YOU LEARN, SHARE, SHOP, AND CONNECT ONLINE.
BUT THE MORE YOU DO ONLINE, THE MORE PERSONAL INFORMATION YOU LEAVE BEHIND.

Your personal information collected and stored online is valuable. You might think your research and chat histories, photos, viewing habits, and friends lists are worthless to anyone but you - but you would be wrong. These bits of information about you are very valuable to companies and the government.

Once your personal information collected, where can it end up? Companies can combine bits to build a detailed profile of who you are, where you go, and what you do. And once this profile is created it can end up being shared with other companies for targeted advertising, sold to data brokers, or handed over to a snooping government that wants to know the details of personal life.

Demand a privacy upgrade to keep your personal information safe. Outdated privacy laws are allowing the government to engage in a shopping spree in the treasure trove of personal information collected by companies. From warrantless wiretapping, to children on the “no fly list” and activists branded as “terrorists,” the government has been spending time and energy building vast databases about innocent individuals.

It’s time to upgrade privacy laws to keep our personal information safe. It’s time to stop paying for new technology with our privacy. It’s time to Demand our dotRights!

Learn More: Visit www.aclu-tn.org/dotRights.html to learn more and to sign up for updates.

Spread the Word: Send an e-card to a friend, find us on Facebook, follow us on Twitter.

Take Action: Demand that companies tell you who’s getting their hands on your information and that lawmakers update privacy law.

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