Love smart, stay safe, and happy dating!

Online dating has never been more exciting!

To help you safely find true love this Valentine's Day, we've pulled together some top tips from leading online-security, dating and safety experts.

- ❤ Keep passwords to yourself and make sure they are complex and unique
- ❤ Think before you share – the internet has long memory and sharing too much too soon can leave you vulnerable
- ❤ If it seems too good to be true, it might just be – if in doubt check!
- ❤ Take a moment to check your own digital privacy
- ❤ Create a 'safe plan' if you move from digital to real worlds

kaspersky

Password Protection:

The Foundation of Your Digital Safety

Passwords are the key to your digital world. Sharing them, even with someone you trust, could inadvertently open doors to your personal life, online accounts, financial data, and more. Many services we subscribe to – from music to video streaming services and social media – are equipped with some geolocation functionalities as added protection to our accounts... **If they were to fall in the wrong hands, your geolocation could be exposed.**

Enhanced Password Safety Measures:

- ❤ **Create complex passwords using a mix of letters, numbers, and symbols.**
- ❤ **Never reuse passwords across different sites and apps and keep them private.**
- ❤ **Use two-factor authentication for an added layer of security.**
- ❤ **Change your password immediately if you've shared it with someone you've been dating, and are no longer in touch with.**

Love **smart**, stay **safe**, and **happy dating!**

kaspersky

Reality Check:

Unmasking Too-Good-to-Be-True Profiles

Online dating profiles (or even social media profiles) can be fabricated to deceive, manipulate, or exploit... Luring you into starting a conversation and learning more about you under false pretences. A great rule of thumb is that if it seems too good to be true, it probably is... **However, if in doubt there are checks you can make:**

Proactive Verification Techniques:

❤ **Run a reverse-image search for that profile... If it appears in multiple other pages under multiple names, it is most likely a cat-phisher.**

❤ **Look for inconsistencies in their stories or profile details.**

❤ **Be wary of sudden, intense expressions of love or requests for money.**

❤ **Use video calls to verify their identity before meeting in person.**

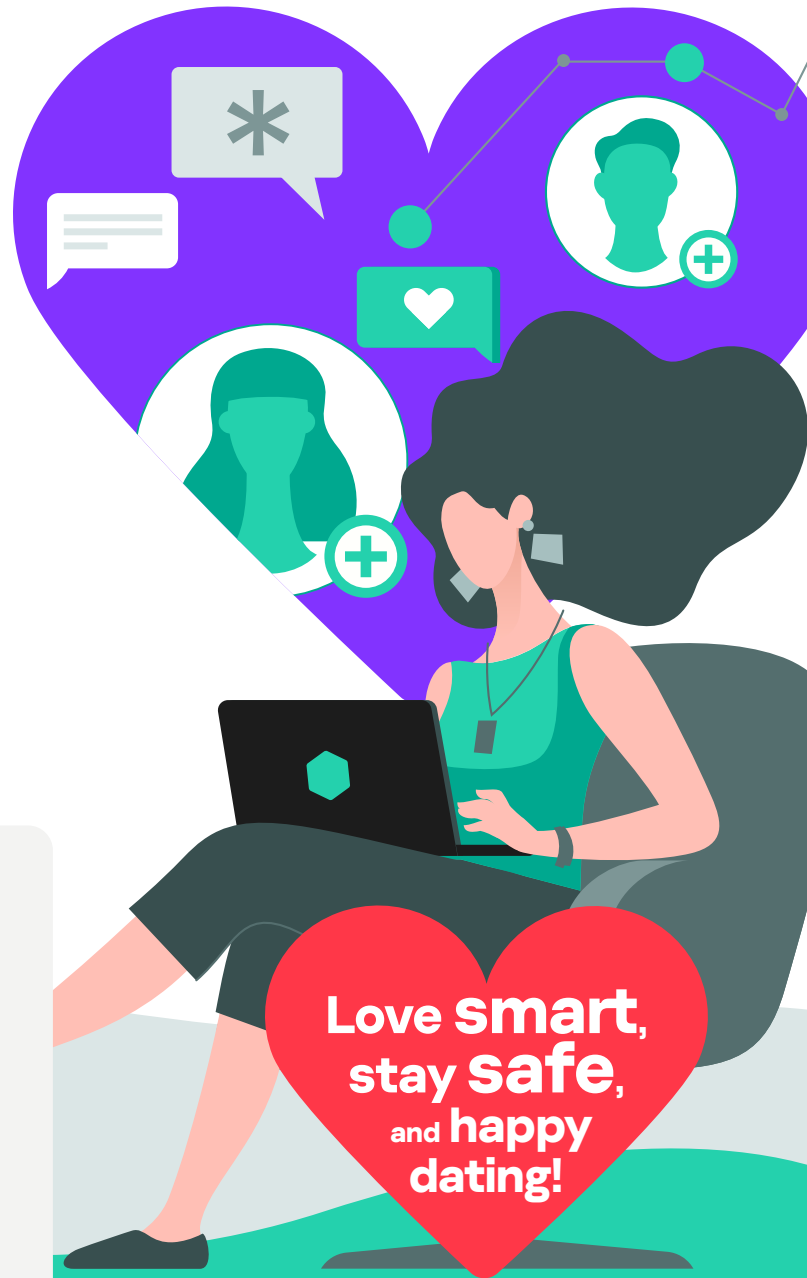Love **smart**, stay **safe**, and **happy dating!**

kaspersky

Profile Privacy:

Crafting Your Digital Persona with Care

Every post, like, comment, and photo contributes to your digital persona. This information can reveal more about you than intended so be aware of the content you want to put out there, before publishing that tweet, TikTok video or Instagram snap!

Maximizing Profile Security:

- ❤ **Conduct your own 'privacy audit' of your social media accounts to understand what's publicly visible.**

- ❤ **Customize your privacy settings to control who can see your posts and personal information.**

- ❤ **Regularly review your friends or followers list to ensure you know who has access to your information.**

Love **smart**, stay **safe**, and **happy dating!**

kaspersky

The Art of Selective Sharing:

Balancing Openness and Caution

The internet has a long memory, and something shared in a fleeting moment can become hard to delete. **Sharing too much information too quickly can leave you vulnerable.**

Gradual Trust Building: The Key to Sharing Personal Information

- ❤ **Take a second to think about how data your share could be used to piece together a profile of you or compromise your physical safety by revealing your location, workplace, or routines.**

- ❤ **Think twice before sharing emotionally charged or intimate content**

- ❤ **Set personal boundaries on the type of information you share early in a relationship; and only reveal personal details gradually as trust builds over time.**

- ❤ **Listen to your instincts—if something feels off, take a step back and give yourself a moment**

Send

Love **smart**, stay **safe**, and **happy dating!**

kaspersky

Physical Safety:

From Online Interaction to Real-World Meeting

When transitioning from digital to physical meetups, new safety dimensions emerge. **Make sure to create a safe space around you when meeting up in real life.**

Comprehensive Safety Plan for Offline Meetings:

- ❤️ **Choose well-lit, public places for initial meetings.**
- ❤️ **Avoid sharing or displaying personal items that might reveal your address or sensitive information.**
- ❤️ **Arrange your own transportation to and from the meeting place.**
- ❤️ **Have a check-in system with a friend or family member.**

Love **smart**, stay **safe**, and **happy dating!**

kaspersky

Love smart, stay safe, and happy dating!

As we embrace the digital age's possibilities for romance and connection,

let's not forget the importance of our safety and well-being. By implementing these strategies, you can confidently explore the world of online dating while safeguarding your digital and physical self.

kaspersky