# PHOTO SHARING SITES

- **Do** share photos only with known and trustworthy people.
- **Do** use caution when posting images and videos of you or your family. Be aware of your surroundings, to include identifiable locations and any other personal security vulnerabilities.
- **Do** ensure that family members take similar precautions with their accounts. Their privacy and share settings can expose personal data.

- **Don't** tag geolocations. The information in these tags can disclose where the photo was taken.
- **Don't** give apps permissions to access mobile device location services.
- **Don't** post photos of others, especially children, without getting permission beforehand.

Choosing the right photo sharing service will depend on intent and audience. Key questions to ask:

- Are you sharing photos primarily for yourself, your friends and family, or for public consumption?
- Are your contacts and intended audience already using a specific service?
- How much control and privacy do you want over your images?
- Is the retention of EXIF data problematic?

Although photo sharing services allow you to remove images, not all of them allow you to delete your account. Deleting content and/or an account does not ensure removal from the internet or the service provider's systems. Those with access to the photos on a photo sharing service can acquire and redistribute photos as they please.

## What is EXIF data?

Exchangeable Image File Format (EXIF) is metadata stored in the captured image. This data can include date, time, camera settings, and possible copyright information. If the image is captured with a camera phone or digital camera with GPS capabilities, it can record EXIF geolocation metadata.

For more information refer to the EXIF Removal Smartcard.

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## Six Popular Photo Sharing Services

| SERVICE/ DETAILS | Instagram | snapchat | facebook | Google Photos | Flickr | photobucket |
|---|---|---|---|---|---|---|
| **PRIMARY USE** | Share photos and videos from camera-enabled mobile devices | Share photos and videos that "disappear" after viewed or a period of 24 hours | Social network | Photo and video sharing and storage service | Photo and video hosting site used for sharing and embedding on blogs and social media | Photo and video hosting site used for sharing and embedding on blogs and social media |
| **IMAGE PRIVACY OPTIONS** | **Public;** Private (other users must request to follow you) | **Public;** Private (other users must request to follow you) | **Public;** Only Me; Friends; Friends of Friends | **Private;** Shared Albums allow anyone with the unique web link to view your photos | **Public;** Only You, Your Friends, Your Family | **Public;** Private (optional password protection) |
| **RETAINS EXIF** | No | No | No | Yes | **Yes, for original uploaded file (not for resized file;)** You can also hide EXIF data | Uploaded file (not for resized file) |
| **GEO-LOCATION OPTIONS (NON-EXIF)** | GPS-based device location and customizable location (both removable) | Snapchat Geofilters use location services on your mobile device (Using Geofilters is optional) | Free-form text; location suggestions; map-based (removable) | GPS-based from camera and Google's Estimated Location (both can be disabled in the phone settings) | Editable location; map-based (both removable) | Location data is available unless you disable it |
| **ALLOWS REPOSTING** | Yes, only with third party applications | No, but note that viewers can still screenshot your Snaps | Yes | Yes, photos can be downloaded from a Shared Album. | Yes | **Yes** |
| **POPULATES IN GOOGLE SEARCHES (INDEXED)** | Profiles are indexed, but not photos | No | Public profiles are indexed | Shared photos may possibly be open to public search in the future | Public albums are indexed; Offers opt-out for 3rd party searches | Public albums are indexed |

## Privacy Settings

*Default settings are in **bold**.

### Instagram

If the account is set to private, only approved users can view images and videos. From a smartphone, tap the person icon at the bottom right corner of the screen > tap the menu icon (three bars) in the top right corner of the screen > click "Settings" > tap "Privacy." Ensure the toggle is on for "Private Account."

