

# STOP.THINK.CONNECT.™

## National Cybersecurity Awareness Campaign

Kids Presentation



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## About Stop.Think.Connect.

- In 2009, President Obama asked the Department of Homeland Security to create the Stop.Think.Connect. Campaign to help Americans understand the dangers that come with being online and the things we can all do to make sure we are more protected from cyber threats.
- Stop.Think.Connect. reminds Americans that cybersecurity is a shared responsibility – at home, at school, and in our communities.



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## What is Cyberspace?

Cyberspace is anything that has to do with the Internet



- We use the Internet for our personal use to communicate and stay connected to our friends and family.
- We conduct business, manage transportation, electricity, banking, and other important everyday activities online.
- We also play video games, download music, or watch TV shows and movies **after** homework is done.

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## Why do we need to protect cyberspace?

- Crimes that happen in real life – such as theft and abuse – are now occurring on the Internet.
- Just like you have to look both ways before crossing the street, you have to take precautions when using the Internet.
- The Department of Homeland Security helps Americans protect the Internet by teaching us what we can all do to be safer online.
- Often times, we may not realize that our actions online might put us, our families, and even our country at risk. Learning about the dangers online and taking action to protect ourselves is the first step in making the Internet a safer place.



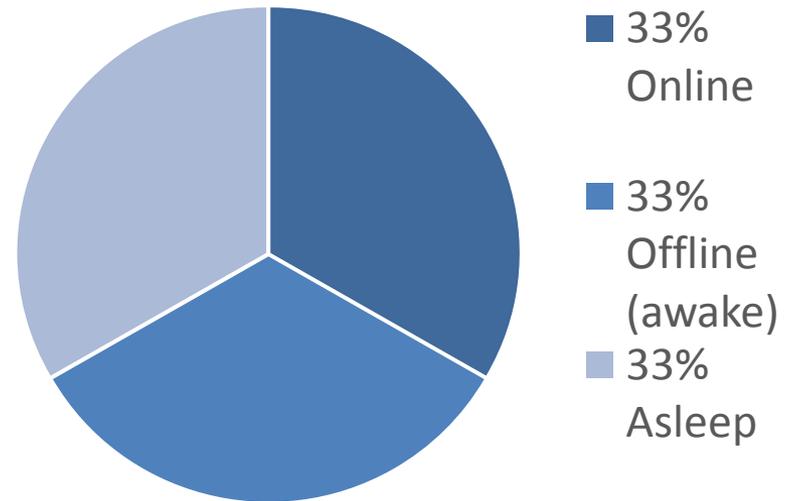
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## Kids Lead Digital Lives



- Kids ages 8-18 spend **7 hours and 38 minutes** per day online
- If a child sleeps 8 hours per night, that means **ONE HALF** of the time he or she is awake is spent online

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## Cyber Predators & Bullies

*Cyber predators* are people who search online for other people in order to use, control, or harm them in some way. **Cyberbullying** is the electronic posting of mean-spirited messages about a person, often done anonymously

### Tips

- Keep personal information about yourself private, including your family members, your school, your telephone number, your birthday, your passwords, or your address.
- Think twice before you post or say anything online; once it is in cyberspace, it is out there forever.
- Speak up. If you see something inappropriate, let the website know and tell an adult you trust. Don't stand for bullying—online or off.



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## Identity Theft

*Identity theft is the illegal use of someone else's personal information to steal money or credit*

### Tips

- If you have your own email account, let your parents know when you receive an email that asks for your personal information. Some email looks official, as if it was sent from a club or school, but it could be a trick to get your personal information.
- Choose a screen name or email account name that **isn't your real name**. For instance, instead of "Jack\_Smith," why not choose "Sk8boardKing21"? Only your friends and family will know your code name.
- Don't use the same password twice; choose a password that means something to you and you only.
- Don't open emails from strangers and don't click on links for unfamiliar sites.



### Did You Know?

Every year, 500,000 kids have their identity stolen

-Identity Theft Resource Center



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## Common Sense Rules Apply Online

### Don't Talk to Strangers

- Don't communicate with strangers online and never agree to meet in person. Tell a parent or another adult if a stranger contacts you in a chat room or through email or text messaging

### Look Both Ways Before Crossing the Street

- Don't enter contests, join clubs, or share your personal information for any reason, unless your parents says it's OK. Personal information includes your name, address, age, phone number, birthday, email address, where you go to school, and other facts about you.

### If the offer seems too good to be true, then it probably is

- How many of you have ever received an email offering something free, like an iPhone or concert tickets? These are tricks designed to get you to give up personal information.



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## We Need Your Help!

- The Department cannot protect the Internet alone. We need help from all Americans - including everyone here - to make smart and safe online decisions.
- Once we understand the dangers, we need to tell other people who might not be as cyber smart and savvy. Setting a good example of online behavior is something you can do right now to make a difference.
- That's why, Homeland security and cybersecurity begins with you. Yes, **you!** Every Internet user, no matter how young or old, is our Nation's first line of defense against people who might want to do harm.
- If we all become more aware of who we talk to, what we say, and what we share – we can all make a big difference.



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**Securing cyberspace  
starts with YOU**



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## Scenario #1:

### Aimee's Country Countdown

Aimee loves to listen to country music any chance she gets and regularly downloads her favorite songs onto the new MP3 Player her parents bought her for her birthday. They gave her firm guidelines for downloading all music—one of the rules being that she must ask them to approve the website she gets the music from to be sure it is a legitimate website and is legally downloaded. Lately she has been downloading a lot of great tunes, so her parents finally said “No more!” “You have enough songs!”

Aimee's friend at school just told her about the best Taylor Swift song from her newest album “Fearless” that is so good!! Aimee loves this artist and just has to have it! Her “friend” tells her about a secret website where you can download this new album and get all the songs for free. Aimee questions this for a minute, but trusts her friend, and eventually decides to download Taylor Swift's new album as soon as she gets home from school. She finds the website and begins answering the questions the website requires. These include name, address, date of birth (DOB), and email address. At the bottom of the webpage, the website has an additional link that offers 10 hit songs a month for only \$1.99, but requires a credit card number to activate.

- What should Aimee do? What were Aimee's mistakes? Did Aimee do anything illegal? Is Aimee's “friend” truly a friend? Who were Aimee's actions most unfair to? Why?

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## Scenario #2: Jake and the Bad Virus

Jake was using the Internet on his family's home computer to research a school project on Dolphins that is due next week. He just finished finding the perfect article to add to his research and was about to log off the computer. Before shutting down Jake decides to quickly check his email account. In his inbox, Jake sees two messages including one from NO1GRANDPA@YAHOO.COM, which he recognizes as his Grandfather's email address, and another from SWEEPSTAKES@HOTMAIL.COM with a subject line that reads "YOU'VE WON \$5,000".

Jake skips his Grandfather's email, and quickly opens the sweepstakes email to collect his prize. After doing so, Jake receives a message instructing him to provide personal information to verify his identity. Jake provides his full name, date of birth, home address and phone number. He hits submit and instantly starts receiving messages saying his computer has been infected by a virus. Jake panics because he doesn't want to get into trouble. He quickly logs off, shuts off his computer, and goes to bed, hoping his parents won't know what happened in the morning.

- What were Jake's mistakes? What should Jake have done?