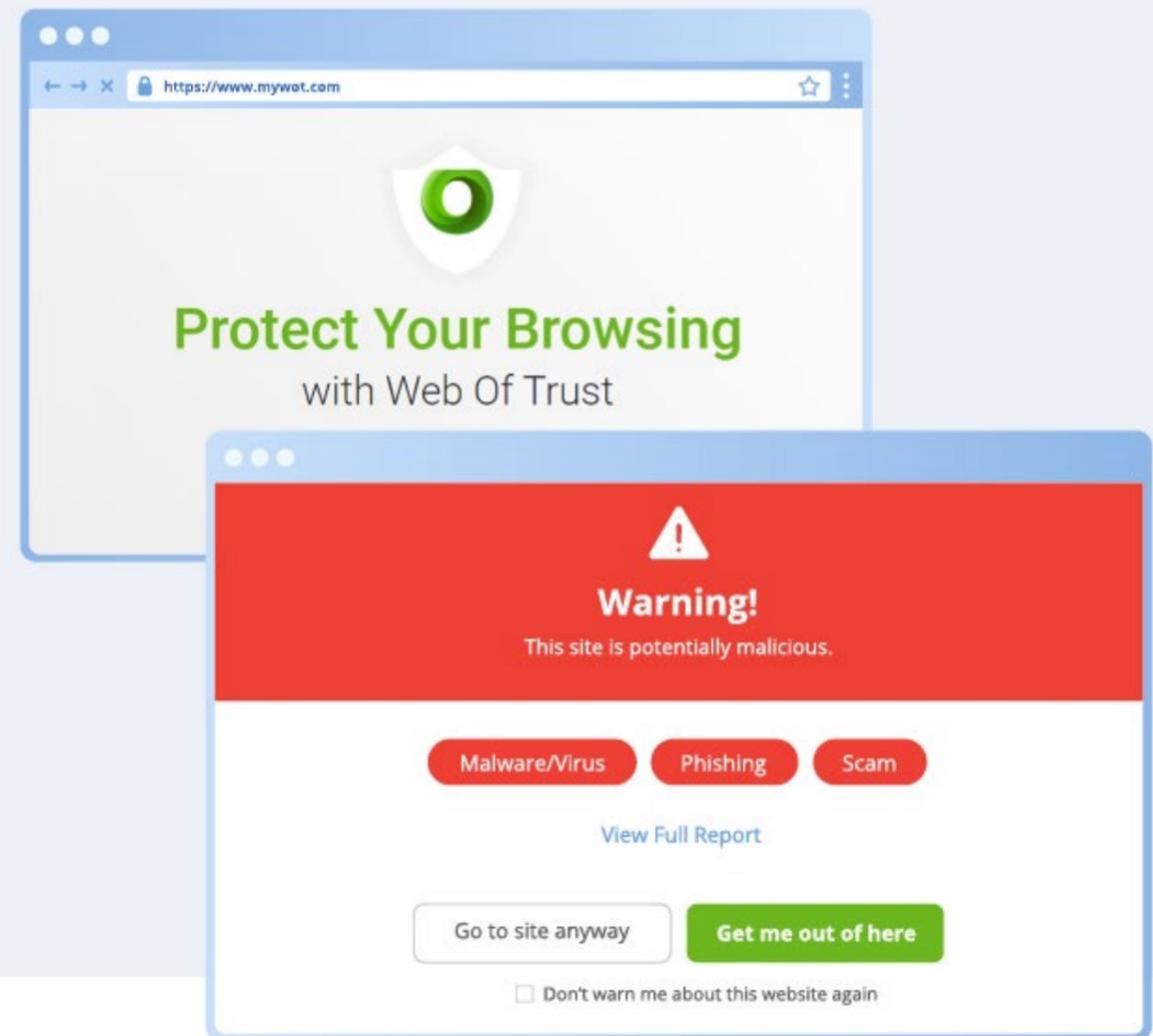


WEB OF TRUST

Web of Trust is an internet service (supplied as an add-on to a browser) that allows you to check if the information presented on the site is trustworthy and if it is safe for children. Safety ratings are based on reliable resources and the recommendations of the users of Web of Trust themselves.

After you set up the extension, it will inform you whether a site is trustworthy by changing the color of the add-on circle:

-  a green circle means that the site is safe and reliable
-  a yellow circle warns you to be careful
-  a red circle means you should leave the site right away



There are many extensions to estimate the reliability of sites. Moreover, anti-virus vendors have their own developments that are installed with their products.

ADVERTISING: WHAT SEARCH ENGINES KNOW ABOUT YOU

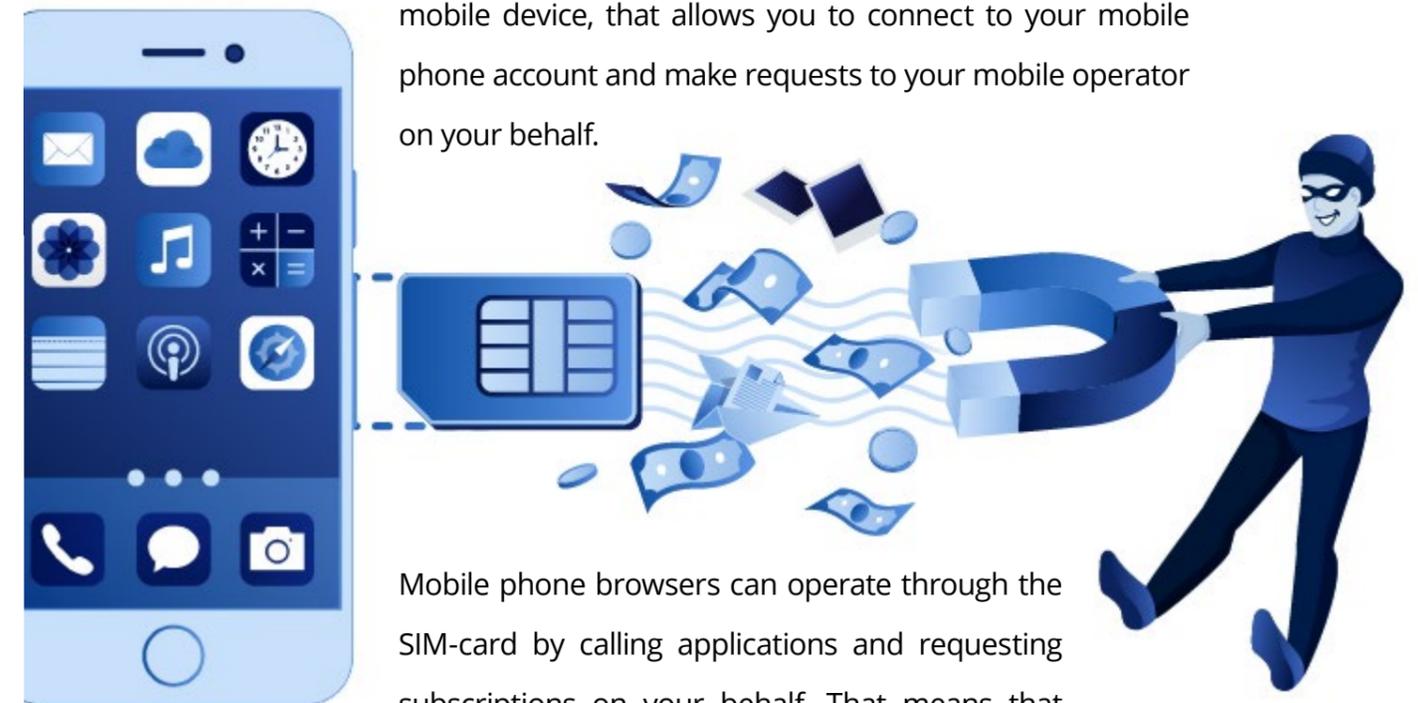
Have you ever noticed that after searching for something in a search engine, you see matching or related ads on different sites? This is called targeted advertising.

When you look for something on the internet, search engines save and store your history. Based on these entries (and many other factors) search engines display advertisements that are designed to be as relevant as possible to you.



SURFING FROM MOBILE DEVICES AND THE DANGER OF UNDESIRABLE SUBSCRIPTIONS

While it may seem it, surfing the internet from a mobile device doesn't differ from using a laptop or PC. You have a SIM-card installed on your mobile device, that allows you to connect to your mobile phone account and make requests to your mobile operator on your behalf.



Mobile phone browsers can operate through the SIM-card by calling applications and requesting subscriptions on your behalf. That means that

if you visit a malicious website and this website makes a malicious request by means of your SIM-card, you will be subscribed to a paid subscription of dubious quality.

DETAIL COST SUMMER				
Date	Operation name	Cost	Balance change	Final balance
19/12/02	Outgoing call	\$0.50	\$0.50	\$21.50
19/12/03	Subscription fee	\$2.25	\$2.25	\$19.25
19/12/04	Suspicious activity	\$200	\$200	\$-180.75
19/12/05	Incoming SMS	\$0	\$0	\$-180.75
19/12/06		\$0		

Tip to avoid it: most mobile operators offer a free service aimed at protection from undesirable subscriptions – use it.

SECTION 04

Social network safety

Social media is increasingly a crucial part of our lives. In fact, it's hardly possible today to meet a person who doesn't use any social networks. An enormous amount of information is shared to social networks every day – photos, locations, text messages, videos, etc. **This information may be used both positively and negatively.**

ACCOUNT DATA ON SOCIAL NETWORKS

Social network account data must be stored very carefully. Social networks display a highly visible representation of your personal life. Your followers and friend list can include friends, family, and colleagues. These are people who trust you and whose opinion of you is important.

Imagine if somebody hacked your account and started sending inappropriate things to everyone on your friend list. Or, another situation, they ask for money to be sent to a specified bank account on your behalf.

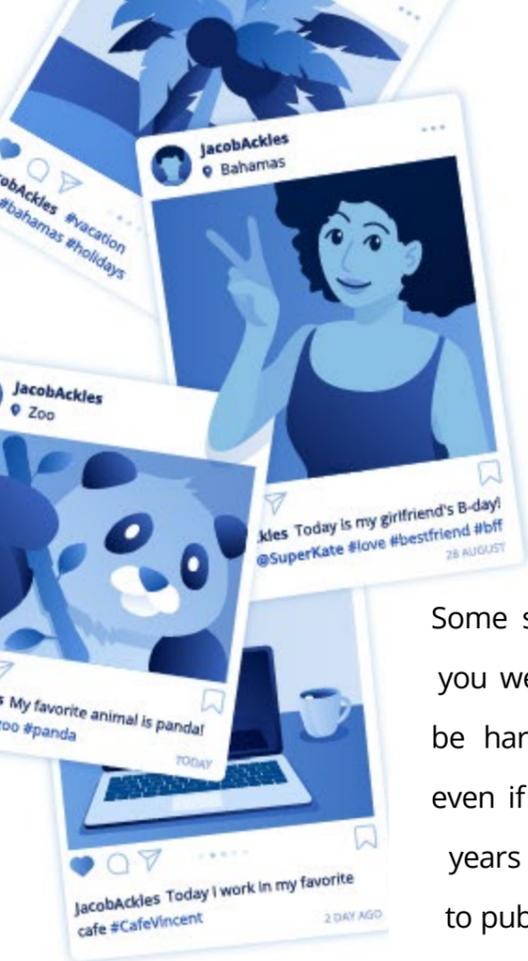


Remember that a compromised account in your social networks may have worse consequences than you imagine, both for you and your friends. Use the tips we give you throughout the course to keep your social media accounts safe and protected.