# PHOTO SHARING SITES

## Privacy Settings (Continued)

### 👻 snapchat

Verify who can view images or videos on Snapchat to ensure privacy. From a smartphone, tap the person icon at the top left corner of the screen > Tap the gear icon at the top right corner of the screen > scroll down to "**WHO CAN**…" Ensure that "Contact Me" and "View My Story" are set to "My Friends." Ensure that under "See My Location" the toggle is set to enable "Ghost Mode" and displays as "Only me." When "Ghost Mode" is enabled, your location is not revealed to anyone. Ensure "Use My Cameos Selfie" is set to "Only Me." It is not recommended to toggle "Show me in Quick Add" on.
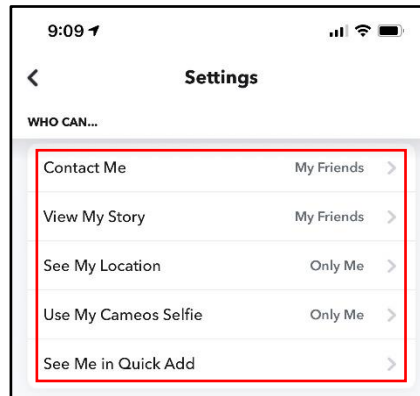
### facebook

It is recommended to review who can view or share your photos on Facebook. From a smartphone, tap the menu icon (three bars) in the bottom right corner of the screen > tap the down arrow next to "**Settings & Privacy**" > "**Settings**" > scroll down and tap "**Profile and Tagging**" to adjust who can view your posts and photos.
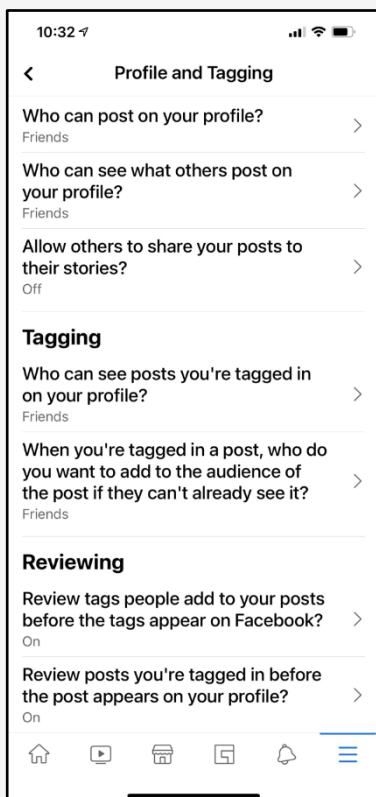
### Google Photos

Review privacy settings in Google Photos. From a smartphone, tap the user icon in the top right corner of the screen > tap "**Google Photo Settings**." Under "**Sharing,**" tap "Hide photo location data." Tap "Group similar faces" and ensure the "Face grouping" toggle is turned off. Ensure the toggle is on and the setting displayed is "Other people won't see where photos were taken."

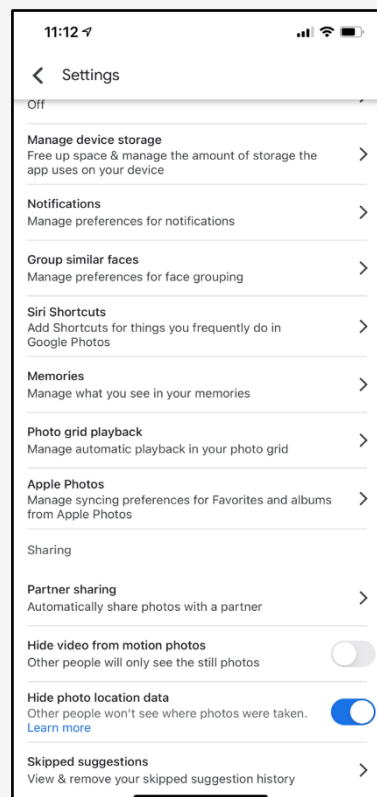SAFEGUARD *Digital Identity Protection Toolkit*

# PHOTO SHARING SITES

## Privacy Settings (Continued)

You can adjust the default photo privacy settings to control who can see your photos and videos. Default settings will affect all your Flickr content whether you upload it from a computer or your mobile device. From a smartphone, tap the person icon in the bottom right corner of the screen > tap the gear icon in the top right corner of the screen > tap "**Privacy and safety**." Ensure "Default post privacy" and "Location privacy" are both set to "Private." Set "Photo safety level" to "Safe" and "Safe search filter" to "On." You can also change the privacy level of a specific photo or video: Click the info icon on the specific photo or video. Choose an option in the drop-down: "Public," "Private," "Friends," "Family," or "Friends & Family." It is recommended to only permit family or close friends to view photos.

