

News Release

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ANZ encourages customers to spring clean their data and take control of their digital footprint

ANZ is encouraging customers to add a “digital spring clean” to their to-do list this September to minimise their online data and digital footprint.

A digital footprint is the trail of information we actively or passively leave behind when we use the internet. Our digital footprints can be used to track online activity and includes personal information such as names, addresses and phone numbers of people and their close contacts.

Often, an internet user may not be aware they are leaving information behind when browsing, transacting, or posting online. It’s important to take inventory of the different places your data is being used, stored, and shared.

ANZ Senior Fraud Analytics Manager Jess Bottega said: “A lot of us don’t know where our data is being stored and what it’s being used for.”

“Scammers and online criminals can use our digital footprint to access account numbers, passwords, financial and other personal information. This information can sometimes be used to commit identity fraud, hacking and scams. It’s important to remain vigilant online, using different and complex passwords for each site, clearing cookies and unsubscribing from emails is a great place to start.”

“We all know life can get busy, so set a reminder in your calendar or link this “clean-up” activity to a milestone – such as the change of season, to get into the habit of regularly checking in on your digital footprint,” Ms Bottega said.

ANZ’s tips to protect yourself and your data from online criminals:

- Use a different password for every account
- Clear cookies and browsing history
- Update privacy settings on your devices, apps, and online accounts
- Delete unused accounts
- Unsubscribe from spam emails
- Turn on auto-updates on your devices
- Exercise caution when posting content on social media platforms

For media enquiries contact:
Claudia Filer; +61 401 777 324



ANZ’s customer protection teams and systems operate 24/7. Customers who believe they may have been a victim of a scam should contact us immediately, on 13 33 50 or visit us at <http://www.anz.com.au/security/report-fraud/> for more information.

For more information on the types of scams and how to protect yourself visit <http://www.anz.com.au/security/types-of-scams>.

About ANZ Scam Safe: To assist the community in remaining aware and alert to the constantly changing scams and fraud environment, ANZ has launched a new *Scam Safe* series.

Scam Safe will highlight the latest cyber security and fraud issues impacting the community and what ANZ is doing to help protect our customers.