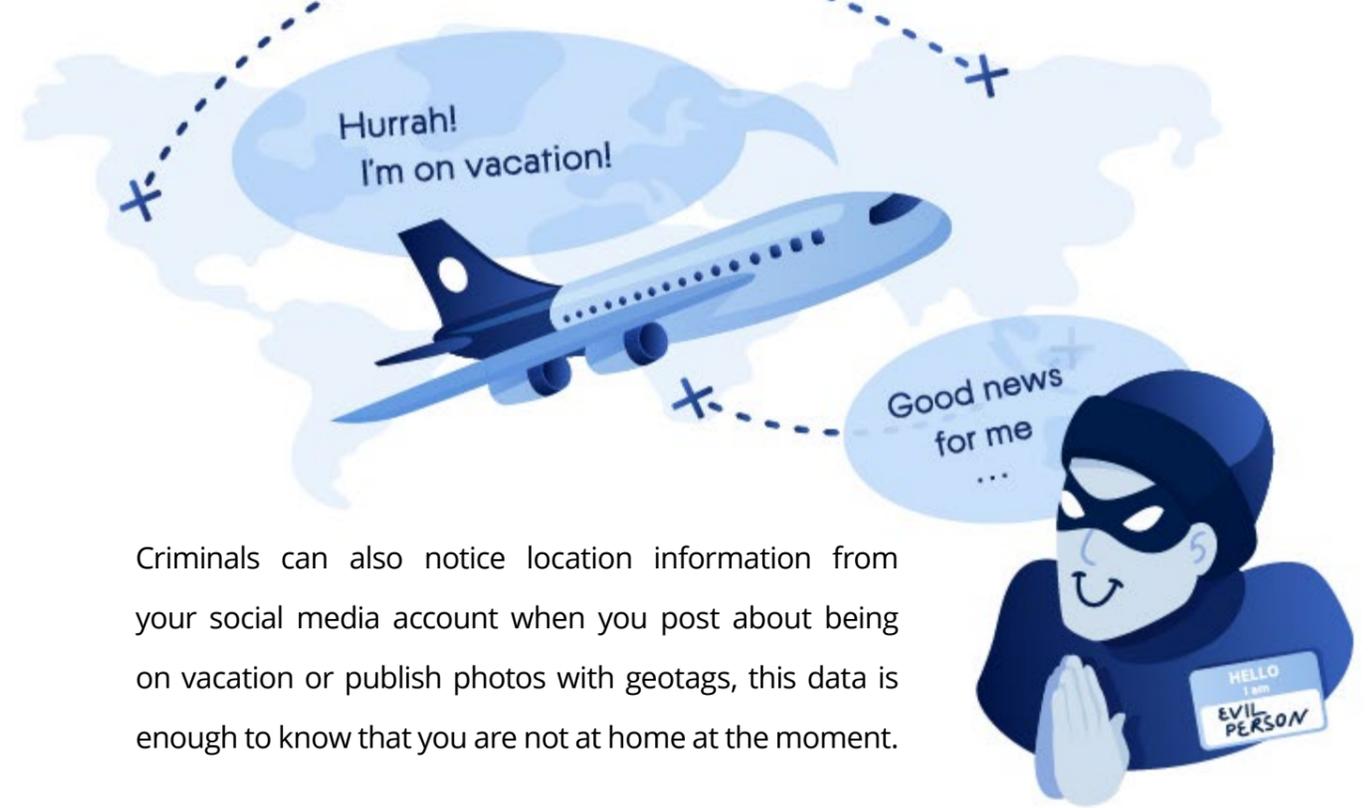
PERSONAL DATA ON SOCIAL NETWORKS

People don't hesitate to publish information about themselves and their friends on social media. This is, in part, because social networks incorporate information about users interests, employment, and education in order to connect them with as many friends as possible.



This information might seem minor but it's highly valuable for criminals. Always remember the rule: "what you upload to the internet stays on the internet forever".

Some silly pictures from a party you went to in college may be harmful in adult life, even if you deleted them years ago. If you want to publish your photos on the internet and maintain 24/7 access to them, publish them in the private Acronis cloud. They will be securely stored and only you will be able to decide who can see them.



Criminals can also notice location information from your social media account when you post about being on vacation or publish photos with geotags, this data is enough to know that you are not at home at the moment.

SOCIAL ENGINEERING

Social engineering is a method that allows a criminal to get valuable information from you through a variety of different social and psychological techniques. Surprisingly, people are often ready and even happy to share their personal information.



You should avoid needless data publication on your social networks. You should also check what data from your account page is publicly visible, what is visible only to your friends, and what is visible only to you.



For example: If you set the security question "What is your favorite café?" to restore access to a resource and are an active Instagram user, then you may have lots of photos taken in this café.



WHO YOU CAN AND CANNOT “MAKE FRIENDS” WITH

There are millions of people on social networks today. This makes them a great way to make new friends and communicate with different people. However, you should think twice before adding unfamiliar people to your friend list. Unknown friend requests may actually be from a person who wants to look at the information on your page, which is normally available only to your friends, and gain your trust.



When you're adding a new friend to your list, pay attention to the following:

- ◆ Date when the page was created (if this information is available)
- ◆ Their friends – both the quantity and whether you have friends in common
- ◆ What public groups this person is active in
- ◆ Activity on the page during the whole period of its existence
- ◆ Photo and video albums – whether they are full of pictures with no logical connection

If you have doubts concerning some of these points, it's better not to add this person to your friend list. Having carefully looked through the page of the person that wants to be added as your friend, you can get a basic understanding of who they are and decide if this person is really worth adding. It goes without saying that you should not provide such new friends with any details of your private life.

CYBERBULLYING

Cyberbullying is a term describing threats, intentional abuse, and publishing of compromising materials disclosed by digital means of communication, on social networks in particular. This is a social phenomenon that appeared alongside the development of social networks but represents an evolution of bullying, which extends through human history.



Unfortunately, there are only so many ways to deal with cyberbullying.

They include:

-  Blocking the abuser's accounts in order to avoid contact
-  Complaining to the site or resource administrator
-  Filing a complaint with police over the incident

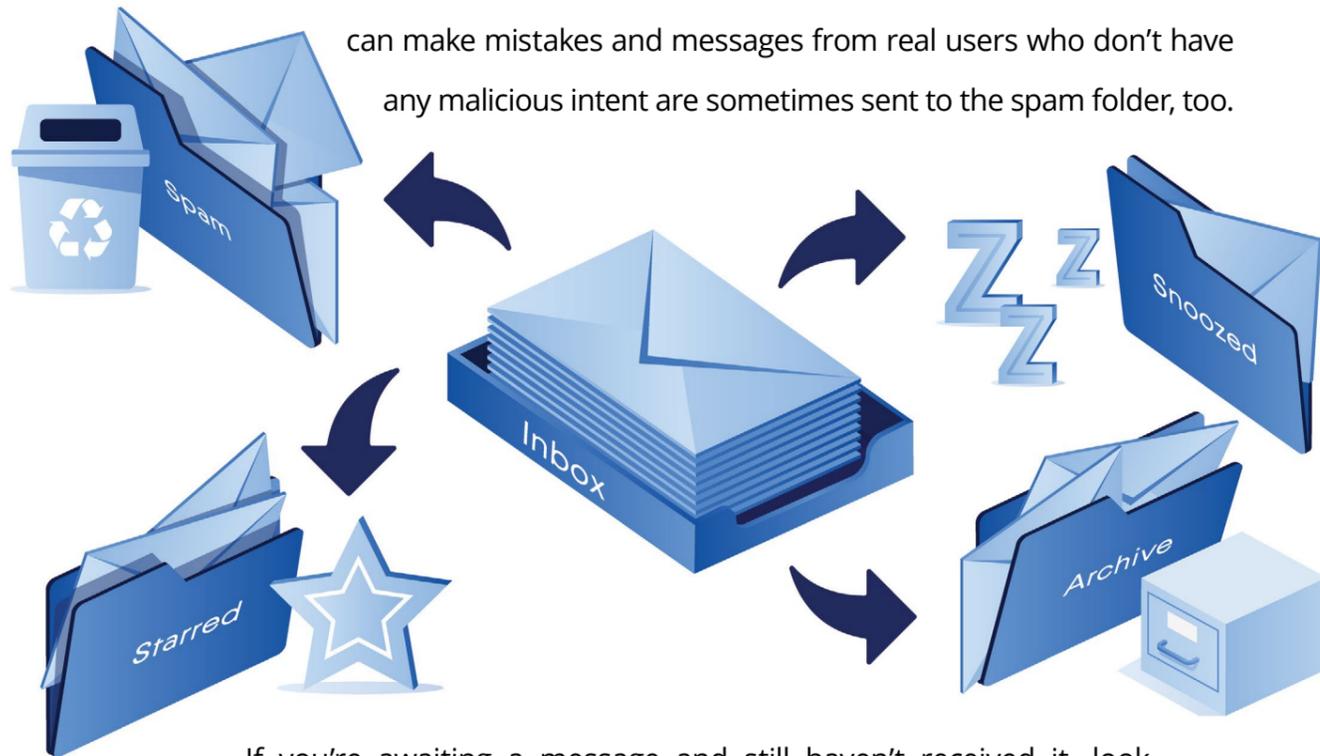
EMAIL SAFETY: SPAM, ATTACHMENTS, AND WHY THEY MIGHT BE DANGEROUS

Today email is a critical service that users rely on every day. Other services connect to your email; it deals with personal data, documents, and more. That's why you should be particularly careful about its safety and protection.

-  Never tell anyone your email password
-  Activate two-factor authentication
-  Always log out of your email when you're done
-  Use anti-virus software

SPAM FILTERING: HOW IT WORKS

Spam is undesirable email that may include both obtrusive advertising and junk mail. Spam has been a persistent problem since the dawn of email and today email services can filter most spam emails automatically. The program reviews emails according to several parameters (if the sender's address is included in spammer registers, if the content of the letter is suspicious, if there are any suspicious attachments, etc.) and puts it into a special folder in your email. However, programs can make mistakes and messages from real users who don't have any malicious intent are sometimes sent to the spam folder, too.



If you're awaiting a message and still haven't received it, look through your spam folder. If the message was accidentally sent there, click "Not Spam" to improve the filter's performance moving forward.

On the other hand, if a spam letter makes it to your inbox folder, let the filter know about that as well. The tool will adapt to your "Spam" and "Not Spam" responses and, over time, you will be presented with only the email you want.

ADVERTISING AND HOW TO UNSUBSCRIBE

Companies often offer discounts if you subscribe to their emails or newsletters. If you find yourself subscribed to a great deal of these and they start to irritate you, you have two options.

<input type="checkbox"/>	☆	☰	Benzo Kelly	Group dinner?	8:10 pm
<input checked="" type="checkbox"/>	☆	☰	Ken Brooke	Welcome	1:06 pm
<input type="checkbox"/>	☆	☰	Skylar Harris	Hey there!	Jun 28
<input checked="" type="checkbox"/>	☆	☰	Jeffrey Loselie	Photo	Jun 22
<input checked="" type="checkbox"/>	☆	☰	Kenneth Toff	This weekend	Mar 28
<input type="checkbox"/>	☆	☰	Jason Chiu	How are you?	Mar 24

First, you can set your spam filter to mark these emails as spam. Unfortunately, this will quickly fill your spam folder and something important may get lost among in the flood.

Alternately, you can click the “unsubscribe” link at the bottom of each advertising email. Clicking on this will lead you to the sender’s site where you can choose to completely unsubscribe or set the frequency of emails so you don’t get overloaded.

This email was sent to **email@email.com**
 You received this email because you are registered with Website
[Unsubscribe here](#)

DANGEROUS ATTACHMENTS

Despite all of this, undesirable messages still sometimes manage to get through spam filters. Moreover, these messages may include attachments.



Never open attachments sent from unknown addresses. In fact, think carefully before opening attachments from known addresses, as well. Make sure the sender really sent you this file (especially if they are archives or executable files (ending in .exe, for example). If you use a good anti-virus service, you can be more confident that attachments are genuine and safe to open.

Hi, Friend
 Did you send me an email with the attached?



This is important because attachments may include viruses or other dangerous software that can impact your computer, encrypt your data, or steal your information once it’s opened. We’ll discuss these threats in depth later.

REGISTER WITH TEMPORARY EMAIL SERVICES

If you need to register for an unreliable resource or you have to give your email to a potentially risky person there are special services you can use, including *10minutemail.com*.



This site generates an email address for you that will automatically delete itself after a set period of time (in this particular case – in 10 minutes). You won’t actually connect to this email address. Instead, it will enable you to do your task without disclosing your actual email address.

SECTION 05

Online shopping safety

ONLINE SHOPPING IN GENERAL

Shopping on the internet is very easy and convenient, but you may face some problems up to and including fraud because of the distant connection with the seller. Here are some tips to avoid problems with online shopping:

- ◆ Buy products from known, trustworthy online sources. If you're not sure whether you should trust a particular site, search for reviews of the site, their products, and their service. If you can't find any, try to find a comparable product through a larger, more established marketplace site instead.
- ◆ See if the item is on established shopping sites like Amazon, ebay, etc.
 - ◆ Before making a purchase read the warranty conditions and delivery options closely
 - ◆ Use services such as Web of Trust
 - ◆ If you purchase items from other countries make sure your order won't be impacted by customs restrictions



TIPS FOR ONLINE PAYMENT

-  If you purchase items from other countries make sure you understand the currency exchange rates
-  Before you enter your credit card data, make sure the site uses https protocol
-  Get a special card for online purchasing and transfer only the exact amount of money you need for your purchase, when you need it.
-  Do not use open wifi (in cafés or public transportation) for shopping.

