Online Registration Smart Card

Last Updated: 08/25/2014

Online Registration - Do's and Don'ts

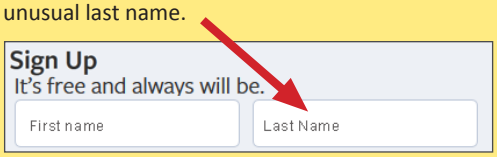
- Review the online service's terms of service to determine their data sharing policies with third party entities.
- Avoid filling in optional identity fields for online profiles; only fill in the minimum required identity information.
- Never give online services access to your social security number or physical address.
- Turn down options to upload and share your existing contacts with the new social networking service during registration.
- Change privacy settings to protect your identity information immediately after registering for an online profile.

Identity Elements of Social Networking Service (SNS) Accounts

Online identity can be described as an aggregate of accounts and account-related activities associated with a single person. Common identity elements required by social networking services (SNS) for creating accounts and participating in their online services are shown below.

First and Last Name

First and last name are mandatory for almost all SNS accounts. In order to better protect yourself, use an alias or use the initial of your last name instead of its full version, especially if you have an unusual last name.



Gender

Gender is a common field to fill out on the registration page, used mostly for future content customization. Whenever possible, avoid making a distinction when signing up for your account.

Location: Address, Zip Code, Country

Location information is required at varied levels of granularity depending on the service. It may include address, zip code, and/or country. Sign up using the most generic location allowed by the service (i.e. Country only, or City, State only, etc..).

Facebook Account

Many third party websites have adapted Facebook's authentication platform, Facebook Connect. Facebook Connect enables users to create new accounts by importing existing data from Facebook. Although some sites require this process, it should be avoided if possible.

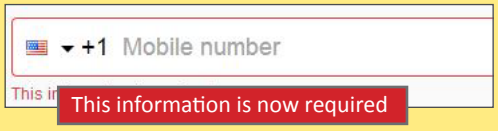
Username

Username is unique to each user account, unlike first and last name which can be shared across multiple users. **DO NOT** include personally identifiable information, such as last name or birthday, when making your username.

DO NOT use the same password or username across your SNS Accounts. Use unique passwords for each of your accounts.

Mobile Phone Number

Registering for email accounts frequently requires a verifiable phone #. Refrain from using services that require phone #s or opt to use an alternative method to verify accounts.

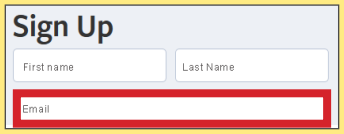


Birthday

Birthdays are used to verify the user's age and customize age-appropriate content for the user on the site. This information is sometimes published on the SNS profile and has to be removed retroactively. Most services only require users be 18+, you should use a false birthday or birth year.

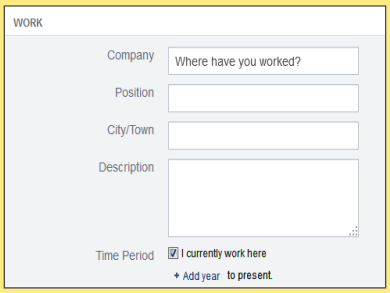
Email Address

Email is the 2nd most common requirement for creating a SNS account. It is used to **verify your account** during registration and often used as a credential during future log-ins. Avoid using your business email address.



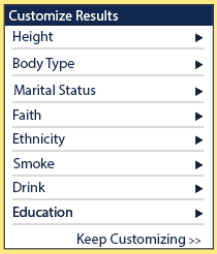
Company/Employment Information

Company and employment information are required for professionally-oriented SNS services, where the main purpose is to meet and build your network with other people in your field. Limit the amount of this data that you provide and keep location information generic.



Sexual Orientation/Relationship Status

These fields are most often required in **online dating sites**, where the main purpose is to meet people. Always provide only the required minimum amount of data.



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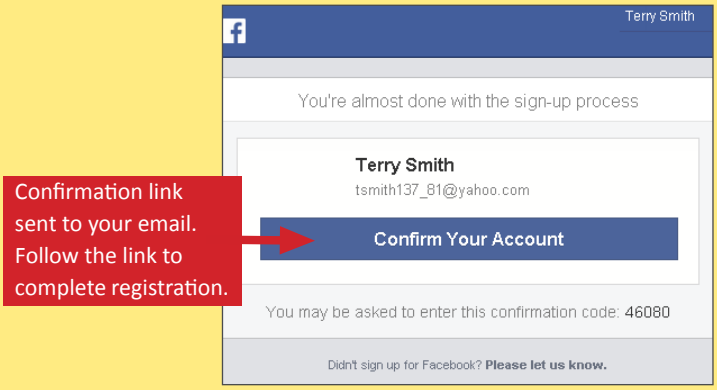
Identity Information Required During Registration by Services

	LinkedIN	Facebook	Twitter	Google+	Yahoo	MSN	FourSquare	Pinterest	OkCupid
First and Last Name	x	x	x	x	x	x	x	x	
Username			x	x	x	x		x	x
Password	x	x	x	x	x	x	x	x	x
Birthday		x		x	x	x	x		x
Gender		x		x	x	x	x	x	x
Email Address	x	x	x			x	x	x	x
Phone number				optional	x	optional			
Country	x			x		x			x
Company/Employment	x								
Job Title	x								
Zip Code	x					x			x
Facebook Account	optional				optional		optional	optional	optional
Sexual Orientation									x
Relationship Status									x

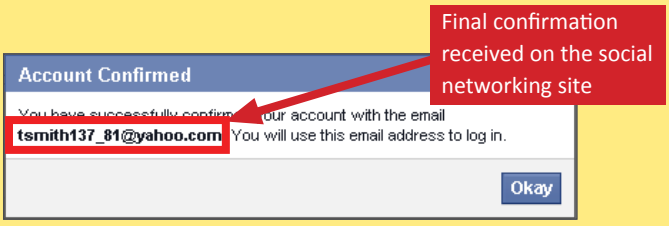
Online Registration and Verification Process

1. Enter required identity fields on the registration page.

2. Confirm your account via email. Avoid using mobile phone verification when possible to prevent sharing additional personal contact information.



3. Finish the confirmation process on the service website.



Useful Links - For more information or questions regarding this card email smartcards@novetta.com

Microsoft Safety & Security	http://www.microsoft.com/security/default.aspx
A parent's Guide to Internet Safety	http://www.fbi.gov/stats-services/publications/parent-guide
Privacy Rights Clearinghouse	https://www.privacyrights.org/privacy-basis
OnGuard Online	http://www.onguardonline.gov/topics/social-networking-sites.aspx