Securing Your Digital Assets

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What are Digital Assets?

• Computers and devices: Content from desktops, laptops, tablets, and mobile phones

• Email: Content from incoming, sent, and stored messages

• Content from social media sites: Facebook, Twitter, Flickr, Pinterest, LinkedIn, and others

• Online businesses including online stores, blogs, and websites, including PayPal, and eBay
Why are Digital Assets Important?

• Your online content forms a rich collection of information that reflects who you are.

• Some digital assets, like PayPal accounts or online businesses, have distinct financial value.

• As your digital presence grows, your online content becomes more valuable to you and to the people with whom you share it.
What Happens to Digital Assets After Your Death?

• Unless you act to preserve it, your digital identity may be at risk of extinction

• Until recently, digital content was created and stored without much thought to its long-term availability to others

• The technology for how to manage and preserve your digital afterlife is still evolving
Creating Your Digital Legacy

• You can now preserve many items such as living wills online to create your digital estate or digital legacy

• With technology evolving at such a rapid pace, there is now an opportunity to create a permanent online archive of your life or your digital estate that could exist well beyond your physical life

• Your digital legacy could have a rich, lasting afterlife
How to Create Your Digital Estate
Step 1: Identify and Inventory Your Assets

• Make a thorough inventory of your computers, mobile devices, email, social websites, and other important online accounts
• List all digital content accounts and sources in your inventory
  o Shut down the ones you don’t use anymore
• Devices and the digital files on them are two separate things
  o You should consider the future owner of the device and the files stored there
Step 2: Archive Your Content

• It is essential to back up your computer and all personal devices to properly safeguard your data

• Keeping your digital content in more than one place helps keep it safe
  ◦ Consider storing it online
Online Backup Services

- www.mozy.com
- www.idrive.com
- www.sosonlinebackup.com
- www.carbonite.com
- www.sugarsync.com
Step 3: Document Your Final Digital Asset Wishes

• Decide what instructions you want your digital executor and/or heirs to follow for your specific digital assets
• Common choices include:
  o Archiving: Digital executor/heir may create a copy of all or some of your content
  o Sharing: You may choose to provide access to more than one person or group
  o Deleting: You may choose to delete either a portion, or your entire digital content
  o Doing Nothing: You may choose to do nothing and let digital executor/heir decide what to do with your digital content after your death
Step 4: Choose How Your Wishes will be Carried Out

• Document your final digital asset wishes in your will or as an addendum to your will or living trust

• Use digital estate planning services to manage your final instructions

• Communicate your final wishes to your loved ones, like your spouse, children, or other loved ones
State Your Final Digital Asset Wishes in Your Will

- Choose and name a digital executor/heir to manage your digital assets
- Be specific about your intentions for all of your devices, online accounts, and personal files
- Review “Terms of Service” policies for all online accounts and applications
- Know your state and local laws regarding the handling of digital assets after death
PA House Bill 2580

- Allows for someone to take over a deceased family members’ social networking website, microblogging or short message service website or e-mail service website

- Referred to Judiciary committee on August 23, 2012

- No further action since 2012
How to Protect Your Digital Estate cont.

- Communicate with your digital executor(s) and heir(s) the physical location, username/passwords, and permission to control your digital assets

- Consider both the emotional and financial value of your digital assets
  - Consider what may be valuable to your heirs, not just what’s valuable to you
What Happens to Your Digital Assets if You Become Incapacitated?

• Appoint a Durable Power of Attorney (POA) to manage your estate

• Communicate to your POA your final wishes for protecting and preserving your digital legacy

• Ensure that your loved ones know the physical location and usernames/passwords, to access your accounts
What Happens to Your Digital Assets if You Don’t Have a Will?

• Your entire estate will be subject to PA laws at the time of your death

• The “Terms of Service Agreement” for cloud-based services will apply according to the contract for the specific accounts you held
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- We have a parent's permission to share the information if the user is a child under age 13. See Children's Privacy & Family Accounts for more information about our privacy practices for children under 13.

- We respond to subpoenas, court orders, or legal process (such as law enforcement requests), or to establish or exercise our legal rights or defend against legal claims.

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- We transfer information about you if Yahoo is acquired by or merged with another company. In this event, Yahoo will notify you before information about you is transferred and becomes subject to a different privacy policy.
Helpful Tips

• Keep personal files off your business computer

• Keep your list of usernames/passwords separate from your will