Get smart on privacy

Learn more about privacy and why it's important to safeguard yours online

ASK

How important is privacy?

The more and more we live and share our lives online, the more important it is to understand and take control of what happens to our personal information. It's time to ask yourself how much privacy means to you and how much you know about keeping your private information private.

> " *In the digital era, privacy must be a priority* "
>
> — Al Gore, Twitter

91% of adults think that consumers have lost control over how their personal information is used by companies
— Pew Research Internet Project

61% say they *"would like to do more"* to protect their privacy
— Pew Research Internet Project

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LEARN

Understanding privacy

While the Internet provides countless ways for us to share and connect, it can also open our personal information to others. Understanding privacy on the Web is the biggest step to being able to take better control of it.

But I have nothing to hide

This is a common misperception, but the truth is we all have things we don't want everyone to know about. It's why we use passwords and PINs on our bank, email and social media accounts. For more, watch Glenn Greenwald's TED Talk, "*Why Privacy Matters.*"

> " *Our online houses are becoming increasingly built of glass… visible to whoever wants to look. Let's ask ourselves: Do we want to live in a house or a fishbowl?* "
>
> Mitchell Baker, Mozilla

WATCH "WHY PRIVACY MATTERS"

Shine a light on who's watching you

Another key to understanding privacy is to know who's tracking your online behaviour. If you're a Firefox user, be sure to check out Lightbeam. It's a simple and insightful add-on that gives you a real-time visualization of the websites you visit and the third parties that are otherwise invisible to you.

Learn more about Lightbeam »

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ACT
What you can do

To help put you in control of your privacy, Mozilla has implemented a number of privacy features in Firefox. But even you're not a Firefox user there are a lot of simple things you can do to help keep yourself in control of your personal information online.

> *Each of us should have a meaningful choice about where and how our data is stored and managed.*
>
> Mitchell Baker, Mozilla

Privacy Features in Firefox

DO NOT TRACK

With this feature enabled, Firefox will tell advertising networks, websites and applications that you want to opt-out of tracking for purposes like behavioral advertising.

FORGET BUTTON

Clear your browsing history for a selected time frame in a single click — without affecting the rest of your information.

DUCKDUCKGO

Want a search engine that doesn't track you? Make **DuckDuckGo** the default in your Firefox search bar.
For even more Firefox features visit our Privacy page »

Easy ways anyone can protect their privacy

PRIVATE BROWSING

Most Web browsers — like Safari, Internet Explorer, Chrome and (of course) Firefox — offer a Private Browsing option that lets you visit sites without saving information about them.

Use the links below to learn more about Private Browsing for each browser:

Firefox »   Internet Explorer »   Chrome »   Safari »   Opera »

More ways to protect your privacy online

PRIVACY TIPS FROM STAYSAFEONLINE.ORG

StaySafeOnline has several guides that can help, including social networking and mobile privacy tips and a one-stop shop for updating your privacy settings on the services many of us use every day.

Mobile tips »   Social networking tips »   Check your privacy settings »

