

**SECURE
ONE HHS**

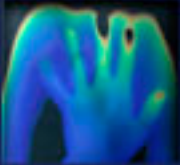
KEEP AMERICA'S
HEALTH AND HUMAN
SERVICES SECURE

What is the word?

(See if you can guess the word based on the definition given)



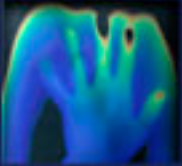
Guess the word...



An option that requires your explicit consent for the use and disclosure of your personal information beyond the original, primary purpose for which it was collected.



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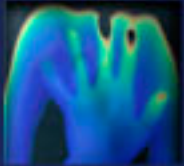


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O P T - I N



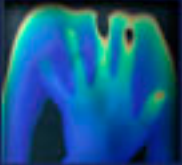
Guess the word...



A method of identity theft carried out through the creation of a website that seems to represent a legitimate company. Often, consumers are lured to the site by a spoofed SPAM e-mail containing a fake link to what appears to be a legitimate website.



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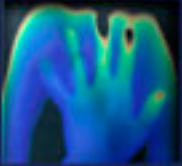


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P H I S H I N G



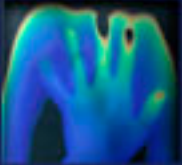
Guess the word...



A software or hardware device to control access to a computer on a local area network from outside computers on the internet.



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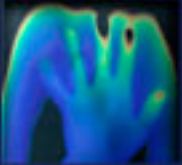


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F I R E W A L L



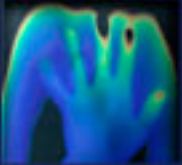
Guess the word...



A private, unique series of letters and/or numbers that is created by an individual in order to gain access to an application, website, system, device, or physical location.



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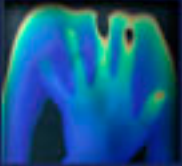


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P A S S W O R D



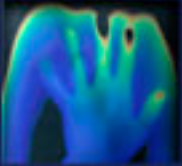
Guess the word...



An option that allows you to prevent the use and disclosure of your personal information beyond the original, primary purpose for which it was collected.



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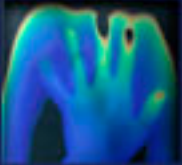
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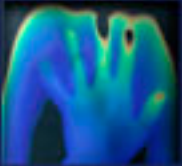
The process by which mathematical algorithms convert data into an unreadable format in order to enable secure transmission or storage.





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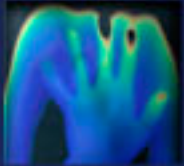


E N C R Y P T I O N



Guess the word...

A graphic on a web page or in an e-mail message that is designed to monitor who is reading the web page or e-mail message. They are often 1-by-1 pixel in size and often collect the IP address of the computer that this is sent to.

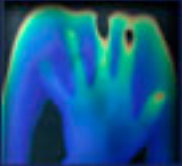




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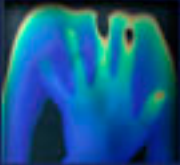
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W E B B U G





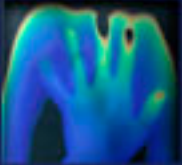
Guess the word...



Known as SSL. A method for transmitting private documents via the internet. Websites that require an SSL connection start with *https:* instead of *http:*.



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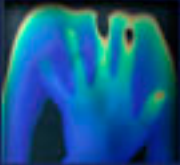
S E C U R E

S O C K E T S

L A Y E R



Guess the word...

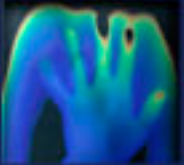


Refers to a site's use of personal data to create or build a record on the particular individual or computer for the purpose of compiling habits or personally identifiable information of that individual or computer.

— — — — —



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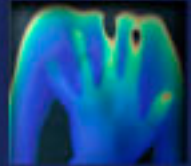
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P R O F I L I N G



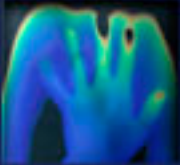
Guess the word...

Software that covertly gathers information about a user while he/she navigates the Internet and transmits the information to an individual or company that uses it for marketing or other purposes.





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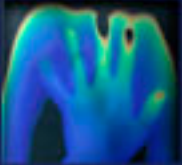


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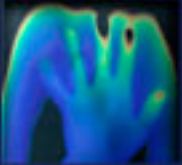
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The crime of obtaining and using an individual's personally identifiable information in order to fraudulently appropriate their identity.



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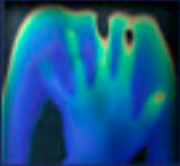
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I D E N T I T I Y
T H E F T



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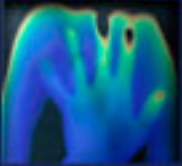
An organization's standard pertaining to the user information it collects and what is done with the information after it is collected.





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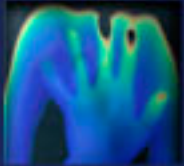


P R I V A C Y

P O L I C Y



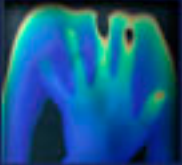
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Issued for the purpose of consistently identifying the individual. These include government-issued identifiers such as a Social Security Number, as well as identifiers issued by a Web site or service.



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U N I Q U E

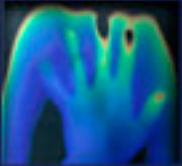
I D E N T I F I E R S



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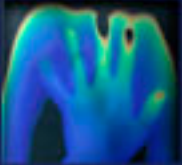
A Federal Act that requires “covered entities” to ensure the privacy and security of health information at every level of the healthcare system.

— — — — —





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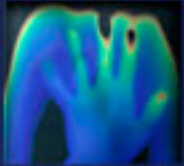
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H I P A A

(Health Insurance Portability and Accountability Act)



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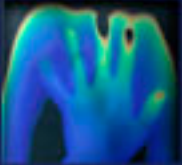


Small text files stored on a computer and later retrieved by a web server to keep track of the browsers' activities.

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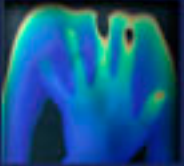


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C O O K I E



Congratulations!

You just completed the “What is this word” game. For further information on any of the words in this game, feel free to talk with the privacy expert located at this table.

Want to play again?