

Privacy Tips for Older Californians

Simple ways you can stay safe online



Older Adults and Privacy

Elder fraud has dramatically risen since 2020, with a 46% increase between 2023 and 2024 alone, according to FBI statistics. Now more than ever, it is important for older adults to keep their personal information safe from fraudsters. The California Privacy Protection Agency and the California Department of Aging have partnered to provide older adults with tips to protect their privacy online.

Tips to protect your privacy



Click the link

Websites are required to allow you to select your privacy choices by providing a link in their privacy policy and usually at the bottom of their website.



Toggle the toggle

Sometimes websites offer privacy choices through a pop-up banner. Instead of hitting “accept” you can use the toggle to opt-out.



Use Privacy Tools

Tools like Global Privacy Control (globalprivacycontrol.org) can automatically signal your privacy preferences to every website you visit without having to manually toggle the toggle or click the link.

Submit a complaint or get support at privacy.ca.gov