CREDIT CARD SAFETY, CVV / CVC

There isn't much information on a credit card, but everything there is important: the card holder's name, card number, issue date, CVV/CVC code, and some service information. Keep all of this information private.



PHISHING

HERE ARE SOME TIPS TO PROTECT YOUR CARD:

- ◆ Don't take pictures of any side of the card and don't publish its data on social media
- ◆ Whenever possible, don't let sales assistants and waiters walk away with your card
- ◆ Don't enter credit card information on suspicious websites
- ◆ Never write your PIN-code on the card
- ◆ If you lose your card or notice suspicious transactions, notify your bank immediately



Phishing is a common, effective, and damaging type of cybercrime. In a phishing scam, cybercriminals will pose as legitimate representatives from banks and other agencies to try to obtain your valuable personal information. In some forms of phishing, this attempt to steal your information comes through emails or phone calls.

REMEMBER:
DO NOT TELL ANYONE
YOUR ONLINE BANKING
INFORMATION

ONLINE BANKING SAFETY

Online banking is simple and convenient. You don't need to leave your home to pay bills, take out a loan, or execute countless other bank transactions. However, the simplicity and wide coverage of this technology play into the hand of criminals, as well. If you're not careful about your online banking operations all of your bank account information could be exposed and stolen.

A separate kind of phishing comes through fake websites. These sites will be an identical copy of your online bank service. The only difference is that the data from your login is sent to a criminal who steals it.

HERE ARE SOME TIPS TO PROTECT YOUR CARD:

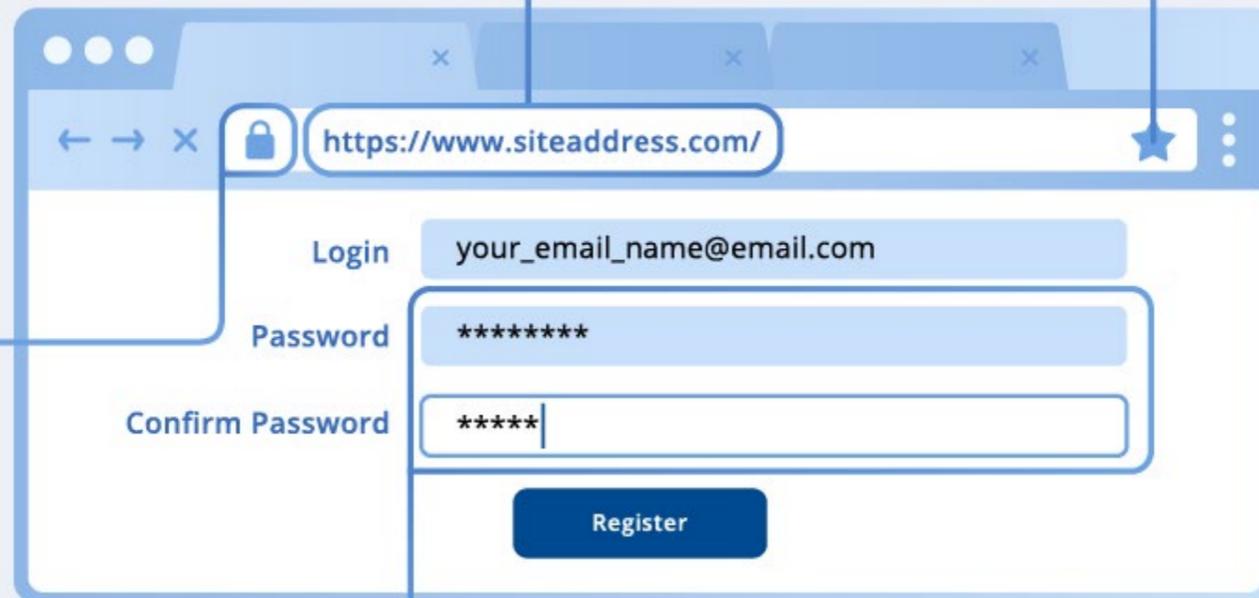
- 

Verify the address where you're asked to log in to your banking service. Defrauders often make the copy of the website with only one letter changed from the original website. For example, mastercard.com and masterard.com – at first glance you may not notice the absence of the letter “C” in the word “CARD” but that makes it a completely different address.
- 

Check the https certificate. It must be issued for the same website as the online bank's site.
- 

Use sophisticated passwords that are not connected to any of your other personal data.

☆ Do not use search engines to find a bank's site. Add the website to your browser's favorites.



DATA SPECIFIED ON AN ATM RECEIPT

Some banks accidentally print the information needed to access your online bank on your ATM receipt. This can also happen because of technical issues with the ATM. Always check if there is any information (for example, login or full card number) on the receipt before you throw it away.

Never keep your information somewhere where you can lose it or where it can be stolen (in a bag or a purse that you carry with you every day).



SECTION 06

Blocking advertising

MALICIOUS ADVERTISING

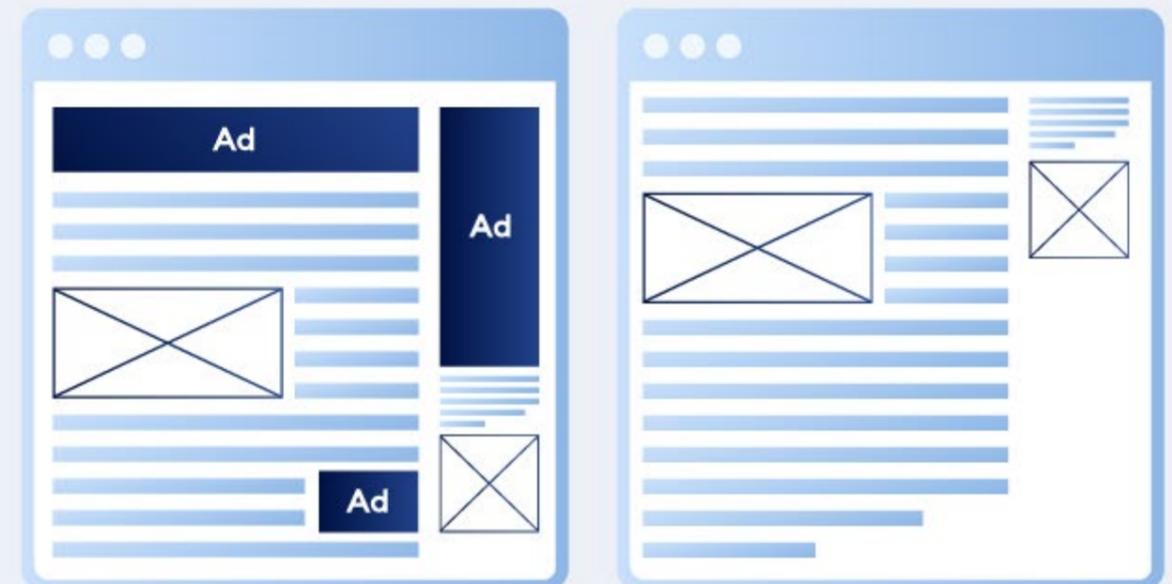
Advertising is everywhere on the internet. These advertisements can be neutral, useful, or harmful. Generally speaking, only a small amount of the ads you see will be useful. These ads will typically offer you products or services you might be interested in or discounts for things you've been looking for.

More often, advertising is neutral – these ads show you things you've already interacted with or things you're not interested in. Such adverts are often intrusive but not dangerous or harmful.

Unfortunately, a huge part of the ads on the internet are harmful. These ads lead you to dangerous sites or offer misleading downloads that install malicious software or browser plug-ins. This malicious software can steal your data or infect your computer with viruses.

ADBLOCK

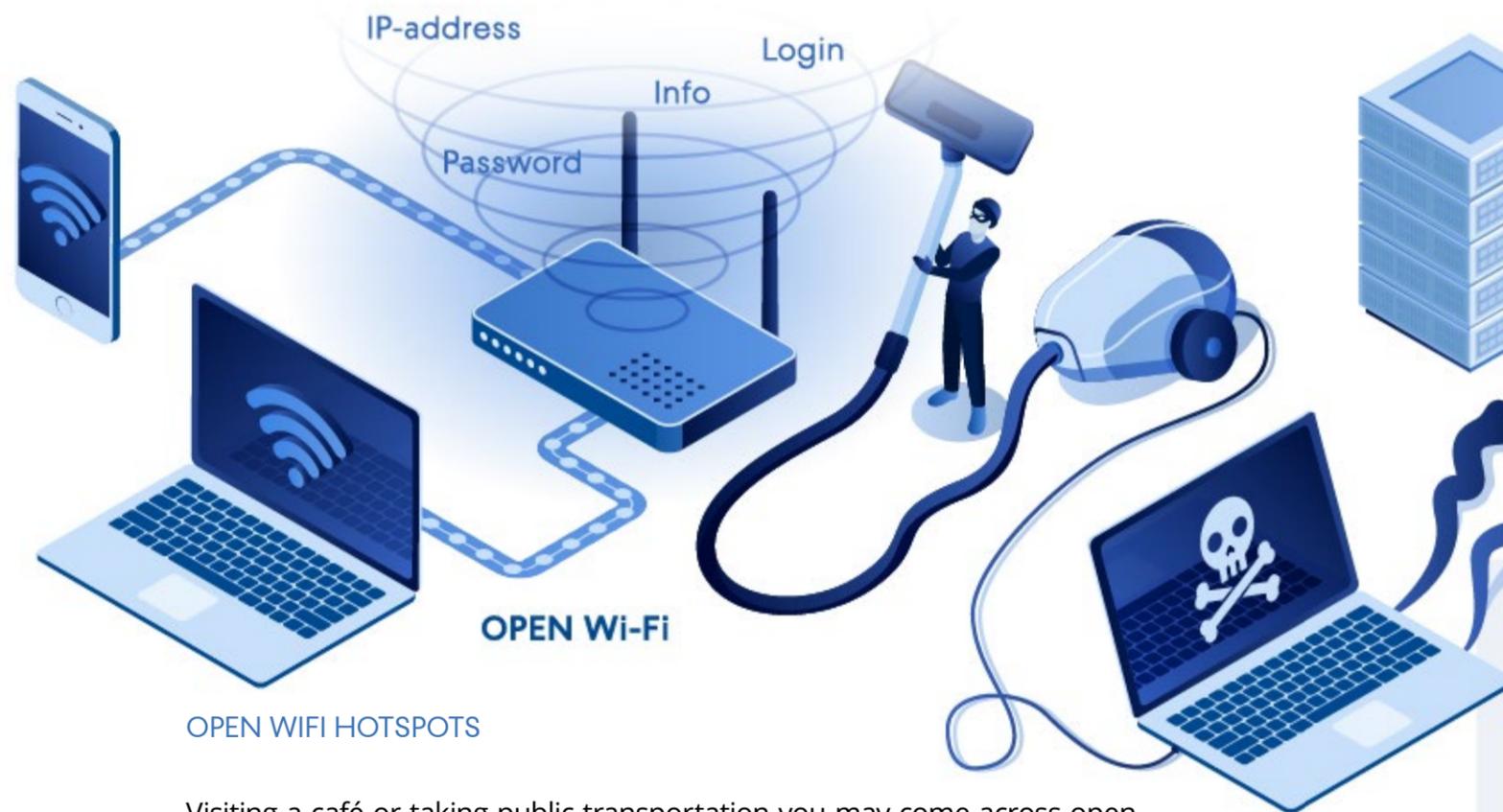
To block undesirable or malicious ads use special browser plug-ins (Adblock or its analogues). These plug-ins allow you to block advertising banners on almost every website. While it's good that these plug-ins block intrusive and potentially dangerous ads. There are some negative aspects to them too:



- ◆ The ad-blocking algorithms aren't ideal and may lead to the partial or even total inoperability of some websites.
- ◆ Lots of websites earn money by placing advertisements on their sites. These tools deprive them of some part of their income. If you like the site and its content, don't use ad-block.
- ◆ Many sites can detect ad-block plug-ins and block access to its content until the ad-block is deactivated.
- ◆ You can miss something interesting if you block all the adverts.

