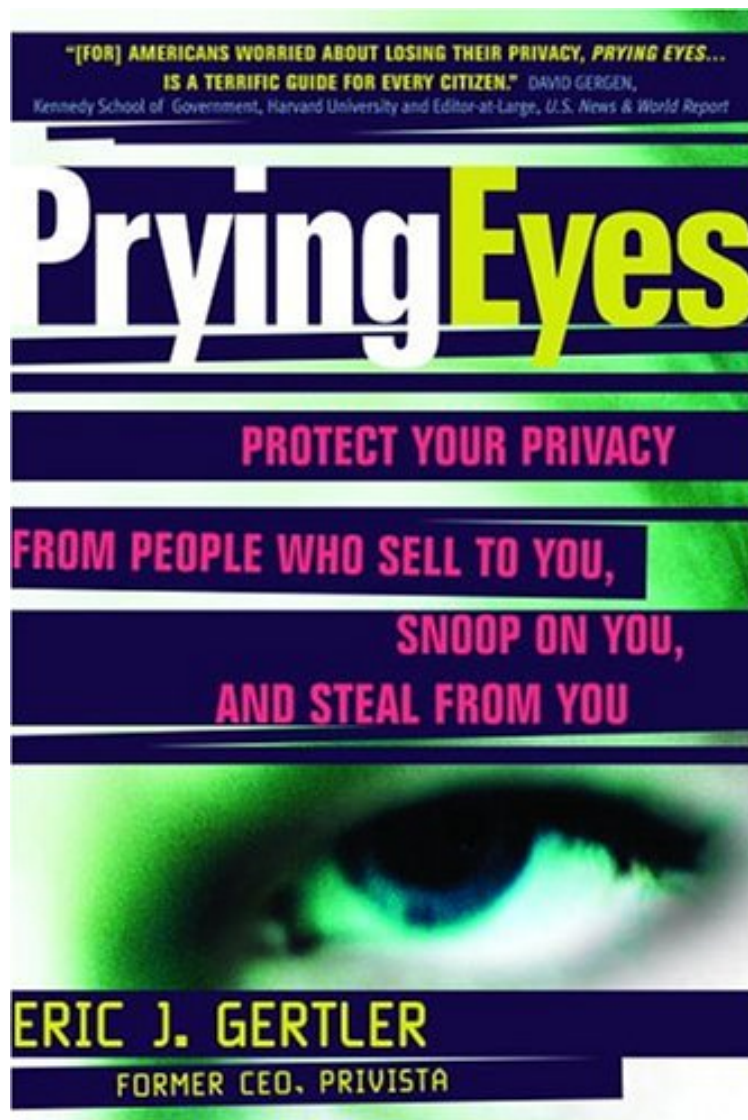


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Prying Eyes : Protect Your Privacy From People Who Sell to You, Snoop on You, or Steal From You

Eric Gertler

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is all about generic knowledge and common sense. Not sure about the time it was written, but now everybody knows about keeping SSN private, and shredding important documents and bills before trashing. It is also obvious that government and private organizations may have all information about you; and such information can be used against you, if compromised. To my opinion, if you know nothing about security - buy this book and read it. It will give you a basic understanding on what to do to protect yourself. 7 of 8 people found the following review helpful. SPAM IS THE LEAST OF YOUR PROBLEMS By Danny Wilson Quite simply the BEST book on Identity theft I've seen. It's scary what can happen to you if you don't watch out when you use your computer. I thought I was careful, but Gertler gives easy and simple things you can do in minutes to prevent getting into REAL trouble when using your PC which can wipe out your life savings, ruin your credit rating and keep people from knowing exactly what you do online. And it's not geared towards computer geeks, but average people like me, who only use email, shop online or download music. I have been using anti-virus programs, downloading security patches and using firewalls, but Gertler points out that computer criminals are one step (or TEN) ahead of you. And it's not just hackers, but your bosses are spying on you too! Read it and you'll first get scared and then, if you do what he says, feel calm and protected right away. Once you're attacked, he explains that there's very little the law can do to protect you. For those interested in how this criminal cottage industry grew, he gives some nice historical background on how this activity happened. Gertler protects you from everyone from Bill Gates, profiteers on down to thrill-seeking thugs. I've read other books on the subject, but this one is the most comprehensive and practical. A MUST read for anyone with a personal computer or who knows someone who uses one. 2 of 2 people found the following review helpful. Awful, just awful By Bookfiend I was given this book by a friend last week, and I read it (or tried to read it) over the weekend. What an intellectual mess. The information is poorly presented, it is confusing, and almost seems to be written by someone with ADHD. Spare me, please. There are far better books out there, as noted by many other reviewers. After reading the book, the friend that gave it to me then let me in on a little secret which some astute reviewers have already wisely surmised. He told me that Mr. Gertler convinced friends (including my friend) to shill his book to distort the rankings. Now I cannot be sure this is true, but given that so many ratings are 1 star and so many are 5 star with nothing in between, it makes sense. Mr. Gertler should keep his day job, whatever it is. As for the book, its pages are lining my bird's cage as I type this.

You leave an electronic trail every time you use a credit card, rent a DVD, mail in a rebate form, go to the doctor, open a bank account, or surf the Internet at home and at work. News stories about identity theft, anti-terrorist legislation, cyber-stalking, marketing databases, and employer surveillance practices are evidence that your privacy is violated more and more every day. Using examples from real-life situations, *Prying Eyes* reveals how, often without your knowledge, people use your personal information to sell to you, snoop on you, and steal from you. Eric Gertler reveals how to minimize your exposure in every facet of life at home, at the office, on vacation, at the store, at the doctor's office, online, and on your cell phone. Beyond reporting and speculation, *Prying Eyes* will empower you to take charge of your personal information before someone else does. You will learn: How information about your bank account, credit, and purchases is tracked, stored, and accessed and how to limit your exposure. How to protect yourself from identity theft and how to recover if you've been a victim. Risks to your privacy at work why it is important to separate your personal life from your business life. Threats to your medical files who has access to them how they're commonly mishandled, and how to prevent information from getting into the wrong hands.

From Publishers Weekly Recently, the media and book authors have focused on the dangers to our privacy posed by the growing electronic network connecting all aspects of our lives, from medical records to online shopping. But Gertler offers more practical ways to protect your privacy from invasion and your identity from theft (no small problem: according to Gertler, 10 million Americans were victims of identity theft in 2003). In this amiable and readable handbook, Gertler, an expert on privacy and identity theft and former CEO of Privista, advises on how to prevent your Social Security number from being sold on the Internet; reduce access to your credit report; and check the security on a Web site when you make a purchase, among many other tips. And if you thought your workplace was safe, Gertler details how increasingly intrusive employers are becoming and employers, an ACLU staffer points out, are "beyond the reach of the Constitution." Gertler offers lots of scary anecdotes illustrating how easily others can gain access to your personal information and abuse it, and little sidebars highlight important points. Some may find Gertler's approach too comprehensive they may not need the constitutional history of the right to privacy. But for patient readers who want a grasp of the issues as well as practical tips, Gertler's guide to identity security is indispensable. Copyright Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author Eric Gertler, a nationally recognized expert on privacy, personal information, data transfer, and identity theft, has appeared on CNN, NBC News, CBS News, ABC News, and Fox News to discuss privacy. He has also addressed government-sponsored panels such as the Federal Trade Commission's workshop on identity theft, served president of U.S. News World Report, and was chief executive officer of Privista, Inc., a software company that focuses on credit

management and identity theft protection.