



Commonwealth of Kentucky
Public Protection Cabinet
Department of Financial Institutions

Andy Beshear, Governor

Kerry B. Harvey, Secretary
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FOR IMMEDIATE RELEASE

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OWN YOUR PRIVACY ON DATA PRIVACY DAY
GOVERNOR, DEPARTMENT OF FINANCIAL INSTITUTIONS URGE KENTUCKIANS TO
MAKE INFORMED DECISIONS ONLINE

Frankfort, Ky. (Jan. 28, 2021) – Gov. Andy Beshear and the Department of Financial Institutions (DFI) encourage Kentuckians to learn how to protect their valuable data online.

Jan. 28, 2021 is Data Privacy Day, an international effort to empower individuals and encourage businesses to respect privacy, safeguard data and enable trust. Millions of people are unaware of how their personal information is being used, collected or shared in our digital society.

“We are all relying more on technology during the pandemic—for banking, shopping, communicating, and accessing health care, government services and education,” said Gov. Beshear. “Even after we win the war against the coronavirus, technology will continue to transform our commonwealth as we move forward to build a better Kentucky.”

“While virtual tools open new possibilities, they also raise questions about privacy and how to stay safe online,” Beshear said.

“Your personal information is extremely valuable,” said Commissioner Charles Vice of the Department of Financial Institutions. “Data such as your purchase history, internet activity or location has tremendous value to businesses and cybercriminals alike. Make sure you educate yourself and practice good cybersecurity practices to keep your data safe.”

DFI offers these best practices for consumers to guard their data privacy:

- Review app permissions and the company’s privacy policy.
- Delete unused apps from your mobile devices.
- Keep your apps, programs, browsers and software current with updates and patches.
- Turn off Bluetooth and Wi-Fi when not in use.
- Use strong and long passwords and use two-factor authentication for key accounts like e-mail, banking and social media.

- Don't click on unfamiliar links; a wrong move can infect one computer or a whole business.
- Keep up with new technology and ways to manage privacy.

Kentuckians can learn more on the National Cybersecurity Data Alliance's website at <https://staysafeonline.org/data-privacy-day/>.

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DFI, <http://kfi.ky.gov>, is an agency in the Public Protection Cabinet. For more than 100 years, it has supervised the financial services industry by examining, chartering, licensing and registering various financial institutions, securities firms and professionals operating in Kentucky. DFI's mission is to serve Kentucky residents and protect their financial interests by maintaining a stable financial industry, continuing effective and efficient regulatory oversight, promoting consumer confidence, encouraging economic opportunities, and promoting sound financial decisions through financial literacy and empowerment programs.