NETWORK SAFETY: WHAT A PROVIDER KNOWS

You need an internet provider to connect to the internet. All your requests online go through the provider's hardware and are logged there. The provider needs this information so that they can properly calculate online traffic. Nevertheless, some providers collect site visit statistics without notifying you, so they can use this collected data for targeted advertising purposes.

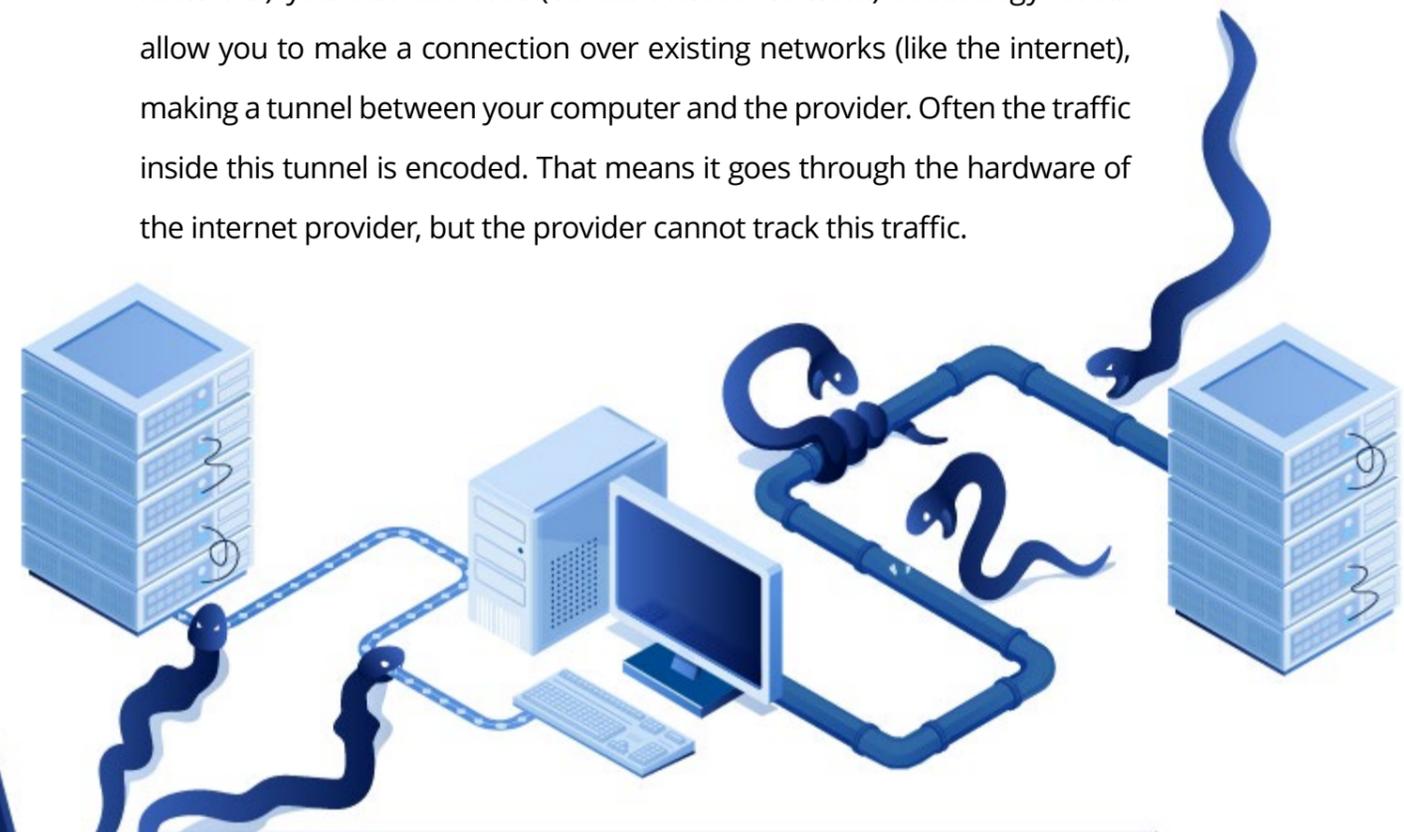


OPEN WIFI HOTSPOTS

Visiting a café or taking public transportation you may come across open wifi hotspots. Remember hotspots act like traditional internet providers, that means it can collect all the traffic that passes through it. Since the network is open, the passing traffic is not encoded. And since wifi uses radio waves, a criminal can get tuned to your traffic just like a radio station and view the data you're transmitting.

VPN

To prevent the situations described above (especially while working in open networks) you can use VPN (Virtual Private Network) technology. VPNs allow you to make a connection over existing networks (like the internet), making a tunnel between your computer and the provider. Often the traffic inside this tunnel is encoded. That means it goes through the hardware of the internet provider, but the provider cannot track this traffic.



COMMON RULES OF ONLINE SAFETY

- ✓ Do not visit illegal websites
- ✓ Do not visit websites that offer illegal software – that is against the law and may lead to computer viruses
- ✓ Do not access online banking or personal data via open networks without a VPN

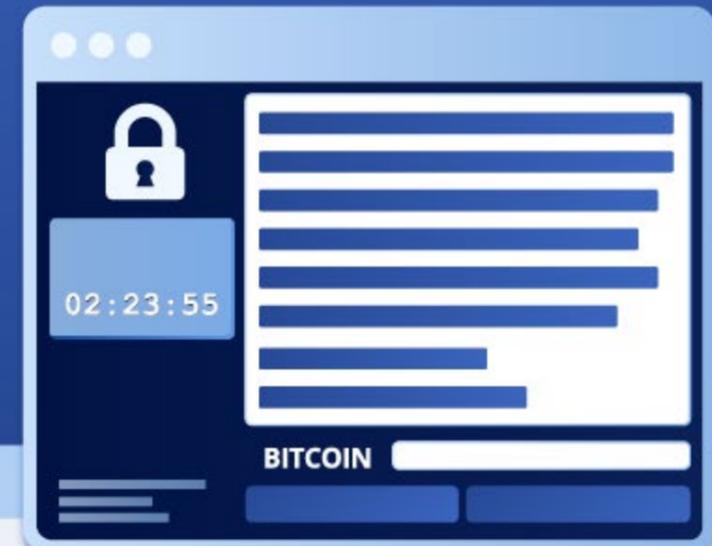
SECTION 07

Computer viruses and how to avoid them

VIRUSES

Viruses are malicious software that transmit themselves independently and change the program code of the user's operating system. One of the main jobs of viruses is to cause system malfunctions. Once inside your system, viruses can completely disrupt system operations and/or steal, delete, or change your documents.

```
1010111010
010100110110000110
1001010001000011101010
0110011101001101001010010
0110101000101011001001011
01011 01011001 010011
11100 10010 1010
011010110 0110110101
0110100 1010101
100100111010
0 0 0 0 0
```



COMPUTER VIRUSES CAN BE DIVIDED INTO CATEGORIES

- ◆ **Ransomware** – they encode your system and then ask for a ransom for decoding
- ◆ **Spyware** – they lurk in your system and monitor what you type to steal private information
- ◆ **Botnets** – they make your computer take part in the hacking of other computers
- ◆ **Ad viruses** – they show you pop-up ads or automatically lead you to other advertising websites.



BOTNETS



GENERAL RULES



Make backup copies of your data in a cloud service or on portable data carriers – even if a virus destroys all your data, you will be able to restore everything from a backup.

Don't open suspicious files (even if you see a pretty kitten on their logo).



miu.exe



Work on your computer only with your anti-virus system activated.

Use only legal software. Illegal copies of software often contain viruses.



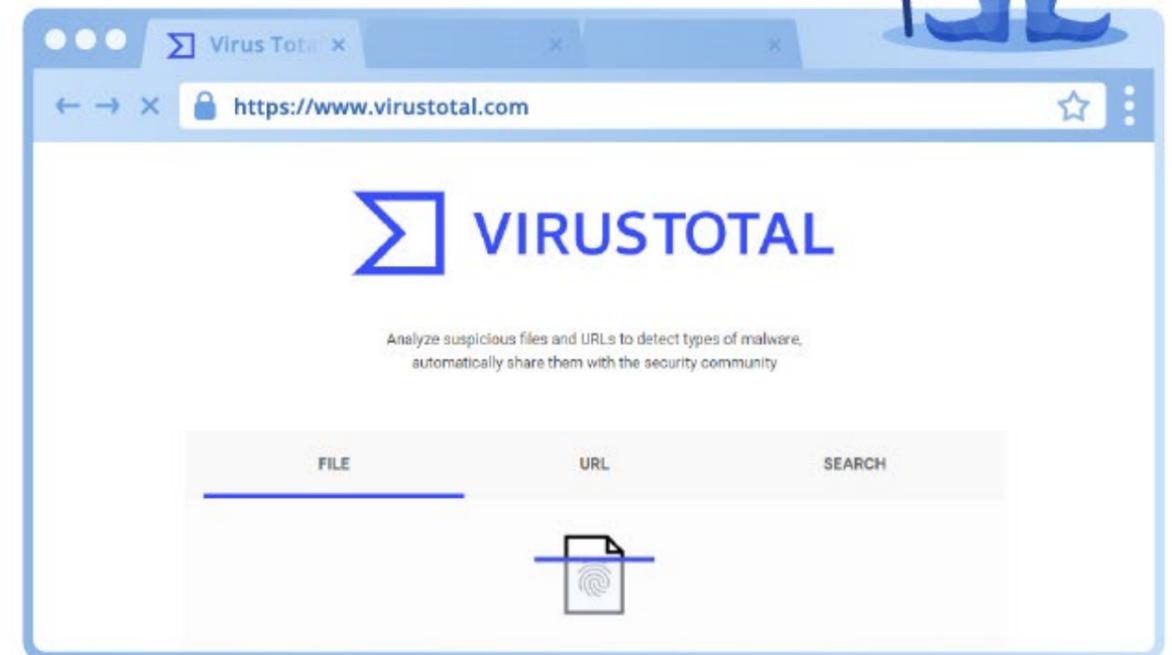
ANTI-VIRUSES

Anti-virus software, as you'd expect from the name, was developed to fight against viruses. Most of them work by comparing infected files to existing databases of virus signatures. In addition, some use behavior analysis methods that watch for suspicious behavior and block it.

Anti-virus software is aimed at protecting your computer, that means protection from classic viruses, protection from spy programs, inter-network screens (firewalls), and bank operation protections.

It is important to remember that there is no ideal anti-virus and you should use different methods of protection to defend your data.

SECURITY



SUSPICIOUS FILES AND SITES - VIRUSTOTAL

Sometimes anti-virus software misses suspicious files. Installing anti-virus software until one of them recognizes a virus in the file is not an ideal solution for this problem. The idea behind this service is that you can upload a file to this service and get the file analyzed by more than 50 anti-virus systems at once.

