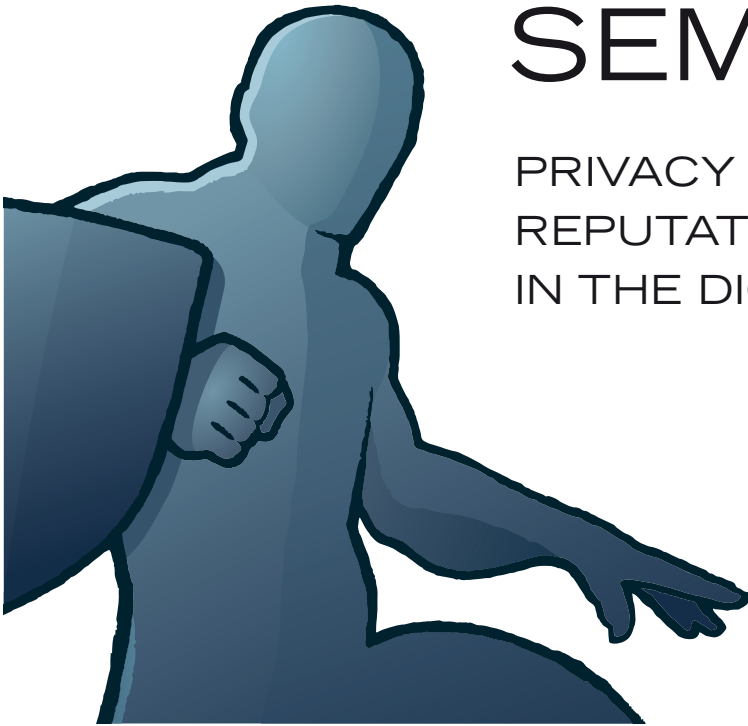


# SAFE SURFER SEMINAR

PRIVACY PROTECTION &  
REPUTATION MANAGEMENT  
IN THE DIGITAL AGE



*“We race at speeds of 300 thousand kilometers per second on data highways, but still know far too little about how to adequately protect ourselves against digital accidents.”*

MARTIN HELLWEG, AUTHOR

VIRTUAL BODYGUARD

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VIRTUAL BODYGUARD



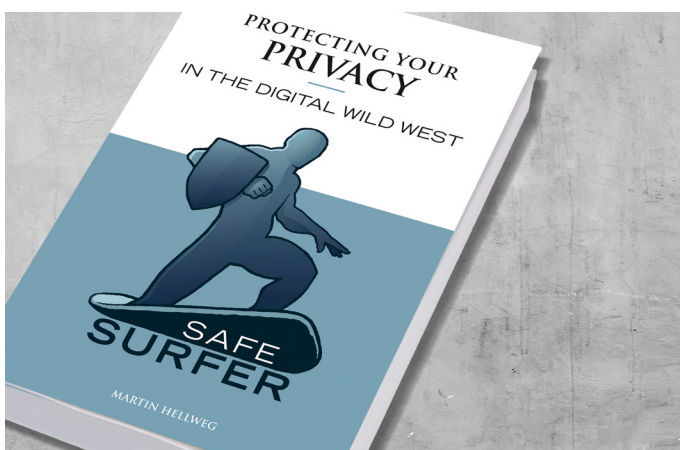
*“Use your legal name sparingly.”*

## //WHY YOU NEED A VIRTUAL BODYGUARD

### //VULNERABILITY IN THE DIGITAL AGE

Digital communication is a blessing for our society. It gives people worldwide access to important information, useful products, services and also the ability to make one's voice heard through democratic initiatives. At the same time the digital age has its downsides.

Untruths, insults, and slander are spreading faster than ever before on the internet and stay there permanently. Hackers make it increasingly a hobby to attack private individuals, not just top managers, entrepreneurs, politicians, celebrities, but also people from all sectors of society. Not even in our own private social media network are we safe from observation, surveillance, gossiping and possible defamation. The consequences of these attacks for an individual's private and professional life are frightening and manifold. The spread of these toxic attacks to an individual's employer or any organization this individual represents can be very serious.



THE BOOK SAFE SURFER by Martin Hellweg (Infinity Publishing 2015) is one of the foundations of the seminar and will be issued to participants.

### //CARELESS DRIVING ON THE INFORMATION HIGHWAY

Countless recent examples show how massive damage to the reputation of individuals and companies, can be caused in no time at all. In today's digital world, it is imperative to develop a new mode of communication, one that takes the various new digital risks into account.

More firewall and anti-virus programs are not the solution. Awareness of personal risk and the importance of disciplined behavior while using the internet is key.

### //BECOME A SAFE SURFER

Learn to use the digital world safely and confidently, while utilizing tools for effective privacy protection. Develop habits that will avoid risks to your personal reputation and to the companies or organizations you represent.

Many users are not fully aware of the risks and dangers they may encounter while web surfing, communicating digitally and using social media. Public figures are particularly exposed to these risks, but not only those in the public eye can become victims. Today private individuals can come to unwanted internet fame in the blink of an eye.

