

WHY YOU SHOULD CARE

Cybercrime can affect any individual or business at any given moment. It is imperative to care about cybercrime in order to keep all your devices and data assets safely protected and avoid becoming a potential victim to a malicious software attack known as a cyberattack, or any other cyberthreat. It is critically imperative to care if you are a parent of a young child or children. Physical damage from cyberattacks can include security breaches in business all the way to theft and exposure of important confidential personal data such as Social Security Numbers, bank account information, addresses and more.

Aside from the physical damage caused by cyberattacks being detrimental, so can the psychological effects on oneself, which can persist for weeks, if not months. Psychological impacts from cybercrime include increased anxiety, secondary victimization, depression, a sense of helplessness, fear and perceived risk, in addition to a lack of trust and loss of autonomy, which often are outcomes of a sense of violation.



WHAT WE'RE TRYING TO DO

Keeping It Real is dedicated to helping create the proper awareness of how people can stay safe on the internet, while at the same time informing the general populace of the unprecedented dangers that exist in accessing the Internet and how to safely navigate around them and avoid becoming a potential target or victim. We empower people through providing strategies and skill sets on how to protect your digital

security, identify and avoid fraud, and more. It is our duty to empower people through providing strategies and skill sets to stay safe on the internet, which range from protecting your digital security all the way to identifying fraud and more. We work closely with the Digital Forensics Corporation to monitor cyberthreats and handle data breach incidents nationwide.

HOW TO PROTECT YOUR CHILDREN

A study by Identity Guard concluded that children are 51x more susceptible to becoming victims of identity theft than adults. Children specifically have greater vulnerability towards becoming the target of identity theft because their core identity elements like their Social Security numbers hold greater value to criminals, due to their identities being blank slates. In other words, a bank or any other company will not find a single ounce of information after pulling a credit report, since children do not have established credit scores or any other form of financial backtracking.

To avoid encountering this issue, it is advised that parents should place a freeze on their children's credit and wait until they have developed the maturity to where they can handle using it, and reach out to the three major credit reporting companies—Experian, Equifax and TransUnion—to learn options on ways to restrict and control access to credit records for children. It is also advised that parents should be extra vigilant towards the places and people to whom they provide their children's personal information.