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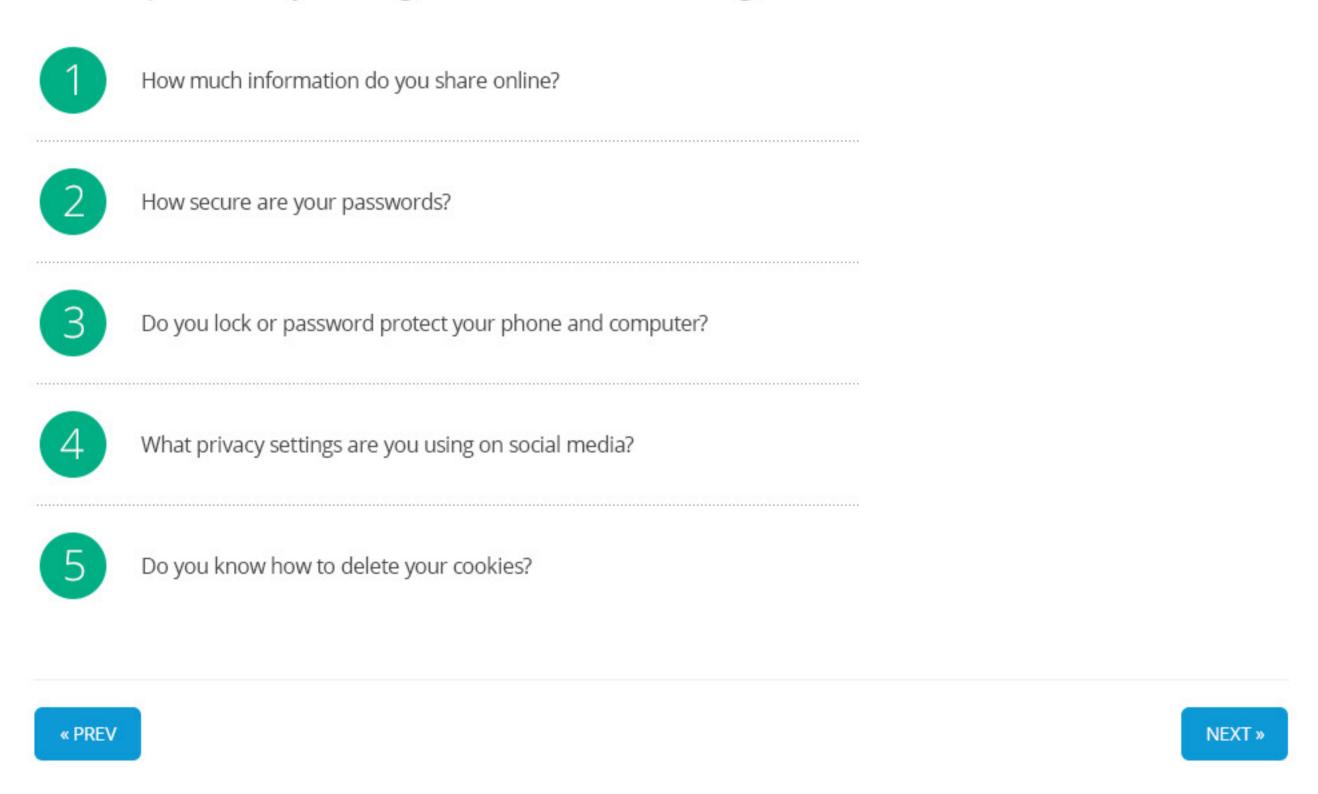Learn more about privacy and why it's important to safeguard yours online

DISCUSS

Tell the world

The best way to get your friends and family thinking about their privacy is to talk to them about it. Ask a few simple questions to get the conversation going and if you're feeling smart, share what we've shared with you.

Some questions you might ask to start a dialogue:

1   How much information do you share online?

2   How secure are your passwords?

3   Do you lock or password protect your phone and computer?

4   What privacy settings are you using on social media?

5   Do you know how to delete your cookies?

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SUPPORT

Fight for your right to privacy

At Mozilla, protecting your privacy is part of our mission and we build all of our products to help keep you in control of your life online. If you share our passion, help us build a global privacy movement and help others learn how to keep their private information private

" Individuals' security and privacy on the Internet are fundamental and must not be treated as optional. "

— Mozilla Manifesto

Our principles

The following five principles inform everything from how we develop our products and services to how we select and interact with partners.

1. NO SURPRISES

Use and share information in a way that is transparent and benefits the user.

2. USER CONTROL

Develop products and advocate for best practices that put users in control of their data and online experiences.

3. LIMITED DATA

Collect what we need, de-identify where we can and delete when no longer necessary.

4. SENSIBLE SETTINGS

Design for a thoughtful balance of safety and user experience.

5. DEFENSE IN DEPTH

Maintain multi-layered security controls and practices, many of which are publicly verifiable.

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