Comprehensive Flickr account settings can be modified via computer. Click the camera icon. Select "**Settings**" > "**Privacy & Permissions.**" The recommended settings are presented in the screen capture to the right. Click "**Sharing & Extending.**" Ensure third party applications are not linked as demonstrated in the image.
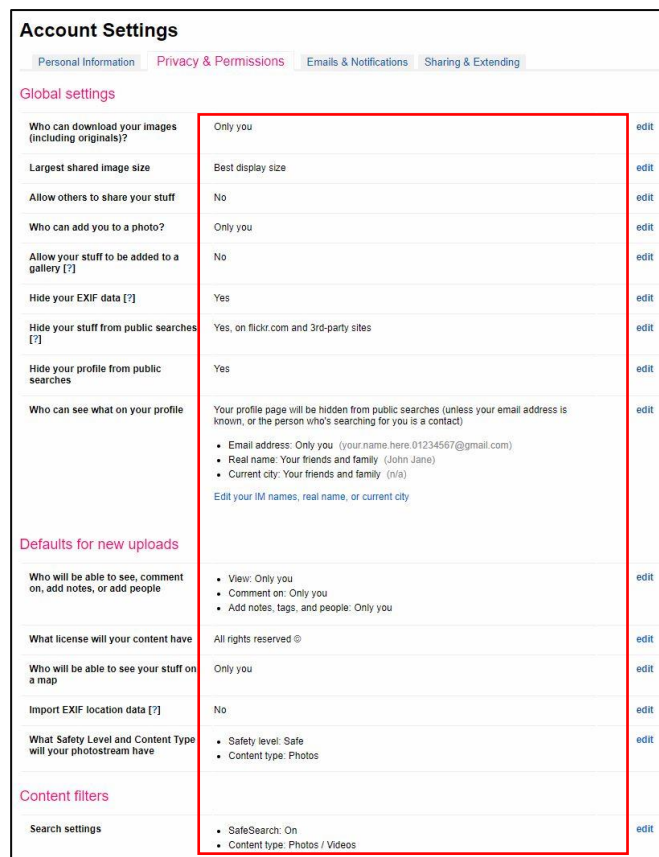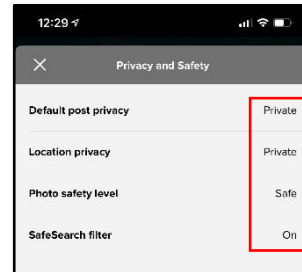
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# PHOTO SHARING SITES

**Privacy Settings (Continued)**

photobucket

Click the person icon in the top right corner of the screen > select "**Settings**" > Select "**Privacy**" tab. Use the image to the right as an example for security settings. Select the "**Apps**" tab. Use the image at the bottom of the page as an example for security settings. Ensure third-party applications, such as Twitter and Facebook are not linked to your Photobucket account.

## Privacy

| Personal | Albums | Privacy | Apps | Notifications | Mobile | Account |

**Followers**

☐ Allow others to follow me. You currently have no followers.

**Content Privacy**

☐ Allow others to copy, download and/or print my photos & videos

☐ Allow comments in my albums

☐ Show where my photos were taken

☑ When I upload, permanently remove information about where my photos were taken

**File Name Scrambling**

To protect your privacy, we recommend that you select the options to scramble both future and past upload file names. However, if you intend for your photos to be public or used for business purposes, we recognize that you may not want to scramble.

**For Future Uploads**
☑ (Recommended) During upload, scramble file names to make links hard to guess

**For All Previous Uploads**
[ Scramble File Names ]

ⓘ Scrambling file names changes links.
You will need to re-establish published links once the scramble is complete.

[ Save ]  [ Cancel ]

**Album Privacy**

[ 🔓 Make All Public ]  [ 🔑 Make All Password Protected ]  [ 🔒 Make All Private ]

**Applications**

| Personal | Albums | Privacy | Apps | Notifications | Mobile | Account |

**Connected Services**

Connect your social profiles to Photobucket for quick sharing and for finding friends.

f Facebook                                    [ Connect ]

🐦 Twitter                                     [ Connect ]

**Although it is possible to set Photobucket albums to "private," this does not prevent the photos within being accessed by someone who knows or can guess the URL.**