

# Data Privacy Best Practices

- ✓ Complete the Digital Defense [personal security checklist](#)
- ✓ [Use](#) data privacy services to remove personal data such as home addresses from data broker sites (third-party service discount available via PSA)
- ✓ [Use](#) services to monitor for personally identifiable information (PII) on the dark web (third-party service discount available via PSA)
- ✓ Activate privacy settings on social media ([Facebook](#), [Instagram](#), [LinkedIn](#), [X](#), [YouTube](#), [Snapchat](#), [TikTok](#)); Consider [Block Party](#) for social media cleanup (third-party service discount available via PSA)
- ✓ Make account payments, posts, and friends lists private
- ✓ [Freeze your credit and enable fraud alerts](#)

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# Data Privacy Best Practices

- ✓ Turn off app location permissions — or limit to “when in use only” ([Apple](#), [Android](#))
- ✓ Turn off location services on your phone camera ([Apple](#), [Android](#))
- ✓ Avoid posting real-time photos on social media to protect your location
- ✓ Use privacy screens for your laptop and phone in public
- ✓ [Remove](#) your PII from Google search results
- ✓ [Blur](#) your home on Google Maps
- ✓ [Check](#) if you can redact your PII – including your home address – in certain public records

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# Digital Security Best Practices

- ✓ Review [Take9 cybersecurity best practices](#)
- ✓ [Enable](#) multi-factor authentication (MFA) on all accounts (e.g., email, bank account) (e.g., [Authy](#), [Google Authenticator](#), or hardware keys such as [Titan Key](#) preferred to SMS verification via text)
- ✓ Enroll in advanced security protection (e.g., [Google](#), [Apple](#))
- ✓ Never click unrecognized links or download unrecognized files
- ✓ Complete the [Consumer Reports Security Planner](#) checklist
- ✓ [Create](#) strong, unique passwords and change them regularly
- ✓ [Use](#) a password manager
- ✓ [Use](#) a non-identifiable username and strong password for your home Wi-Fi

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# Digital Security Best Practices

- ✓ Avoid using public Wi-Fi to the extent possible, [use](#) a VPN if you do (third-party service discount available via PSA)
- ✓ Text and call with encryption (e.g., [Signal](#), [iMessage](#), [FaceTime audio](#)), subject to guidance from legal counsel to preserve certain forms of communication, as applicable
- ✓ Keep software regularly updated ([iPhone/iPad](#), [macOS](#), [Android](#), [Microsoft Windows](#))
- ✓ Complete Brightlines' [mobile security checklist](#)
- ✓ If you are experiencing online threats, consider filing a report with [Pirth.org](#) to receive a personalized action plan and request that Pirth directly escalate reported threat(s) to the appropriate social media platform(s) in its capacity as a trusted/priority flagger. Create a PSA account to receive expedited access to [Pirth.org](#) whose resources are free.

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# Home Security Best Practices

- ✓ Install motion-sensor lights around your home perimeter and ensure your home perimeter is well lit at night
- ✓ Control vegetation to reduce possible hiding places
- ✓ Know who has a key to your house; change the locks if you don't; keep your home locked
- ✓ Install cameras around your home perimeter (hard-wired cameras are less susceptible to jamming)
- ✓ Install a home security system connected to your local police (e.g., [ADT](#), [Brinks](#), [Ring](#), [Vivint](#), [SimpliSafe](#)) (certain third-party service discounts available via PSA)
- ✓ Harden doors and windows (e.g., deadbolts, bars, smart locks, shatterproof window film)
- ✓ Contact USPS if you receive [suspicious mail](#)
- ✓ Establish connectivity with your local police department if you are at increased risk of doxxing or swatting; reach out to PSA with questions ([Hello@ThePublicServiceAlliance.com](mailto:Hello@ThePublicServiceAlliance.com))

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# Physical & Personal Security Best Practices

- ✓ Review the [FBI Threat Intimidation Guide](#)
- ✓ Remain vigilant and aware of your surroundings
- ✓ Limit phone and earbud use in public to reduce distractions
- ✓ Vary your routines to deter potential stalkers
- ✓ If you suspect you're being followed, trust your instincts. Avoid confrontation and head to a well-lit, populated area. Avoid going home directly, and, if safe to do so, enter a public location, such as a store, restaurant, or library. Call 9-1-1 or your local emergency number to report the situation if you believe your safety is at risk.

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# Physical & Personal Security Best Practices

- ✓ Park in well-lit areas and keep your car doors locked
- ✓ Keep emergency contacts readily available
- ✓ Identify a safe word and reunification location  
(share with trusted family/friends)
- ✓ Consider using [portable security devices](#) such as travel locks for hotel room doors
- ✓ Contact PSA for a low-cost personal security session with former USSS and/or FBI experts ([Hello@ThePublicServiceAlliance.com](mailto:Hello@ThePublicServiceAlliance.com))
- ✓ Make an emergency response plan (see following page for details)

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# Physical & Personal Security Best Practices

## Make An Emergency Response Plan (1/2)

Emergencies never happen when it's convenient. And yet, most of us don't have a plan for what to do and who to contact. Below is a quick guide on how to begin to prepare yourself and your family for an emergency that requires you to leave your home.

### Communications Planning

- ✓ Preparedness starts with people, not things. Build an emergency support network: at least two people outside your household who know your plan and can check on you. Identify at least one person who lives close to you and one in another location who can be your points of contact in an emergency. Trusted friends and family should know who they are and be able to reach out to them in order to find you.
- ✓ Pack a go-bag (recommendations on following pages)
- ✓ In an emergency, seconds count. Your plan should list **what** you'll take, **where** you'll go, and **who** you'll call.