CHAPTER 4

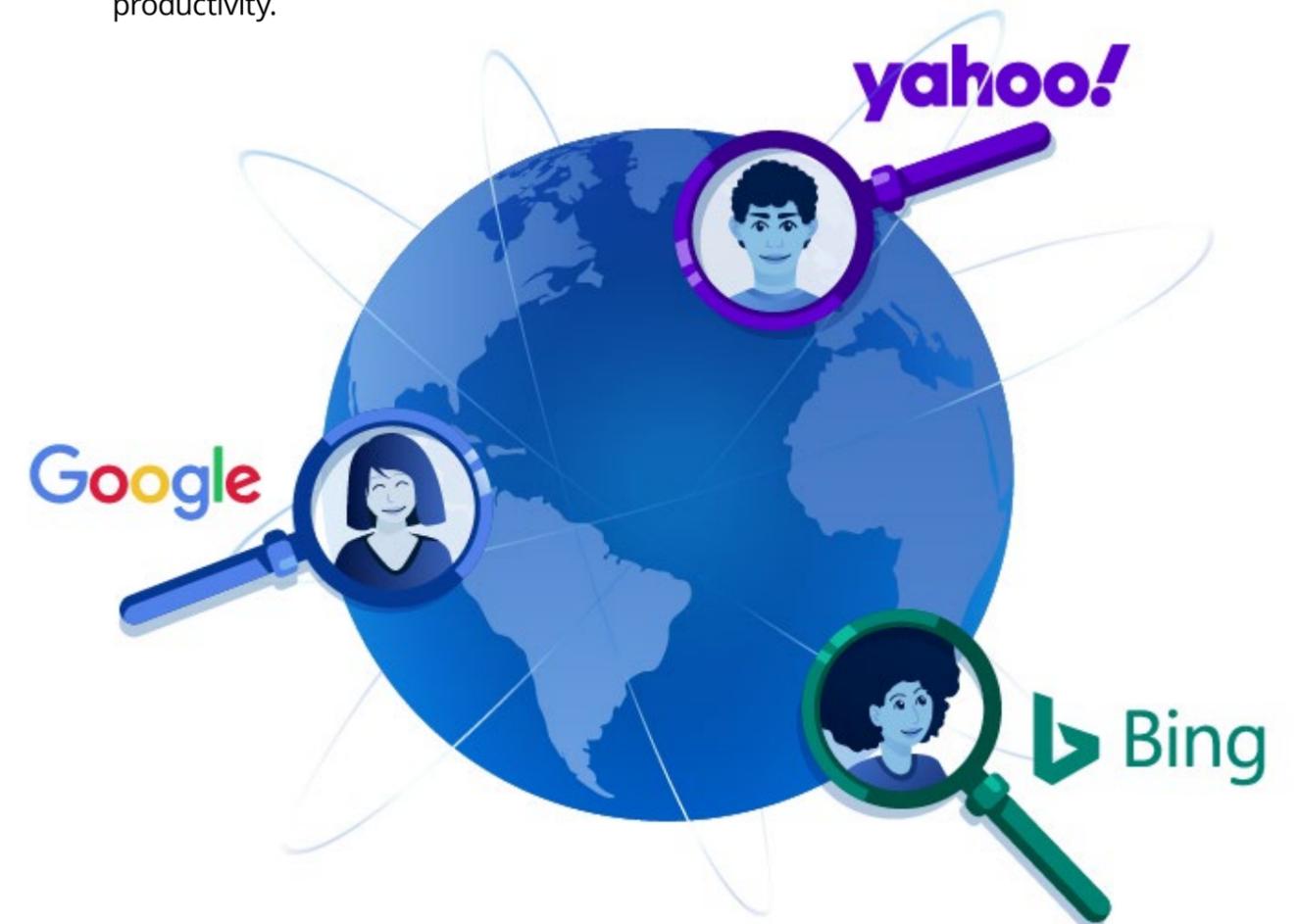
Advanced services



SECTION 01

Searching on the Internet

The internet is a resource for both home and work. At work, the internet can be used for many things, including as a boost to individual and team productivity.



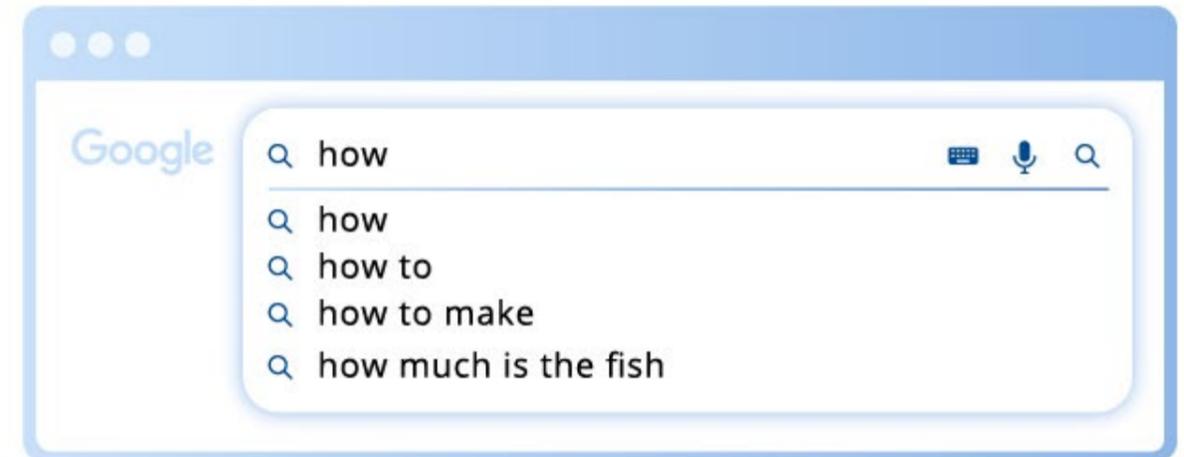
RULES FOR EFFECTIVE SEARCHES

Effectively searching for information can save you significant time by displaying the right information, right away. To find things online, you will almost always use a search engine, such as Google, Bing, or Yahoo.

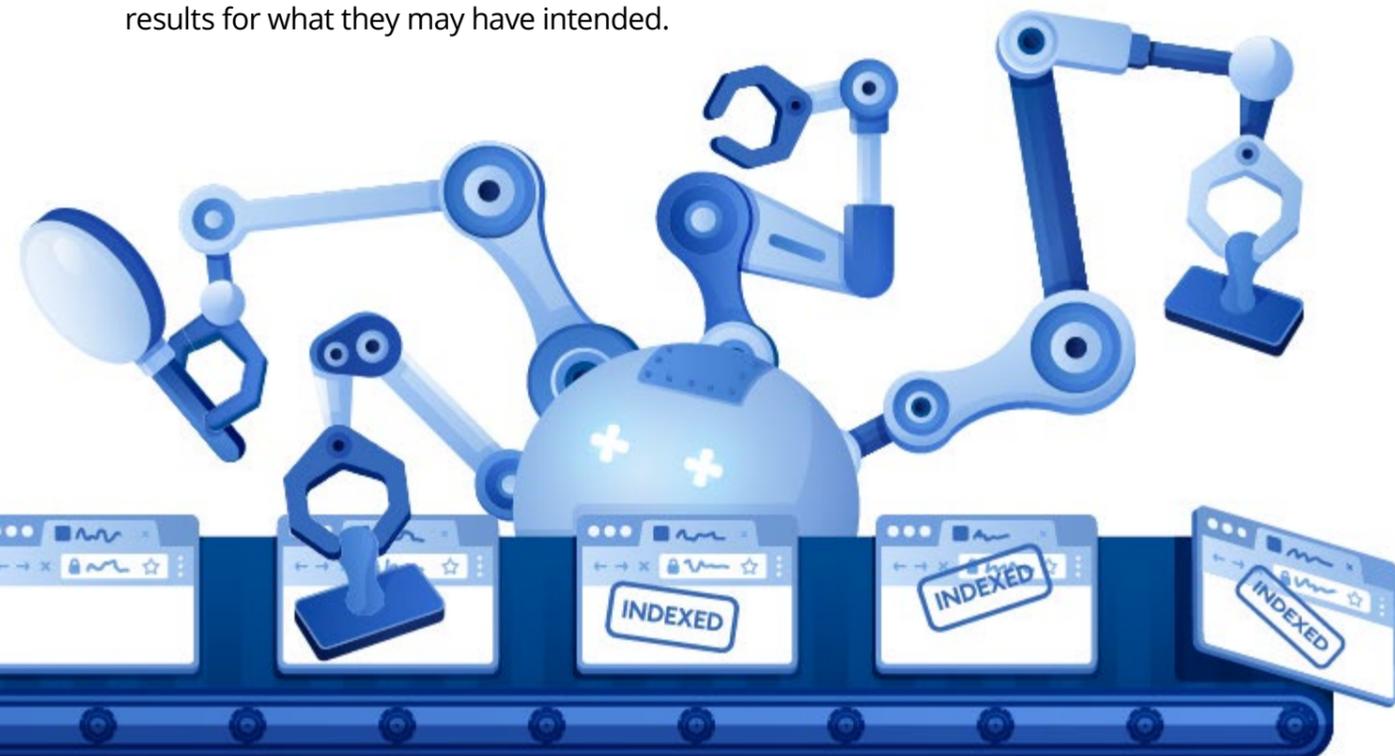
To use them, a user types in the information they'd like to access or learn more about. The search engine will then find the most relevant information available on the internet. Search engines classify the requests typed into them as “keywords” and compares the keyword typed into all the places it appears online to find relevant results.



Search engines are constantly analyzing online content through a process called site indexing. Each search engine has its own web-spider or searching bot that analyzes webpages. If a webpage matches a search request the page is presented in the searching results. The higher up on the search engine result page a webpage appears, the more relevant it is to your search.



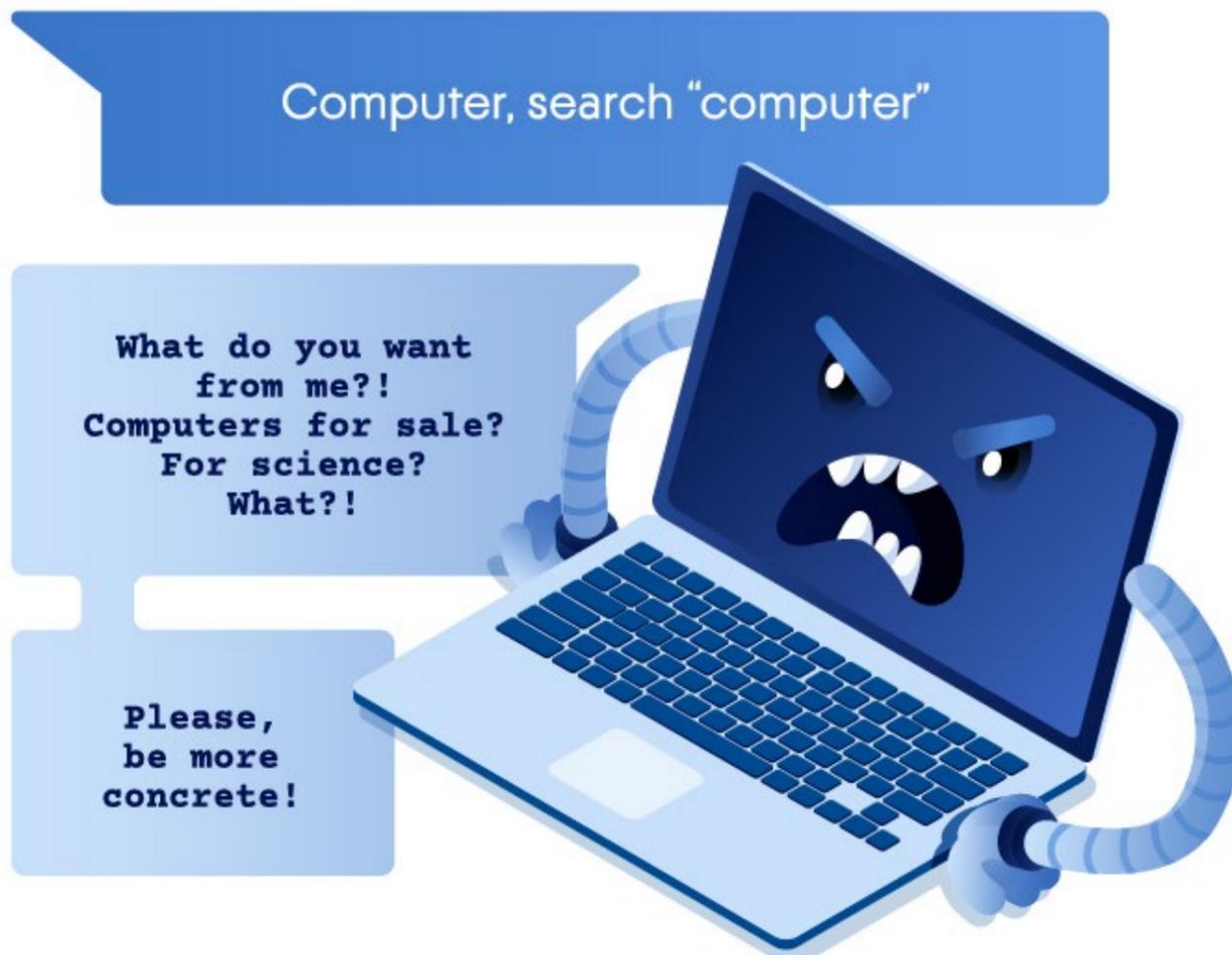
Search engine algorithms are getting more advanced, as well, that makes the searching process much easier and saves users a lot of time. For example, if a user forgets to switch the language setting on their keyboard and types in a nonsense search request, search engines will still interpret and recognize the request. Better still, it will offer you auto-completed search terms based on the beginning of your request: all you have to do is choose from the suggested options. Search engines have also developed to automatically correct typos and grammar mistakes in requests so that users can get results for exactly what they searched for and results for what they may have intended.



