

HPCG High-Performance Coaching Newsletter #15, Ralf Wolter



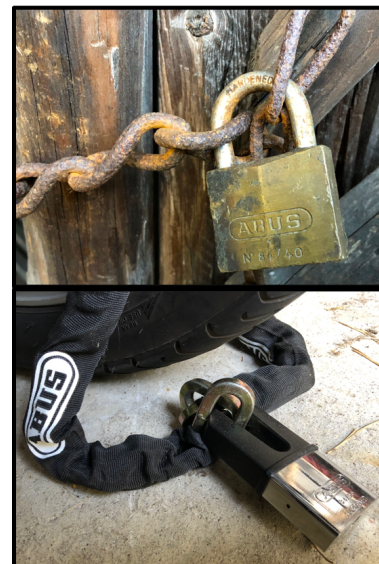
High-Performance
Consulting & Coaching
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Dear Reader,

Imagine one of your constantly hungry friends would share your personal data for a free meal - would you be happy about it? Would you share your friends' data without asking them? The reality is: 98% of college students gave away their friends' email addresses when being promised free pizza in exchange (according to a Stanford University study with 3,108 MIT students published in August 2017).

You might argue: „I don't really worry about invasions of privacy because I don't have anything to hide.“ Sounds familiar? In this case I encourage you to watch Glenn Greenwald's explanation @ TED about "Why Privacy Matters" (https://www.ted.com/talks/glenn_greenwald_why_privacy_matters).

Do you value your personal data? Is it fine if everything about you is available on the Internet? Isn't it so convenient when companies know what you actually want? What might sound beneficial and harmless at first can have unsuspected implications. Imagine, Facebook, Google and Apple would merge: we would get best-of-breed products and information about business and private life. Is this great or scary? I just finished reading "The Circle" by Dave Eggers, a fiction that describes a similar scenario. It made me see my current GDPR work in a different light. By now, I am convinced that it won't take long until we all value private data in a similar way as we already protect our money and assets today. In the meantime, we will probably see a couple more real-life stories about massive data breaches.



So, what now? As always, awareness is key. There are some basic security measures everyone can implement without needing to be an IT expert. Here are 4 practical steps you can take to protect your personal data:

- Protect your computer: set up firewalls, set up virus scanners and encrypt your hard drive. Make sure to back-up frequently (not only in the cloud) and keep the back-up drive disconnected while not using it.
- Encrypt your communications from public hotspots with a VPN solution. I for example use "PureVPN" and there are many alternatives available.
- There is no "free lunch" - if websites offer you something for free, you "pay" by sharing personal data.
- Think twice before posting on social media. Ask yourself: Would I make the same statement on stage at a public meeting in our local town-hall?

Final question: Are you locking your door and closing the curtains before going to bed? Consider doing the same with your personal data.

Have a nice weekend! And if you need to work during the weekend, make sure that it is fulfilling.

Best regards,

Ralf Wolter

HPCG® Founder, Coach and Consultant

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