“Any individual who uses the Internet without knowledge of the risks, who proceeds blind to the possible pitfalls, will sooner or later experience a breach of their privacy in some form. A damaged personal reputation can have a lasting effect, rippling out to negatively influence the reputation of any organization an individual is associated with.” Sam V. Furrer, Virtual Bodyguard

The Virtual Bodyguard helps individuals and companies to protect their privacy in the digital world.

*“If in doubt:  
Best not to do it.”*

## //SAFE SURFER SEMINARS

### //WHAT WILL YOU TAKE AWAY FROM A SAFE SURFER SEMINAR?

- Become fully aware of the main threats and risks of the digital world with regard to privacy violations, reputation risks and cybercrime
- Understand how to develop patterns of behavior which will establish firm boundaries and limit access to your identity and private life
- Learn practical measures and behavioral guidelines to protect your privacy and to mitigate the risks of your privacy being breached
- Gain the skills to quickly eliminate negative representations of your personality on the internet
- Acquire the knowledge to carefully design and manage your personal digital profile on social media and beyond

### //FURTHER KEY TAKEAWAYS

- Tips and advice that can be implemented immediately
- 1:1 coaching during the seminar
- Hands-on guidance to build your personal, authentic, and credible online profile

### //WHO CAN BENEFIT FROM A SAFE SURFER SEMINAR?

Anyone who regularly uses the internet and values his or her privacy. Individuals who value their reputation, and who find it important to protect the organizations and institutions they represent.

The seminar is of particular use to individuals who depend on their personal credibility and value the trust they've earned from their employees, customers, members or voters. Thus, we regularly welcome corporate executives, presidents of associations, politicians and other publicly exposed persons in our seminars. On request, we will be happy to configure a seminar specifically customized for your participants' needs.



*“Look the door  
behind you.”*

## // MODULAR SETUP OF THE SEMINAR

Our seminars are custom-tailored using a number of modules. This allows us to address the specific needs and priorities of our customers.

### //MODULE BASIC UNDERSTANDING OF THE DIGITAL WORLD

- The architecture of the Internet industry
- The mechanics of Big Data: government and private players, their intents and interests, their methods and tools, the consequences for the users, and the related trends for the future
- The systematic collection of data, the compilation of personal profiles, and the trading of personal data by Data Brokers as a business model
- Typical online threats (cybercrime, malware, discrimination and manipulation based on personal data, etc.)

### //MODULE HANDS-ON TOOLS FOR DIGITAL PRIVACY PROTECTION

- How to keep private information private
- How to protect yourself, your family and your company effectively
- How to fight hackers
- How to find and memorize reliable and effective passwords
- Easy to use encryption
- Simple and effective day-to-day rules to protect you when using the internet, communicating with digital media or participating in social media
- Secure settings for your electronic devices and app

### //MODULE DIGITAL REPUTATION MANAGEMENT

- How to get an overview on your personal data currently available in the internet. Assessment of personal data relevance and risk-potential
- How to establish the borders of your privacy according to your personal preferences and needs
- Individual risk assessment regarding your privacy and reputation
- If needed: elimination of unwanted personal information in the Internet
- Design of the personal online profile you want to build in the near future

### //MODUL INNOVATIONS RELATED TO PRIVACY PROTECTION

- Measures to protect yourself and your customers from the continuous erosion of privacy
- Business opportunities arising from an increasing number of customers who care about their privacy and ways to differentiate your company from your competitors
- Development of innovative services and products for such customers

*“A photo travels  
around the world.”*

# // IF YOU UNDERSTAND THE DIGITAL WORLD YOU CAN USE IT WITHOUT FEAR

## // HIGHLIGHTS FROM THE SEMINAR

- Overview on the possibilities to protect and defend your privacy and reputation with legal means
- Eye-opening field reports from the Virtual Bodyguard, explaining the lessons learned from many real-life crisis situations like mobbing, data theft, stalking, viral incidents, slander, identity theft, etc.
- Business models, investment and research strategies of the most important Big Data players
- Interactive exercises and case examples

## // ABOUT THE VIRTUAL BODYGUARD ORGANIZATION

Since 2007, the Virtual Bodyguard has helped individuals and companies protect their privacy and reputation in the digital age. The Virtual Bodyguard's approach is based on inter-disciplinary and personal assistance to clients with the aim to train safe behavioral practices and to build a secure digital infrastructure tailored to the specific needs of the client.

In the acute case of a digital attack the Virtual Bodyguard also carries out emergency assistance. This includes short-term personal care and damage control as well as the subsequent legal, technical, communication and, if necessary, psychological support provided by our partners. The result of these activities will limit the damage done and reinstall data security, privacy and reputation.

## // THE SPEAKERS



MARTIN HELLWEG

- Has personally assisted clients who have become victims of digital attack
- Has been CEO or Member of the Boards of Directors of several publicly traded and privately owned companies
- Has written the book “Safe Surfer – Protecting Your Privacy In The Digital Age”
- Has been a key note speaker at manyfold occasions



SAM V. FURRER

- Manages projects at the Virtual Bodyguard, particularly in the areas of communication and psychology
- Has held several executive management positions, incl. Head of HR and Head of External Communication
- Routinely runs seminars and individual coaching sessions in reputation management and privacy protection
- Management trainer and coach