Despite this, to get accurate results it's best to make a proper request. Here are some rules applicable for any search engine to make a proper request:

THE KEYWORDS YOU SEARCH FOR SHOULD BE AS PRECISE AS POSSIBLE

Often, overly general search requests will not yield relevant results. For example, searching for "computer" will provide you with places to buy computers, businesses that work with computers, and definitions of the word computer. With a more specific search, like "computers for sale", "computer science", or "computer malfunction", you'll get more relevant results faster.



EACH SEARCH ENGINE HAS ITS OWN QUERY LANGUAGE.

A query language is a special language that helps users search for information more precisely. It will ensure you save time. These languages are very easy to study and can be used by just about anyone. A query language contains the query statements. They consist of commands and special symbols. This language allows you to make the search process more flexible.

FOR EXAMPLE:

<

Matches an issue if its value is less than/before your search value.

<=

Matches an issue if its value is less than/before or equal to your search value.

>

Matches an issue if its value is greater than/after your search value.

>=

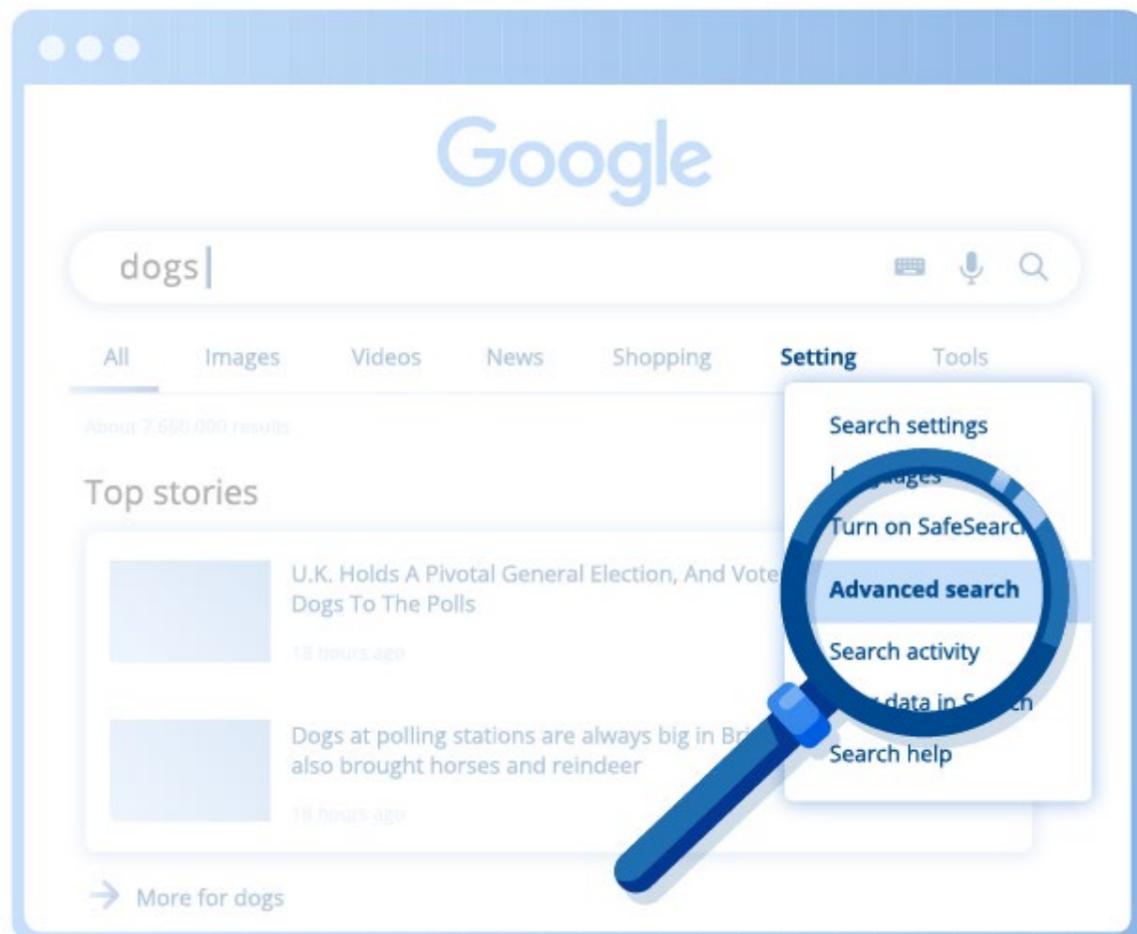
Matches an issue if its value is greater than/after or equal to your search value.

ADVANCED SEARCHES

Search engines also offer advanced search capabilities that allow you to save time and find more accurate information. Advanced searches use a number of unique operators and filters to narrow searches to customize the results that appear when you submit a query.

Below are some examples of what can be customized in Google advanced searches.

Access advanced search options by clicking on “Settings” and then “Advanced Search” under the main search field. There you can narrow your search by file type, date range, language, country, and more.



You can also use punctuation in your search to get even more accurate results. Google offers about 30 functions for advanced searches.

Here are some of the most popular ones:



SEARCH SOCIAL MEDIA

Put @ in front of a word to search social media. For example: **@twitter**



SEARCH BY EXCLUDING WORDS WITH A MINUS

If you want to exclude certain words from a search, put “-” in front of a word that you would like to exclude. For example: **jaguar speed -car**



SEARCH FOR TOP TWEETS ABOUT A SUBJECT BY STARTING YOUR SEARCH WITH A HASHTAG.

Put # in front of a word. For example: **#throwbackthursday**



SEARCH BY NUMBER SPAN WITH TWO PERIODS BETWEEN YOUR FIRST/LOWEST NUMBER AND YOUR LAST/HIGHEST NUMBER.

Put “..” between two numbers. For example: **camera \$50..\$100**

There are similar functions in other search engines. By using them, you can dramatically increase the relevance of your results.

Alternative ways to search for information:

They're typically activated by two options: by saying the activation phrase (for example, "Ok, Google") or by clicking on the application icon. Voice assistants can be used not only to search for information on the internet but also to find travel routes, set alarms, make phone calls, send text messages, and more.



IMAGE SEARCHES

Instead of typing in a search query, you can upload pictures to drive a search. The results will be pictures that are similar to one you uploaded.

MUSIC SEARCHES

Imagine you're out walking and hear music you like but can't remember the name of. Some search engines and applications, like Shazam, let you identify the song and find out how many people have searched for it as well.

SECTION 02

Cloud technology cooperation

Since the internet was introduced, working remotely has been more possible, positive, and productive. For cooperative remote work, the convenience of the internet – sharing file access, collaborating on edits, and meeting through video calls – is vital.



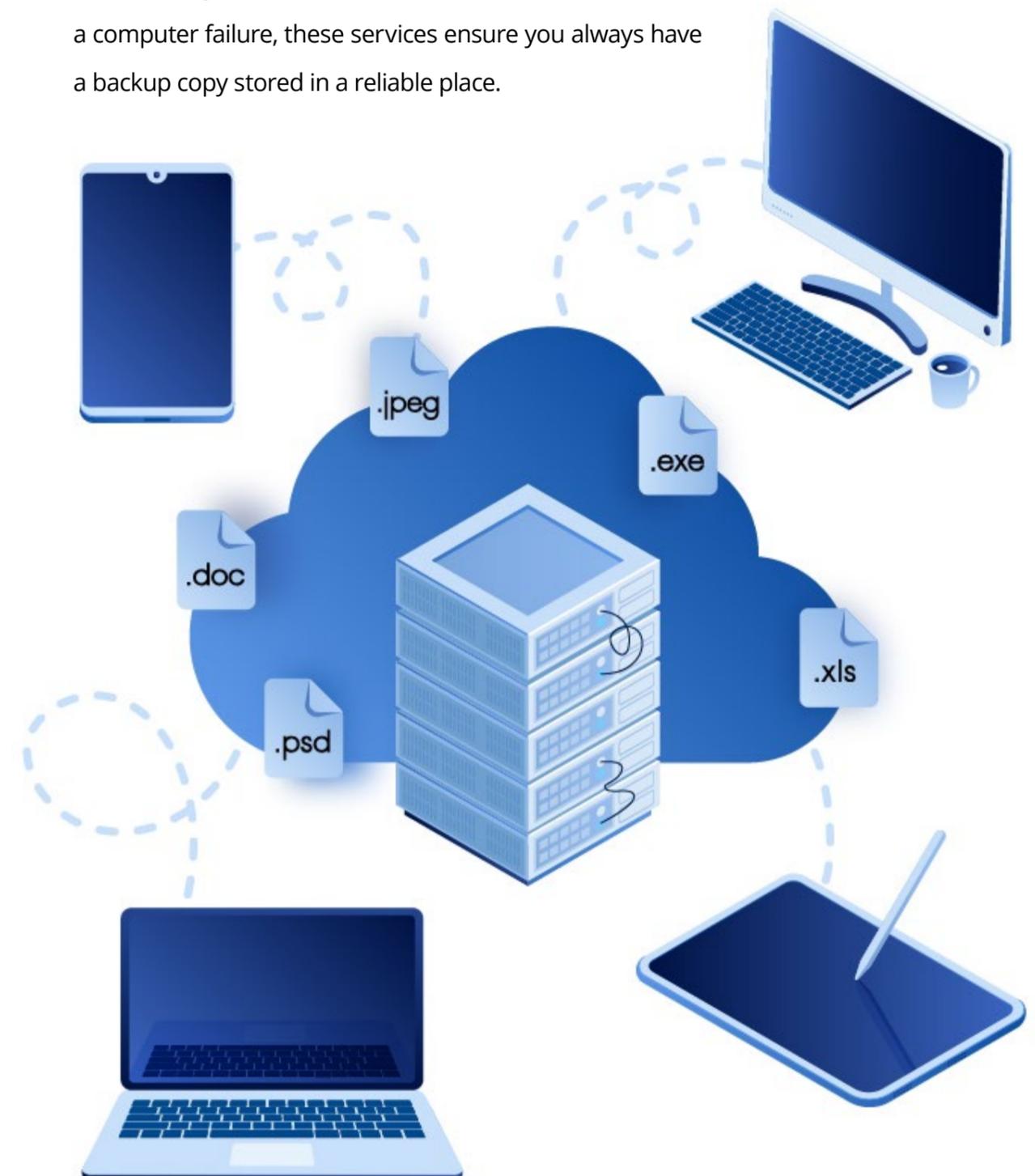


Cloud access is open to any type of device. Any file formats can be stored in the cloud. There are even special services, like Acronis, that provide backup copies of the files. These services allow you to store this data distantly while leaving the files on a local hard drive. In the event of a computer failure, these services ensure you always have a backup copy stored in a reliable place.

THE MOST POPULAR ONLINE CLOUD STORAGE SERVICES ARE:

 <p>Google Drive</p> <p>Google's Google Drive offers 15 GB of storage for free, document creation and editing, instant text and audio message exchanges</p>	 <p>OneDrive</p> <p>Microsoft's OneDrive offers 5 GB of space for free but you cannot create or edit documents unless you pay for the service</p>	 <p>iCloud</p> <p>Apple's iCloud offers 5 GB of space for free</p>
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You can increase the space you have available by switching to a paid subscription or by buying additional space.



SECTION 03

Project management and group communication (Telegram, Slack, etc.)

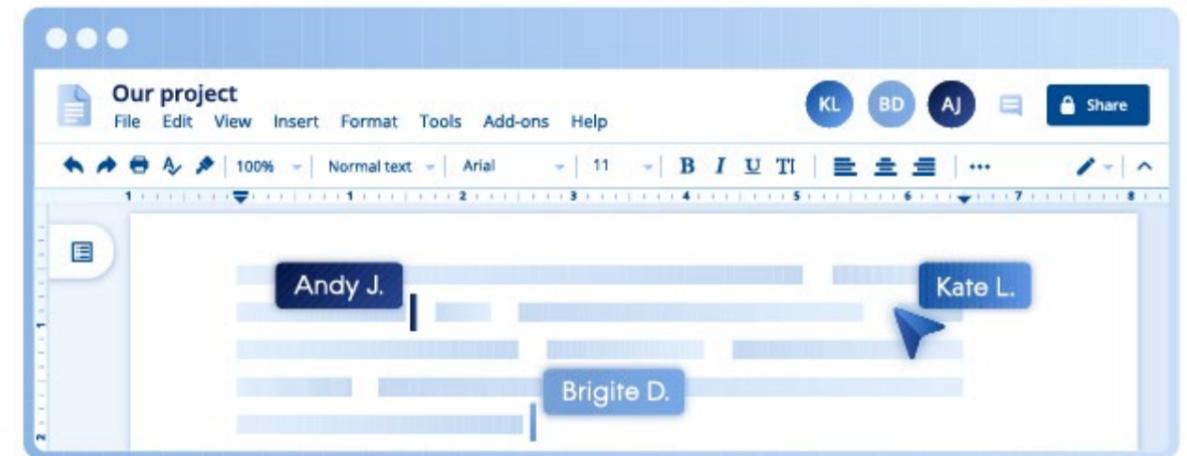
Modern group projects incorporate the skills of specialists and experts from many different areas. Synchronizing and coordinating these distinct teams is easier through specialized online tools.