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# Physical & Personal Security Best Practices

## Make An Emergency Response Plan (2/2)

### Practice Evacuating

- ✓ Walk your evacuation routes, time how long it takes to grab your bag, check exits in every new building.
- ✓ If you live in a high-rise or basement apartment, you face extra risks. Identify safe floors and know alternate exits.
- ✓ Map out the first few steps you'll take the minute you learn of an emergency and practice them.

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# Physical & Personal Security Best Practices

**Pack a Go-Bag:** In an emergency, you may have only minutes to leave your home. A go bag is a ready-to-grab kit of your essentials that helps you stay safe, connected, and calm.

## **Go-Bag Essentials: Must-haves to get through the first few days away from home (1/2)**

- ✓ Vital documents: passports, birth/marriage certificates, SSN cards, property deeds/leases, insurance papers, health records & medical information, other government identification, emergency contacts; keep originals or copies in a waterproof pouch
- ✓ Financial access: checkbook, wallet, extra credit card, account info, cash in small bills
- ✓ Keys: house, car, safety deposit box, workplace
- ✓ Prescriptions (including Rx information) and over-the-counter medications for pain, fever, and headaches, as well as the common cold; thermometer, vitamins; N95 respirator mask; medical devices (hearing aids, mobility aids, chargers)
- ✓ First aid kit & hygiene items/toiletries: hand sanitizer, toothbrush, sanitizing wipes, deodorant, lotion, hair brush & ties, sunscreen; For women: menstrual products
- ✓ Eye glasses and/or contact lenses and lens solution; sunglasses

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# Physical & Personal Security Best Practices

## Go-Bag Essentials: Must-haves to get through the first few days away from home (2/2)

- ✓ Water: bottles, purification tablets, electrolyte tabs, and a water filter
- ✓ Food: lightweight, non-perishable snacks (dehydrated meals, granola bars, nuts, dried fruit)
- ✓ Phone charger & backup power bank
- ✓ Laptop / iPad & charger(s) and portable mobile/internet hotspot
- ✓ Clothing: extra socks, underwear, warm layer, sturdy shoes
- ✓ Ear plugs/noise-blocking headphones, eye mask, comfort items (book, playing cards), notebook & pen
- ✓ Flashlight & batteries, matches/lighters (or crank/solar light)
- ✓ Maps, whistle, and Swiss Army knife or similar small tool
- ✓ Radio (battery-powered or hand-crank)
- ✓ Digital watch

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# Physical & Personal Security Best Practices

## Families & Children Go-Bag Additions: Pack for Safety & Comfort (1/2)

- ✓ Vital documents: passports, birth certificates, health records & medical information, SSN cards, other government identification, school/emergency contacts; keep originals or copies in a waterproof pouch
- ✓ Prescriptions (including Rx information); over-the-counter children's medications for pain, fever, and headaches, and the common cold; vitamins; N95 respirator mask; thermometer; medical devices
- ✓ For babies: diapers, wipes & rash cream, baby carriers/swings, baby formula/breastmilk & bottles, pacifiers, burp cloths, plastic bags for dirty diapers, changing mat, baby lotion
- ✓ Eye glasses and/or contact lenses and solution; sunglasses
- ✓ First aid kit & hygiene items/toiletries: hand sanitizer, toothbrush, sanitizing wipes, hair ties & brushes, sunscreen, extra bandaids & disinfectants
- ✓ Extra clothes and blankets

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# Physical & Personal Security Best Practices

## Families & Children Go-Bag Additions: Pack For Safety & Comfort (2/2)

- ✓ Kids-size ear plugs/noise-blocking headphones and eye masks
- ✓ Favorite toy, stuffed animal, books, puzzles, games, or other comfort items
- ✓ GPS tracker for kids
- ✓ Water: bottles, purification tablets, electrolyte tabs, and a water filter
- ✓ Food: lightweight, non-perishable snacks  
(dehydrated meals, granola bars, nuts, dried fruit)

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# Physical & Personal Security Best Practices

## Go-Bag Essentials: Must-haves to get through the first few days away from home (1/1)

*Pets: So they're ready, too*

- ✓ 3-day supply of food and water (bring can opener if relevant)
- ✓ Bowls, leash, collar/harness, carrier/crate, chew toys
- ✓ Copies of vaccination records and ID tags
- ✓ Medications (including Rx) and any special supplies
- ✓ Waste bags and cleaning wipes
- ✓ First aid kit
- ✓ Current photo of you with your pet (for ID if separated)

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# Physical & Personal Security Best Practices

**Longer-Term Go-Bag Essentials:** Sometimes an evacuation isn't just for a few days — fires, floods, or earthquakes can leave homes unlivable. (1/1)

**If you may not be back for a long time, think beyond your go bag basics:**

- ✓ Small sentimental/irreplaceable items: photos, jewelry, flash drive with digital archives
- ✓ Extended comfort: several changes of clothes (season-appropriate), sturdy shoes, warm layers, hat
- ✓ Extra first aid kit & additional hygiene items/toiletries
- ✓ Long-term care needs: extra medications, backup medical devices (glasses, hearing aids, mobility aids, chargers)
- ✓ For kids: school records, favorite toy or blanket, extra sets of clothes
- ✓ For pets: at least 1-week of extra food, vet records, carrier, bedding
- ✓ Keep your long-term items organized near your go-bag so you don't have to scramble in the moment

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