WHAT INSTRUMENTS CAN HELP YOU WORK ON GROUP PROJECTS?

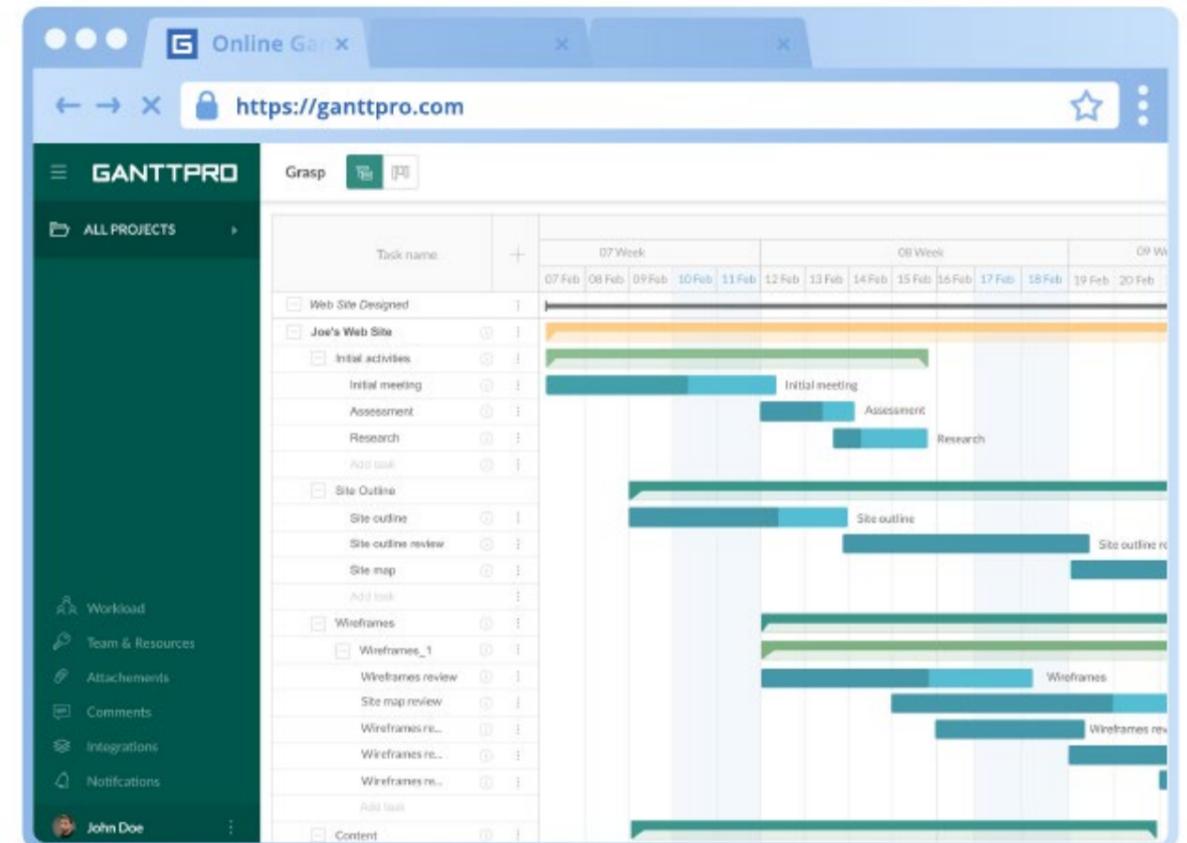
COMMUNICATION. Throughout the project, clear team communication is essential. With applications like Skype, Google Hangouts, Slack, and WhatsApp you can find times suitable for everyone to meet and collaborate in distinct threads.



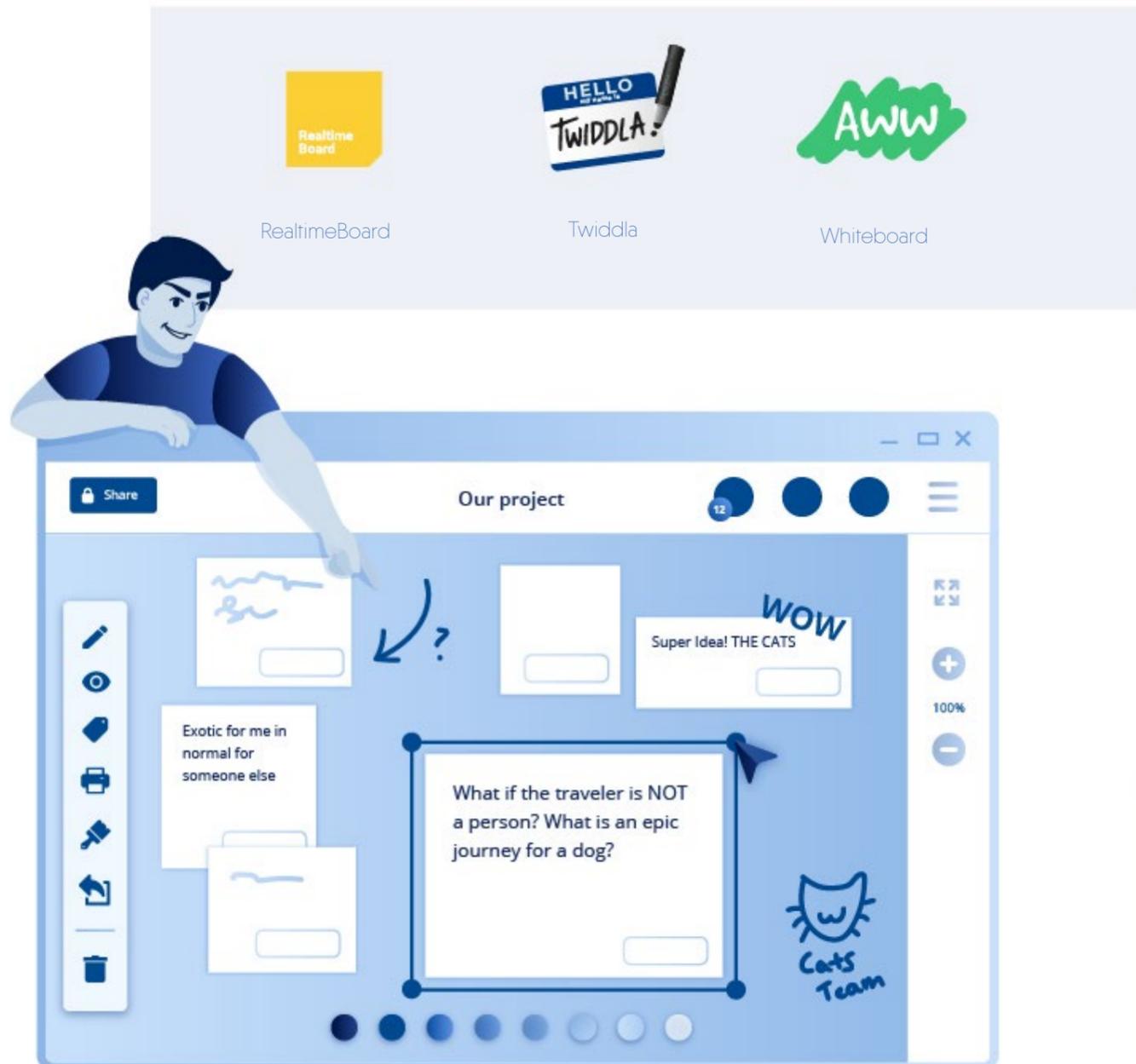
SHARED DOCUMENT ACCESS. Open view, comment, and editing access to project-relevant documents by placing them in the cloud. This allows multiple members of your team to work on the document at the same time and ensure everyone has the most up-to-date version.



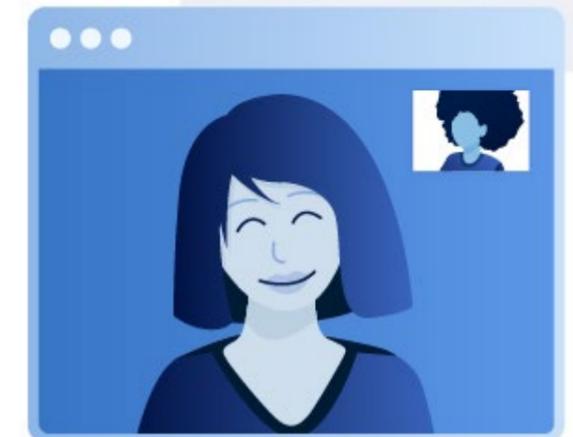
PROJECT SCHEDULE. Set start and finish dates for your project. This should include key events, such as presentations, regular progress meetings, and more. To visualize this schedule use tools from services like Google Drive or special project planning software like GanttPRO.



BRAINSTORMING. Use virtual online boards to allow team members to share their ideas, suggestions, and comments. Services that offer transparent boards like these include RealtimeBoard, Twiddla, and Whiteboard. They help teams share and collaborate on files. Many of these boards connect with cloud services and enable cloud storage.



VISUALIZATION. Visualize the project, goals, and stages with mind maps. This is a means of visualization that helps illustrate the thinking process in real time. You can do this through tools like Coggle, MindMeister, and more.



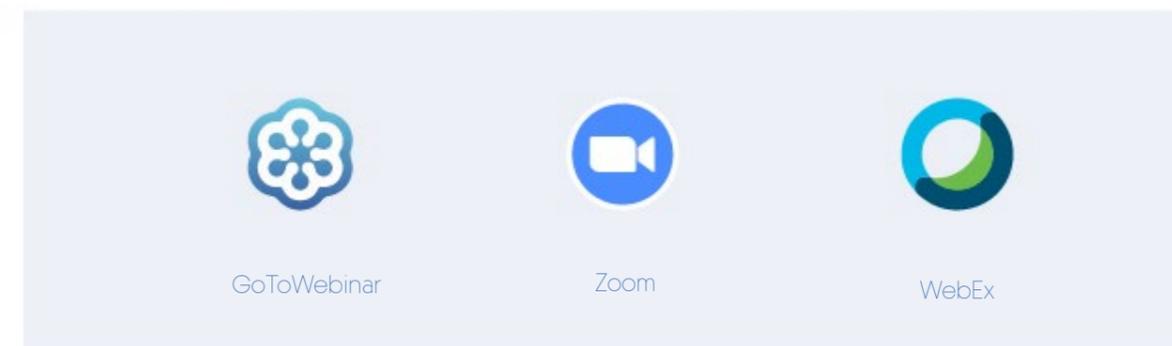
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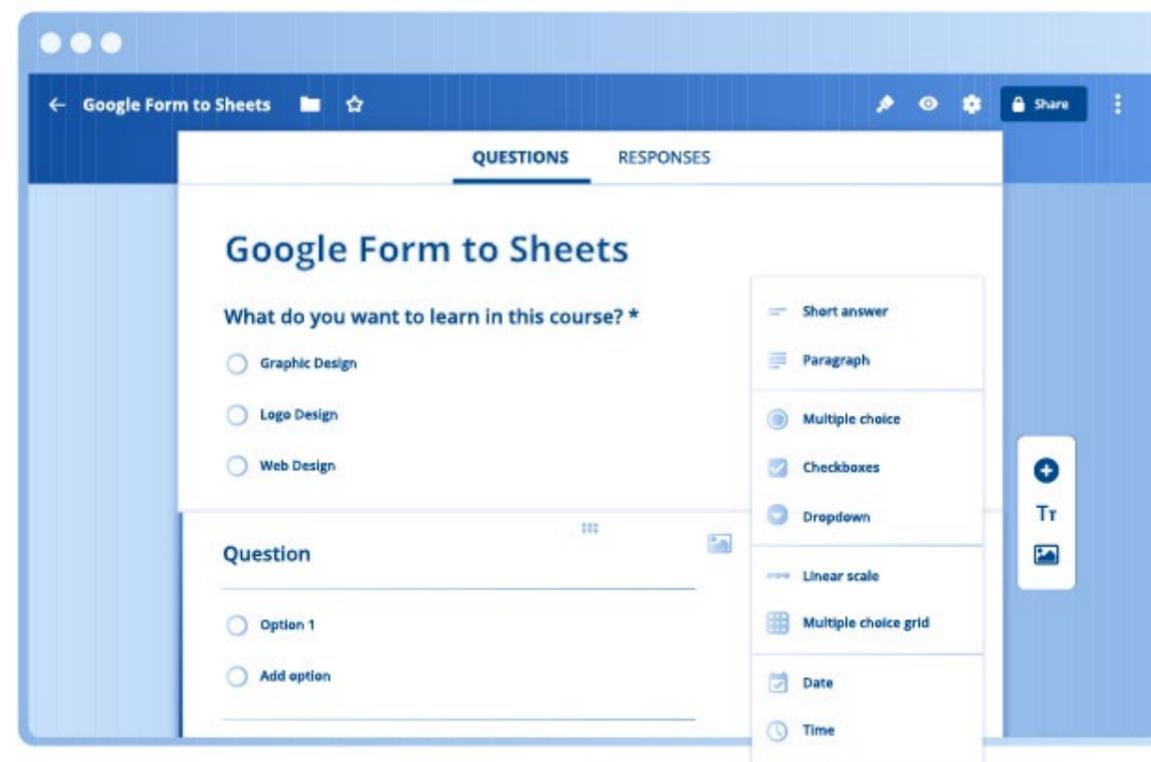
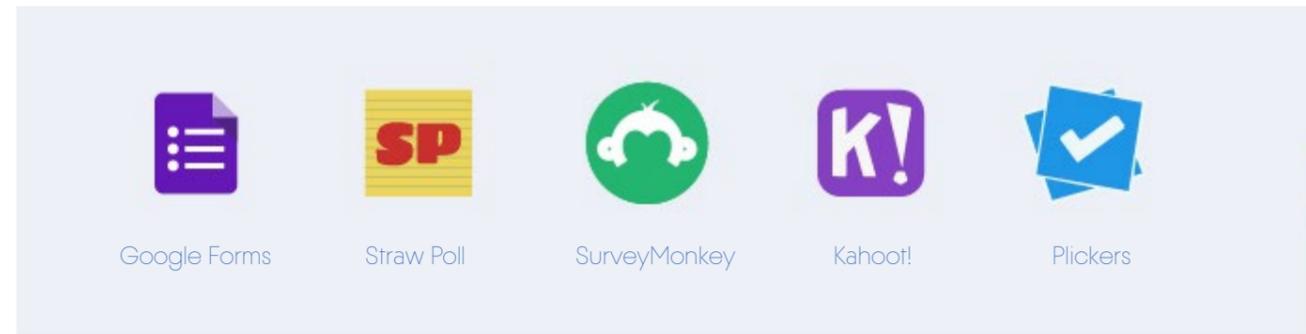


MindMeister

PRESENTING RESULTS. To present the project or its interim results you can host a webinar. Webinars are presentations broadcast online that allow you to present results vividly and clearly. During the webinar, the presenter can answer questions, record the event, and share materials. Popular webinar services include GoToWebinar, Zoom, and WebEx.



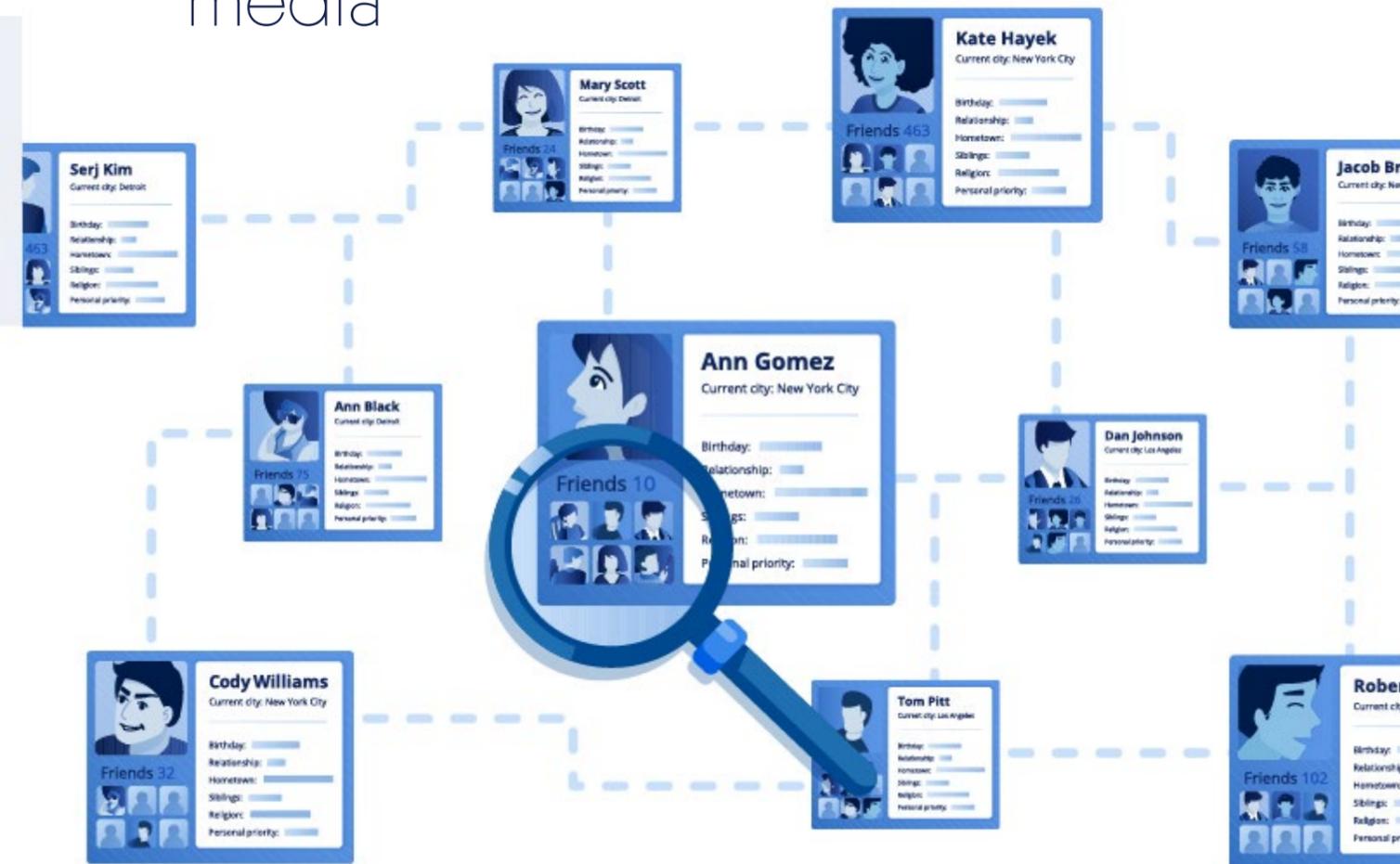
FEEDBACK. Conduct online surveys, tests, and questionnaires to gather feedback about your project. Create the survey, copy the link, and share it with participants through Google Forms, Straw Poll, SurveyMonkey, and more.



To survey offline workers there are convenient services such as Kahoot! or Pickers. They allow you to conduct surveys of huge audiences and present the gathered information on the screen at once.

SECTION 04

Finding contacts on social media



Almost everyone has social media accounts. You can find these accounts and connect with your friends, families, and colleagues through any search engine.

When you find the person you're looking for, you can send them a message. To do this, however, you'll need to have an account on the social networks, yourself.



Facebook



LinkedIn

You can also search for a person within social networks. For example, you can search for people by name, location, school, employers, and common friends on Facebook.

When it comes to searching for and connecting with business contacts, it is better you use LinkedIn. The site focuses on career development, work places, work experience, and professional interests.

SECTION 05

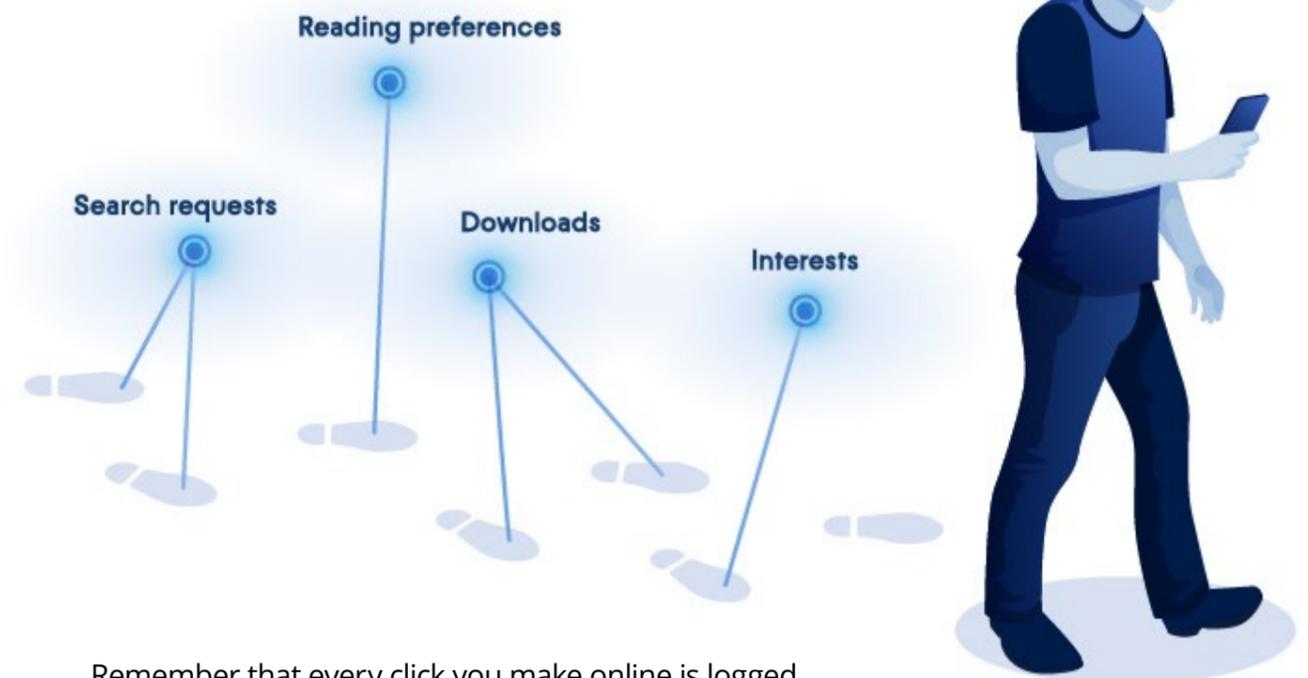
How to protect privacy online while searching

How to protect privacy online while searching - using Incognito, requesting data from Facebook, Instagram, Google, etc., and deleting history, etc.

Every action on the internet leaves a digital trace. If you follow the digital trace of a person, you can get a lot of information: interests, search requests, reading preferences, downloads, and locations. You can also trace their close friends and relatives.



You can also find a person online with a photo of them. Use image searches to gather all the graphic files where this person or similar-looking people are depicted.



Remember that every click you make online is logged and tracked somewhere. No internet activity goes untracked.

That said, there are some ways to make your internet activity more hidden than usual:



In any browser, there is the option to search for information privately. This allows you to increase your anonymity on the internet. If the **private (or incognito) mode** is activated, the browser stops logging your search and visit history. This information is still visible to your internet provider but it is not logged on the local machine.



You can use a **VPN** (Virtual Private Network) to anonymously access the internet. You can use it on the laptop, smartphone, tablet by means of special applications and network set-up.



You can set **your own tracking rules** in the privacy settings of your social media accounts. You can make your page accessible to any users, or just to your friends. Additionally, you can make all the videos and photos on your page hidden from anyone but you. You can also hide group memberships, block messages from people outside your friend list, and more.

These tips will help you retain more anonymity on the internet. It is impossible to become invisible online but these steps will help to increase your online safety.